



EMPLOYER PROJECT WITH BFM 89.9 THE BUSINESS STATION

Title: BFM Tech Talk (Tech in Focus)

Field: Arts, Mass Communication

Level: Bachelor's Degree

Project Description:

As Malaysia's only independent radio station, focused on business news and current affairs, BFM has established a stellar reputation as a thought-provoking media house that champions intelligent, rational, evidence-based discourse.

In this project, students are to develop show notes for BFM's new show entitled 'Tech in Focus', where top-performing technology players would be highlighted, complemented by juicy insights, into what makes them tick, by international analysts.

Show notes are critical to a radio show because they guide the contents of an interview and serve as the presenter's main source of reference. This project involves analysing, evaluating and critiquing financial practices, being able to sift through tons of information on stock market movements in relation to local, regional and international tech companies. To guide students on their selection of the most appropriate companies to feature on the show, reviews and dissected case studies of 20 leading tech companies are to be conducted. In order to uncover background information about shortlisted interviewees and companies, the students will learn to leverage on DRUM and Seeking Alpha, tools traditionally used only by journalists.

Students will be given the chance to learn from creative and talented celebrities such as the show's producer and presenter, Jeff Sandhu.

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Supervisor's signature

Date: May 1st, 2021