



Arizona State University

**MASTER OF SCIENCE IN BUSINESS
JOURNALISM
STUDENT HANDBOOK
2018-2019**

Arizona State University
Walter Cronkite School of Journalism and Mass Communication
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CONTENTS

INTRODUCTION	2
GRADUATE STUDENT PLEDGE.....	3
MYASU.....	4
MSBJ PLAN OF STUDY	5
MSBJ REQUIREMENTS AND COURSES	6
STUDENT CONDUCT.....	8
ACADEMIC INTEGRITY	8
PROFESSIONAL ETHICS.....	8
SATISFACTORY ACADEMIC PROGRESS AND SUCCESS POLICIES	9
GRADUATION AND DEGREE CONFERRAL.....	11
APPEAL PROCEDURES	12
STUDENT SERVICES	13

INTRODUCTION

Welcome to the Walter Cronkite School of Journalism and Mass Communication at Arizona State University!

You have enrolled at a remarkable time.

The media world is changing rapidly, and we need of deep reporting and bold innovation now more than ever. The Cronkite School will prepare you to be a leader in this time of great opportunity.

This handbook lays the foundation for your success at the Cronkite School. It sets shared expectations for ourselves as journalists and as a community of learners. It also outlines the standards and policies set by the Cronkite School and [ASU's Office of Graduate College](#).

Read it. Save it. Ask questions about it if policies seem unclear. It is your responsibility to make sure you are following it in letter and in spirit.

I look forward to helping you to achieve your goals at the Cronkite School and beyond.

Sincerely,



Rebecca Blatt
Assistant Dean

GRADUATE STUDENT PLEDGE

Please return a scanned image or a good picture of this document to aric.johnson@asu.edu.

I, _____, commit myself to meeting the highest standards of excellence, ethics and integrity, according to:

- [The Society for Professional Journalists Code of Ethics](#)
- [Cronkite School Academic Integrity Policy](#)
- [Cronkite Social Media Guidelines](#)
- This Graduate Student Handbook

By signing below, I also affirm the following:

1. I take pride in my work. I dedicate myself to developing as a journalist, multimedia storyteller and industry leader.
2. I take pride in my professionalism. I show up on time, meet deadlines, communicate clearly and openly, cultivate enthusiasm and give maximum effort to my work.
3. I respect my sources and the communities I cover. I commit myself to seeking a wide range of perspectives.
4. I uphold the journalistic principles of fairness, accuracy, independence, accountability and transparency.
5. I recognize that my classmates, teachers and mentors are critical to my success in this program and the rest of my career. I treat each one with respect and offer support whenever I can.
6. I appreciate that, as a student at the Cronkite School, I have the opportunity to drive innovation and shape the future of media, communication and public discourse. I am prepared to experiment, adapt and support my Cronkite colleagues in doing the same.
7. As a member of the Cronkite School community, I bring a sense of curiosity and a spirit of collaboration to all that I do.

Name (please print) _____

Signature _____

Date _____

MyASU

Your my.asu.edu portal is your go-to place for information about courses, transcripts, student success and support, finances, university policies and the academic calendar. Please take time to familiarize yourself with these areas:

Profile: Update your address, phone number, email information, or add guests, such as a parent, so they can look FERPA-protected information including grades.

My Classes: Click on the name of each course to access the corresponding Blackboard content. This is where you will see the syllabus, find links to readings and submit assignments. Take a few minutes to familiarize yourself with the structure of each course.

Final Transcript: If you sent in a transcript for admission to the program before you graduated, send your final transcript with your degree posted.

Academic Integrity Module: ASU Graduate College module reviewing academic integrity expectations. Please complete as soon as possible. Please note, this module explains the university-wide policy. The Cronkite School academic integrity policy includes additions specific to journalism students. Please be familiar with both policies.

Academic Calendar (bottom right box): This has important dates you need to monitor, including when classes begin, last day to register or drop/add classes, tuition and fee payment deadlines, holidays, withdrawal deadlines, schedule of classes available and when to enroll.

MSBJ PLAN OF STUDY

The Master of Business Journalism degree may be completed in as little as three semesters. Students may start coursework in the fall or spring semester. Courses are delivered online in the fall, spring and summer semesters.

All fall and spring semester online courses take 7.5 weeks to complete. Session A courses are taught in the first 7.5 weeks of a regular semester and Session B courses are offered in the second 7.5 weeks of a regular semester. Summer courses are completed in 6.5 weeks.

