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JOURNALISM

☐ **OVERVIEW**

With the existence of online sites in this modern time, watching and reading news is a daily routine for many people of all ages. Journalists are those who search and assemble news stories and deliver them to the audience through the use of various platforms. To succeed in this field, you need to have the defining traits of a good news seeker, which are objectivity, creativity, curiosity, and persistence. Possible job description for a media and journalism internship in this field might look like this.

- Write well-constructed articles based on reliable information
- Research materials and fact-checking data
- Show up at press releases and other related events
- Interview key people and investigate interesting tip-off

☐ **Skills required to be a good journalist**

Journalism is a difficult career that demands aspirants to be on top of their game at all times. The following are some important skills you need to have in order to be successful in the field of journalism:

- * Keen observer
- * General awareness
- * Clear-headed
- * Good perception
- * Self-motivated
- * Fluent in language

- * Inquisitive
- * Intellectually curious
- * Good writer
- * Logical

☐ **Career Opportunities in Journalism**

*** Content Marketing Internships**

A content marketing internship is perfect for journalism majors who are looking to work closely with marketing, advertising and PR teams. From writing content for the company's website to organizing and researching information for the organization's newsletter, you'll be participating in most aspects of content marketing and sharpening your copywriting skills along the way. During your internship, you'll also get a chance to research, outline and write blog posts relevant to your company's target audience as well as writing press releases for new campaigns. This is a wonderful internship for anyone interested in going into marketing after graduation.

*** Editorial Internships**

As an editorial intern, you might be hired by a PR company, a startup or a nonprofit to develop content for their website. During your internship, you'll be responsible for writing content, sourcing photos and crafting posts that can be used across the company's social channels. You'll contribute to a strategy designed to increase the organization's internet presence. This is a great internship for anyone who wants to learn as much as possible about digital media and to develop solid editorial skills along the way.

*** Social Media Internships**

As a social media intern, you'll assist in crafting social media posts and monitor the impact of those posts across different social channels. You'll also get hands-on experience with social media tools like Google Analytics and HootSuite, as well as learning how to use metrics to optimize campaigns. This is

a great internship for journalism majors interested in developing creative social campaigns and engaging users in the process.

*** Broadcasting Internships**

As a broadcast intern for a TV or radio station, you'll get to observe the planning, operation and execution of a TV show, radio program or podcast. Your responsibilities could range from administrative duties like researching and fact-checking news stories to more advanced tasks like booking guests, developing scripts and putting together press releases. If you're interested in learning about broadcasting, this could be the right internship for you.

*** Copywriting Internships**

As a copywriting intern, you'll gain hands-on experience writing brochures, reports and marketing materials. You'll also assist with drafting and editing blog posts, news articles and website content. Last but not least, you'll learn how to monitor marketing and media trends and modify your writing style to suit your audience. This is a wonderful internship for anyone interested in advertising or marketing.

☐ **Top companies offering Internships for Journalism**

Here are some companies in India that offer internships to journalism students:

- * NDTV
- * Hindustan Times
- * India Today
- * Bennett Coleman and Co. Ltd.
- * The Economic Times
- * Taylor and Francis
- * ZEE TV
- * Republic
- * The Hindu
- * Inshorts
- * Business Today

- * Indian Express
- * Media India Group

☐ **4 ways to ace your journalism interview**

* **Punctuality** – being late will increase your stress levels and make a terrible first impression on the company, so make every effort to appear on time. If it is online, be present at the online meet venue before time.

* **Be Positive & Enthusiastic** – Be nice and professional with any staff you meet before or after the interview, and if you're particularly worried, remind yourself that the worst thing that can happen is that you don't get the job. Respond to inquiries with positive responses, be passionate about the job, and avoid criticizing your prior employers or university professors throughout the interview.

* **Body language** – Before and after the interview, deliver a solid handshake to your interviewer(s). Sit naturally in your chair without slouching or leaning on the desk once you've taken a seat. Remember to smile regularly and establish eye contact throughout the interview.

* **Be Clear** – Answer all questions promptly and clearly, demonstrating your most relevant abilities, experiences, and accomplishments. It's fine to take a moment before answering a difficult question to give yourself time to reflect or to ask for clarification if you're not sure what a question means. Don't speak too rapidly when responding.

☐ **Career Opportunities after Journalism**

Internships for journalism and mass communications can open doors to lucrative career prospects. Journalism has evolved as a sector of communication over time to become the single point of access to information for all people.

A career in journalism has a wide range of opportunities and can be rewarding in some situations. After completing journalism classes, you have a variety of professional alternatives to consider.

Here are some of the job opportunities for a journalism degree in India.

- * TV Channel
- * Newspapers
- * Radio
- * Press House
- * Public Relations and Media Management Firms
- * Web Content Creation
- * Digital Agencies

Finance :

☐ **Overview -**

- Finance is defined as the management of money and includes activities such as investing, borrowing, lending, budgeting, saving, and forecasting. There are three main types of finance:
 - (1) Personal- Personal finance is the process of planning and managing personal financial activities such as income generation, spending, investing and protection.
 - (2) Corporate- Corporate Financing deals with the capital structure of a corporation, including its funding and the actions that management takes to increase the value of the company.
 - (3) Public/government- Public finance is the management of a country's Revenue, expenditure, and debt load through various government

and quasi-government institutions.

☐ **Skills required to make a career in Finance :**

1. Accounting Skills

The first, and perhaps most important, finance skill employers ask for is accounting. This doesn't mean you need to have previous experience as an accountant, but rather proficiency in reading and understanding financial documents, including:

- Balance sheets
- Income statements
- Cash flow statements
- Annual reports

2.Management Skills

Like most industries, employers in the finance sector always look for applicants with management skills and experience. These skills are needed for managing people as well as the various moving parts of a company's capital structure and reporting processes.

