



Certificate in Financial Journalism (CFJ)

Conducted by the

Financial Services Academy

the education, training and research arm of the

Securities and Exchange Commission of Sri Lanka

in collaboration with the

Department of Government Information of the

Ministry of Mass Media and Information

**An excellent opportunity to build a rewarding
career as a Financial Journalist**

Application forms will be available at the
SEC and FSA websites

(www.fsalanka.edu.lk and www.sec.gov.lk)

and

at the SEC Reception
Level 29, East Tower
World Trade Centre
Colombo 1

for more information

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Introduction

In today's current capital market environment, the art of financial reporting has never been more important. Considering the growing need for professional financial journalists, the Securities and Exchange Commission of Sri Lanka (SEC) has identified the need to properly educate and train the existing financial journalists and to attract young future journalists to the industry. Formulation of a qualification framework (QF) exclusively for financial journalist is the outcome of such identification. The QF presently consists of two stages, i.e. Certificate in Financial Journalism and Advanced Certificate in Financial Journalism. The SEC is pleased to announce the inauguration of the first stage of the qualification framework and thereby invite all practicing and potential journalists to forward their applications.

Objective

The objective of this Certificate programme is to professionally educate and train the existing Financial Journalists in the Sri Lankan context and to attract young future journalists to the industry, paving the way to a rewarding career pathway.

Learning outcome

At the end of the course, journalists should understand basic principles/techniques of how to cover the macro economy, with a focus on the financial and monetary policy of the country, evaluate companies, including equity and debt markets. Participants will have the opportunity to master writing on technical subjects in a professional manner. They will also obtain an understanding to report new developments in the Capital Market, Central Bank, and the Treasury in terms of news. Participants will acquire basic skills to cover markets and general business.

Course coverage

- Macro Economy
- Capital Market and Products
- Basic Accounting & Finance
- Media Ethics & Best Practices I

Faculty

The course will be conducted by an eminent panel of lecturers

Delivery

Lectures, Seminars, Workshops, Assignments & Case Studies. The Programme also includes 1-2 field visits to selected stock brokers, market intermediaries, Colombo Stock Exchange & SEC

Commencement

Lectures will commence in mid July 2009. Classes will be conducted once a week, for a period of 4 -6 hours

Application closing date: 25th June 2009

Duration: 3 Months

Venue: SEC Auditorium

Other terms and conditions

- The Certificate course is offered free of charge with a view to develop the capital market and to create investor awareness. Therefore attendance at lectures is compulsory
- Entry to the programme will be selective and limited
- The SEC reserves the sole right to accept or reject any application