Total degree credits required: 30

Coursework

Students begin the program with the 3-credit Issues in Coverage of Business and the Economy and conclude with an Applied Project that reflects the student's particular area of interest. Other courses may be taken in any session in which they are offered except for the Basics of Financial Performance and Basic of Internal Measures of Success courses, which are taken in succession.

- Issues in Coverage of Business and the Economy (3 credits, fall A and spring A)
- Better Business Reporting (3, fall B and spring B)
- Media Law (3, fall, spring and summer A)
- Media Entrepreneurship (3, spring B and summer A)
- Data in Business Journalism (3, spring A)
- Basics of Financial Performance Reporting and Analysis (1.5, fall A)
- Basics of Internal Measures of Success: Managerial Accounting (1.5, fall B)
- Basis of Understanding Facts: Statistics for Managers (3, fall A)
- Basics of Decisions, Market Structure and Games: Managerial Economics (3, fall B)
- Basics of Leading People, Teams and Organizations: Organization Theory and Behavior (3, fall A)
- Applied Project (3)

Course Descriptions

- MCO 550 Issues in Coverage of Business and the Economy (3 credits). Students examine and analyze how business and economics are covered in the U.S. and abroad and gain a basic understanding and vocabulary for coverage of financial markets, economics, company statements, banking, credit markets, IPOs and mergers, real estate, global trade and the structure of public and private companies and non-profits.

Note: MCO 550 must be completed during your first enrolled session.

Offered fall A and spring A sessions

- MCO 551 Better Business Reporting (3 credits): This course provides training and practice in reporting and writing stories related to business and the economy. Students learn tools and techniques to enhance their coverage of various kinds of business stories, from profiles to financial reports. They learn best practices for pitching stories, cultivating sources, conducting effective interviews, structuring stories, using appropriate narrative elements and translating complex information for a general audience.

Note: Students must have completed MCO 550.

Offered fall B and spring B sessions

- MCO 503 Media Law (3 credits): This course teaches an understanding of laws associated with freedom of expression in the U.S. and how such laws vary in other countries. Students examine court cases related to freedom of expression and look at legislative and administrative regulation of mass media in the U.S. and elsewhere. Included are consideration of laws related to privacy, libel, defamation, obscenity, public records, trials, public meetings and intellectual property rights.

Note: Students must have completed MCO 550.

Offered fall, spring and summer A sessions

- MCO 556 Media Entrepreneurship (3 credits): The goal of this course is to familiarize students with media entrepreneurship and innovation in a quickly changing digital media environment. Students study the principles of entrepreneurship and innovation, assess their own tolerance for risk, evaluate opportunity and market conditions, and learn about various revenue models for entrepreneurial enterprises.

Note: Students must have completed MCO 550.

Offered spring B and summer A sessions

- MCO 552 Data in Business Journalism (3 credits): Students learn how to find powerful business and economic data from U.S. sources such as the Census Bureau, the Bureau of Labor Statistics, the Securities and Exchange Commission and the Federal Reserve. They also examine international data sources of the United Nations, the World Bank, the European Union and the statistics offices of various countries. They learn basic mathematical and statistical formulas for working with business data, how to find stories in data using tools such as Microsoft Excel and Google Fusion Tables and how to create basic data visualizations that are useful for understanding business and economic trends.

Note: Students must have completed MCO 550.

Offered spring A session

- ACC 501 Basics of Financial Performance Reporting and Analysis (1.5 credits): This course is the first of two that introduce students to contemporary financial accounting and reporting systems. The emphasis is on the interpretation and evaluation of a company's external financial reports. No previous accounting experience or knowledge is required.

Note: Students may enroll in ACC 501 concurrently with MCO 550.

Offered fall A session

- ACC 504 Basics of Internal Measures of Success: Managerial Accounting (1.5 credits): This course is the second of two courses that introduce students to contemporary financial accounting and reporting systems. It covers managerial accounting concepts and procedures for internal reporting applied to the decision-making activities of professional managers.

Note: This is a companion course to ACC 501. It must be taken in the session immediately following completion of ACC 501.

Offered fall B session

- MGT 501 Basics of Leading People, Teams and Organizations: Organization Theory and Behavior (3 credits): The course examines the concepts and applications of management, including motivation, leadership, group dynamics, organization design, decision-making, communication and organization change.

Note: Students must have completed MCO 550.

Offered fall A session

- WPC 504 Basics of Understanding Facts: Statistics for Managers (3 credits): This course covers the fundamentals of statistical analysis in making management decisions. Students learn basic statistical concepts and applications, employ linear models to make decisions in uncertain situations, interpret data and write conclusions in non-statistical language, and produce and interpret outputs in Excel.

