

School of Commerce & School of Economics, NMIMS Navi Mumbai Presents
“Exploring Journalism within the ambit of the
Disciplines of Finance and Marketing”

24th July 2021, 2 pm to 5 pm

Dr Salim Shamsheer, Associate Dean, School of Commerce and School of Economics inaugurated the event alongside Assistant Professor Ms Jinal Shah with their presence and Student Council President Ms. Sunjana Srivastava, Vice President Ms. Geetika Chopra, Chief Secretary Ms Manaswini Gupta and Treasurer Mr. Shashank Goyal.

The poster is for an event titled "Decoding Business Journalism". It is presented by the School of Commerce and School of Economics at NMIMS Navi Mumbai. The event is scheduled for 24th July at 2 PM. The speakers are Manju Dalal, a seasoned financial journalist, and Priyanka Nair, an assistant editor. The topics are Financial Journalism and Marketing Journalism. The event is to be held via Microsoft Teams.

School of Commerce and School of Economics Presents

Decoding Business Journalism

24th July

Microsoft Teams

TIME: 2 PM

Manju Dalal
Seasoned Financial Journalist (Debtwire, Wall Street Journal, Bloomberg, Thomson Reuters)

TOPIC: FINANCIAL JOURNALISM

TIME: 3.30 PM

Priyanka Nair
Assistant Editor - Storyboard, Network18

TOPIC: MARKETING JOURNALISM

Session 1

Conducted by Ms. Manju Dalal, a seasoned Financial Journalist. She has worked with renowned names like Debtwire, Wall Street Journal, Bloomberg and Thomson Reuters.

The talk began with a brief introduction to the basics of Journalism. She expanded upon the new generation of journalism and the field is evolving. She shared a small clip from the movie, The Newsroom which serves as a source of inspiration for her work. She expounded upon the attributes of a good journalist which included good communication and writing skills with a knowledge-hungry attitude and aptitude.

She also shared some tips and tricks on producing good writing. She shared her method of including the elements from the “Inverted Pyramid” and 5W+1H. This was followed by sharing her incredibly useful and practical insights on the profession as a career choice. She also engaged the audience with her life experiences and her journey to becoming a financial journalist.



Session 2

The next session was conducted by Priyanka Nair, Assistant Editor - Storyboard at CNBC Network18. She has also worked extensively with the Economic Times.

She began by telling the audience about her discovery and journey into the niche of Marketing Journalism.

Further, she elucidated upon her writing process. She believes that anything and everything around you can trigger an incredible idea, one just needs to be a hyper-observer and attentive listener.

The next step of the process is to translate her ideas into words. She does so by ample reading and researching her topic and then bucketing tonnes of information. Her advice to the audience was to build a strong network of the right people. She explained the benefits of having a global view and being observant.

Finally, she had some pro-tips from her extensive experience in the industry alongside the opportunities this field offers.



The ground was opened to questions from the audience at the end of the session which was answered ardently by all the individual esteemed speakers.

Finally, The Votes of Thanks was presented by Ms. Sunjana Srivastava on behalf of the SOC Student Council expressing their gratitude to our esteemed Associate Dean, Professor Shah, Guest Speakers, Management of Faculty of Commerce and Management, NMIMS Navi Mumbai, students and staff members for such a remarkable session.