3.Investing Skills

In today's market, most employers know profits made from their goods and services aren't enough to sustain long-term growth. Investing as one form of capital allocation is a great way for companies to generate even more money outside of their operations.

4. Financial Reporting Skills

Many finance professionals deal with historical data, but looking to the future is equally as crucial.

☐ **Types of Internships Available-**

1) Business Analyst

Business analysts and management consultants provide organizations with valuable strategic insights and strategies on how to ensure prime efficiency in the workplace and improve weaker areas of their finance. T

2) Data Analyst

Data analysts collect and compile data to produce useful insights for a given project, client, or organization. By identifying trends and drawing conclusions from those trends, data analysts are able to provide quantitative and qualitative reasoning.

3) Accountant

Accountants record and analyze data from financial records. After assessing a person or company's accounts, accountants advise their client on the best way to organize and manage their funds.

☐ **Companies Offering Internship in Finance right now**

- HDFC Ergo life insurance company:
- Times Internet
- Cardekho.com
- Vibgyor Advisors

☐ **Ways to ace finance internship interview-**

- **Be Prepared to Discuss Current Events in the Markets**

One challenge your interviewer faces is getting a read on which applicants have a true passion for the finance industry. Your resume is little help in this regard

- **Find the Answer to Brain Teasers by Simplifying the Terms**

Another type of question posed by finance interviewers is the brain teaser. These questions may catch you off-guard, as they have nothing to do with finance.

- **For 'Guesstimate' Questions, Focus on the Method**

Guesstimates are another style of question that interviewers ask to try to unnerve you and test your analytical abilities. These questions are complete oddballs. As with brain teasers, the possibilities for different types of questions are endless, so being able to approach them correctly is the main hurdle.

CONSULTING

1. OVERVIEW

Consulting is defined as the practice of providing a third party with expertise on a matter in exchange for a fee. The service may involve either advisory or implementation services.

For the consultant, taking an independent and unbiased stance on an issue is central to his/her role. A consultant can, in principle, service any sector. Over the past few decades, however, the term has become synonymous with business advisory – which focuses mostly on business strategy, management, organization, operational processes and technology.

The consulting industry consists of six main functional areas: Strategy

2. SKILLS REQUIRED TO BE A CONSULTANT

- **Creative Thinking**

Creativity is a top priority in fields like art, writing, graphic design and food. Other industries may not seem like they would prioritize creative thinking, but the definition is broader than just producing art.

- **Problem Solving**

You may be called in to consult when permanent employees need additional guidance or expertise. Your role may often involve problem-solving, possibly without a great deal of advance information on issues you might be presented with.

- **Collaboration with all Job Levels**

As a consultant, you may be hired by a company's board, senior management or a specific department within a company. It will be useful to have a sense of confidence when working with both stakeholders and employees who will carry out a plan.

- **Credibility**

Your credibility as a consultant is likely to come from your experience in the field and your reputation as someone who has helped companies and people in legitimate and measurable ways.

☐ **Types of Internship in Consulting**

- **Operations Consulting**

Operations consultants specialize in optimizing value chain efficiency. Leading multi-disciplinary consultancy firms offer challenging operations internships where interns can gain experience in optimizing business processes.

- **Strategy Consulting**

Strategy consultants provide their clients with targeted, evidence-based advice that can support strategic decision-making. As a strategy consulting intern, you gain exposure to the development of strategy and implementation of strategic plans.

- **Management Consulting**

Management consultants take a holistic approach to improving business performance. Completion of a management consulting firm's internship can equip interns for a wide range of roles in business and finance.

- **Human Resources (HR) Consulting**

HR consultants are skilled professionals who specialize in optimizing the use of human resources by organizations. These consultants ensure that the human capital available meets the needs of a business and advances its objectives.

- **Top Companies offering Internships for Consulting**

* Zigram Technologies (Gurgaon, Haryana)

* Vayuz Technologies, Noida

* Expand my business Gurgaon

* Reliance Brands Limited

* Indsafe Consulting & Systems

* VMC management consulting private limited

* TED Consulting

☐ **Some ways to ace your Consulting Interview**

1. Research the company

The first step in preparing for an interview is researching the company. Consider exploring their website and social media platforms to learn more about the organization. Also, review the job listing to see more about the specific role and skills. While conducting research, try to find the following information:

- **Company background:** Explore the company's website to learn more about the services they provide.
- **Position requirements:** Review the job listing and company website to learn more about the role's requirements. Consider what skills and qualifications the company is looking for.
- **Company culture:** Research the company's mission statement, values and brand to learn more about the organization's culture.

2. Prepare your questions

At the end of an interview, the interviewer may ask you if you have any questions, and it's helpful to plan these in advance. Asking questions can help you learn more about the role, show your interest in the company and make a good last impression on the interviewer.. You can also include a few general questions, such as:

- What does a typical day look like in this position?
- How do you measure success in this role?
- How is this consulting company different from the others in the area?

3. Consider how you are a good fit for the company

Many consulting interviews begin with general fit questions. These questions assess your personality and ensure you are a good match for the company. Some common fit questions for the consulting role include:

- Walk me through your resume.
- Tell me about yourself.
- How did you become interested in becoming a consultant?
- Why are you interested in our company?

☐ **Career Opportunities after Consulting**

- Corporate Management
- Banking & Finance
- Start-ups
- Independent Consulting
- Non-profit Organizations & NGOs
- Public Sector