Note: Students must have completed MCO 550.

Offered fall A session

- ECN 504 Basics of Decisions, Market Structure and Games: Managerial Economics (3 credits): The course covers revenue, costs and profits, pricing, value, market structure and uncertainty as well as the role of risk in decision making and competitive strategies from the manager's point of view.

Note: Students must have completed MCO 550.

Offered fall B session

- MCO 593 Applied Project (3 credits): The capstone class brings together the knowledge gained throughout the program. The capstone encourages students to think critically and identify and solve challenging problems in their field. Students produce a final project that incorporates research of an industry or market and offers a practical, real-world solution. The project may take the form of a paper or portfolio of findings or results, or a digital project or presentation.

Note: MCO 593 must be taken in your final enrolled session. Offered on an ongoing basis

STUDENT CODE OF CONDUCT

All students are expected to adhere to the Arizona Board of Regents Student Code of Conduct and university policies and procedures:

<https://eoss.asu.edu/dos/srr/codeofconduct>
<https://eoss.asu.edu/dos/srr/PoliciesAndProcedures>

Students are expected to regularly check their ASU email accounts for messages from the university and the Cronkite School. Students also are expected to regularly check their MyASU priority tasks for messages and holds from the university. Students are responsible for managing their tuition payments, finances and tracking university academic calendar deadlines.

ACADEMIC INTEGRITY

The Cronkite School has a zero tolerance policy toward academic dishonesty that is enforced within every course and educational activity offered or sanctioned by the school. Any allegation of academic dishonesty will be referred to the school's Standards Committee for review and recommendation to the dean of the school. If any student is found to have engaged in academic dishonesty in any form – including but not limited to cheating, plagiarizing and fabricating – that student shall receive a grade of XE for the class and will be dismissed from the school. There will be no exceptions.

At the beginning of every Cronkite class, each student will be given a copy of the full academic integrity policy, along with accompanying information on plagiarism. Students must sign a pledge that indicates they have read and understood the material and agree to abide by the policy.

The policy, along with guidance on how to avoid plagiarism and fabrication, can be found at http://cronkite.asu.edu/assets/pdf/Academic_Integrity_Policy.pdf.

PROFESSIONAL ETHICS

In addition to academic integrity commitments, students in Cronkite School programs must abide by the highest levels of journalism ethics. This includes following the core principles of the [Society of Professional Journalist's Code of Ethics](#), including seeking and reporting truth, minimizing harm, acting independently accountability and transparency. The [Cronkite School Social Media Guidelines](#) are based on these principles. Students are responsible for reading these policies and abiding by them.

SATISFACTORY ACADEMIC PROGRESS KEY POLICIES

All ASU graduate students are expected to make systematic progress toward completion of their degree. This progress includes satisfying the conditions listed below, and achieving the benchmarks and requirements set by the individual degree programs as well as the Graduate College. If a student fails to satisfy the requirements of their degree program and/or the benchmarks outlined below, the student may be dismissed from their program based on the academic unit's recommendation to Graduate College at which time the Dean for Graduate College makes the final determination.

In order to make satisfactory academic progress, students must:

1. Maintain a minimum 3.0 for all GPA's (Plan of Study (iPOS) GPA, Overall Graduate GPA and Cumulative GPA)
 - a. The **iPOS GPA** is calculated on all courses that appear on the student's approved iPOS (with the exception of LAW and Transfer credits)
 - b. **Cumulative ASU GPA** represents all courses completed at ASU.
 - c. **The Overall Graduate GPA** is based on all courses numbered 500 or higher that appear on the transcript after admission to a graduate program or graduate non-degree. This includes shared coursework if in an approved accelerated bachelor's/master's program.
 - d. Courses with grades of "D" (1.00) and "E" (0.00) cannot appear on the iPOS but will be included when calculating the Graduate GPA. Courses with an "I" grade cannot appear on the iPOS.
2. Satisfy all requirements of the graduate degree program.
3. Earn at least a B (3.0) in the applied project MCO 593.
4. Remain continuously enrolled in the degree program, registered for at least one graduate credit per fall and spring semester. Failing to do so without a Graduate College approved request to **Maintain Continuous Enrollment** is considered to be lack of academic progress. (See **Continuous Enrollment** below.)

To receive a degree, students must earn at least a B (3.0) in MCO 593 Applied Project.

These as well as all other Graduate College policies can be found in the [ASU Graduate Policies and Procedures](#).

