

3.00 credits	15.0 h	Q2
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Teacher(s)	Standaert Olivier ;Verschelden Wouter (compensates Standaert Olivier) ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	The course will be assessed on a continuous basis, by means of a piece of work linked to the projects developed in the course sessions, and presented orally in the examination session. In the second term, students who fail the course will individually present their project related to the term's work in the same way.
Teaching methods	Classes will be held face-to-face (unless otherwise indicated). Students will be informed of these arrangements. In both cases, course resources will be accessible to students via Moodle. The course will be given through different sessions (the precise timetable will be sent at the beginning of the term) of work and presentations of the progress of this work. The aim of the sessions is twofold: to work as a group on drawing up a credible, well-argued business plan for a journalistic project in the broadest sense, and to defend its components and characteristics by means of a market study and a SWOT analysis. At the same time, develop a theoretical and critical reflection on the interplay between economic and editorial issues in journalistic entrepreneurship.
Other infos	Reading resources in English is necessary as part of the work.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Journalism	EJL2M	3		