ACADEMIC PROBATION

Students who fail to meet satisfactory academic progress as previously described will be placed on academic probation and notified by mail and email. Details for each situation will be provided in the letter notifying the student that he/she is on academic probation.

Graduate College will conduct a GPA audit at the end of each semester. Any graduate student with a cumulative GPA below 3.00 will be placed on academic probation. The student will receive a notification on their MyASU and an email from the Cronkite School. Typically, students on academic probation will have one semester to be reinstated to good standing.

Students on academic probation may be withdrawn from their academic program upon recommendation of the Cronkite School to university Graduate College.

For students placed on probation the previous semester who have met the condition of probation, the Cronkite School will send a letter of reinstatement.

PLAN OF STUDY

The plan of study (iPOS) functions as a contract between the student, the academic unit, and Graduate College.

Cronkite School students must submit an iPOS before enrolling for their third semester. Graduate College will place an enrollment hold on a student's account if he/she has not submitted an iPOS by this time.

Only coursework applicable towards a student's degree must be listed on the iPOS. Detailed instructions on how to file the iPOS will be sent to students in their second semester in the program.

INCOMPLETE GRADES

Students who receive an "Incomplete" grade in a graduate-level course (500-level or above) must complete the necessary work within one calendar year. If the incomplete is not removed within one calendar year, it will become part of the student's permanent transcript and cannot be used on a student's plan of study. To receive credit for the course, the student must repeat the course by re-registering, paying fees and fulfilling all course requirements. This may also delay or prevent a student's graduation.

Students with more than one "Incomplete" at any time will be considered "failing to make adequate progress," and will be notified and placed on probation. If the student does not complete the work to remove the incomplete and earn a letter grade by the end of the calendar year, a recommendation may be made to Graduate College to remove the student from the program.

With 400-level courses taken for graduate credit, students are required to complete the necessary work to remove an "Incomplete" grade within one calendar year. If the "Incomplete" grade is not removed within one calendar year, the "I" will become an "E." An "E" cannot be used to meet

the requirements for a graduate degree, but it is used to calculate the student's GPA. Students may retake the class to earn a higher grade, however both the "E" and the new grade will be used in calculating the student's GPA. If this results in the GPA falling below 3.0, a recommendation to withdraw the student from the master's program will be made to Graduate College.

CONTINUOUS ENROLLMENT

Once admitted to a graduate degree program, students must be registered for a minimum of one graduate credit hour during all phases of their graduate education.

Graduate students planning to discontinue registration for a semester or more must submit the Maintain Continuous Enrollment request form (<https://graduate.asu.edu/file/maintain-continuous-enrollment-masters-and-certificate>). This request must be submitted and approved before the beginning of the anticipated semester of non-registration. Students may request to maintain continuous enrollment without course registration for a maximum of two semesters during their entire program.

Students should contact their adviser as soon as possible if they will not be able to meet continuous enrollment.

Maximum Time Limit

All work toward a master's degree must be completed within six consecutive years.

DEADLINES

Your success in journalism and communications will require you to consistently meet deadlines and scheduled meetings. To this end, the Cronkite School has a strict deadline policy. No work will be accepted past the set deadline. Work even one minute late will receive a zero. Please allow enough time to account for potential technical problems submitting work online.

Please refer to the syllabus of your specific classes for further information.

GRADUATION AND DEGREE CONFERRAL

Students must apply for graduation at the beginning of the term in which they plan to graduate. You can apply for graduation through your MyASU. You can find that in My Programs, under the graduation tab.

If a student chooses not to attend the graduation or commencement ceremonies, they must still apply for graduation to earn their degree.

Students who do not complete all requirements in the semester they intend to graduate will need to reapply for graduation the next semester; the application will not be automatically renewed.

Students must have their IPOS approved before they can apply for graduation. The application to graduate should be submitted online before the application deadline to avoid late fees. For more information, please visit <https://students.asu.edu/graduation-apply>.

APPEAL PROCEDURES

GRADE APPEALS

Students with questions or concerns about specific grades should reach out first to the instructor of record in the course. If the student does not reach satisfactory resolution with the instructor, he or she may appeal to the Cronkite School Standards Committee by submitting a letter of appeal to Assistant Dean Rebecca Blatt (rebecca.blatt@asu.edu). The Standards Committee will review appeal letters, request information from the instructor and meet with the student before submitting a recommendation to Dean Christopher Callahan for review. Dean Callahan makes all final determinations on grade appeals.

The Cronkite School Standards Committee does not review the quality particular assignments. Instead, the committee focuses on fair and appropriate application of university, school and course policy. Students submitting grade appeals should provide documentation of a situation they believe involves unfair or inappropriate application of policy, such as those included in the course syllabus.

ACADEMIC INTEGRITY HEARING PROCESS

All Cronkite School instructors are required to forward any potential violation of the school's Academic Integrity Policy to the Cronkite School Standards Committee for investigation and review. The Standards Committee, chaired by the assistant dean, reviews evidence provided by the instructor and invites the student accused of a violation to submit a written statement outlining any relevant information or evidence. The student then has a right to meet with the Standards Committee in person or by phone to discuss the case.

After completing its investigation, the Standards Committee writes a report of findings and a recommendation to be presented to Dean Christopher Callahan for review. Ultimately, Dean Callahan makes the final decision about any action taken in an academic integrity case.

STUDENT SERVICES

The charter of Arizona State University declares that the university is “measured not by whom we exclude, but rather by whom we include and how they succeed.” The university and the Cronkite School are committed to providing every resource possible for online students to succeed academically, personally and professionally.

Rebecca Blatt, Cronkite School assistant dean, and Aric Johnson, Cronkite School graduate program recruiter and adviser, are responsible for ensuring a supportive, inclusive learning environment and a valuable academic experience for master’s degree students. Please contact them with questions or concerns about the program or ASU resources.

Student Success Services

The Cronkite School and ASU Online are committed to your success, which goes far beyond grades. Find tips for effective online learning here: <https://asuonline.asu.edu/newsroom/online-learning-tips> And learn more about the resources we offer online students--including success coaches, who are your own personal cheerleaders!--here: <https://asuonline.asu.edu/future-student/support>

Online Tutoring

Students who seek support with writing or course concepts may pursue online tutoring. Tutoring is live, free and available to all ASU Online degree students. For more information, visit: <https://tutoring.asu.edu/student-services/online-tutoring>

Online Student Clubs

ASU Clubs connect online students from all over the world who share common interests, degree programs and school spirit. Learn more about engaging with your classmates in online clubs here: <https://asuonline.asu.edu/future-student/community/asu-clubs-join-today>

Financial Services

For all financial questions, please contact ASU Financial Aid and Scholarship Services: <https://students.asu.edu/financialaid>

Veterans and Military

The Pat Tillman Veterans Center provides guidance and support for students who are veterans, active-duty military or military dependents. The Downtown Phoenix Tillman Veterans Center is located in the University Center Building Room 130. For more information, please call the office at 602 496-0152 or visit: <https://veterans.asu.edu/>

International Students

ASU's International Student and Scholars Center can provide support and answers to questions about visas, employment, scholarships and travel. To find more information or schedule an appointment with an ISSC adviser, visit the website: <https://issc.asu.edu/>

ASU Counseling Services

[ASU Counseling Services](#) provides confidential, time-limited counseling and crisis services for students experiencing emotional concerns or other factors that affect their ability to achieve their goals. Support is available 24/7.

In-person counseling: Monday-Friday 8 a.m. – 5 p.m.

ASU Counseling Services, Downtown Campus
Historic Post Office Building
522 N. Central Avenue
Suite 208
Phoenix, AZ 85004
602 496-1155

After-hours/weekends

Call EMPACT's 24-hour ASU-dedicated crisis hotline:
480 921-1006

For life threatening emergencies

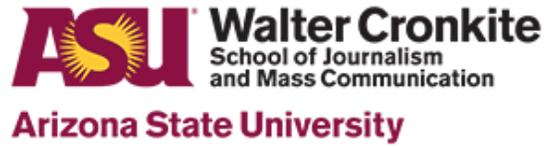
Call 911

Disability Resources

In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act as amended (ADAAA) of 2008, professional disability specialists and support staff at the Disability Resource Center (DRC) facilitate a comprehensive range of academic support services and accommodations for qualified students with disabilities.

[Qualified students with disabilities may be eligible to receive academic support services and accommodations.](#) Eligibility is based on qualifying disability documentation and assessment of individual need. Students who believe they have a current and essential need for disability accommodations are [responsible for requesting accommodations and providing qualifying documentation](#) to the DRC. Every effort is made to provide reasonable accommodations for qualified students with disabilities.

Qualified students who wish to request an accommodation for a disability should contact the DRC by going to <https://eoss.asu.edu/drc>, calling (480) 965-1234 or emailing DRC@asu.edu. To speak with a specific office, please use the following information:



ASU Online and Downtown Phoenix Campus
University Center Building, Suite 160
602-496-4321 (Voice)

Title IX

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <http://sexualviolenceprevention.asu.edu/faqs/students>.