

SPECIALISED REPORTING WORKSHOP

SUFFICIENCY ECONOMICS AND BUSINESS REPORTING

Level of Course: Bachelor Level Final Year Special Project/Elective of an undergraduate degree in Journalism or Mass Communication.

Course Description: This workshop could be incorporated into specialized reporting electives such as Development Reporting or Economic-Business Reporting or Human-Centric Reporting modules or it could be a final year specialist reporting project.

Mode: Seminar style workshops.

Number of weeks: Half-Day (4 hour) workshop followed by a reporting project

Required and Recommended Texts:

- Grossman, N (ed) (2015), Thailand's Sustainable Development Sourcebook, EDM, Bangkok
- Jollis, A (1998), Banker to the Poor, Aurum Press, London
- Schumacher, E.F (1973) Small is Beautiful, Harper and Row, New York.
- Sivaraksa, S (2009), The Wisdom of Sustainability: Buddhist Economics for the 21st century, Koa Books, USA.
- Sustainable Development Knowledge platform of the UN – refer to <https://sustainabledevelopment.un.org/>
- UNDP (2007), Sufficiency Economy and Human Development, UNDP, Bangkok – retrieve from <http://hdr.undp.org/en/content/thailand-human-development-report-2007>
- Yunus Centre Social Business Design Lab – refer to <http://www.muhammadyunus.org/index.php/social-business/yunus-centre-social-business-design-lab>

Workshop Description and Outline: This half-day workshop is designed to introduce the students to the principles and concepts of Sufficiency Economics theory and its applications with a special emphasis on Thailand. In looking at its applications the Grameen Bank model and investing in Social Business ventures will also be explored.

Part 1 (1 hour): Introduction to Sustainable Development and Sufficiency Economics

An introduction to principles and concepts of Sustainable Development, United National Sustainable Development Goals 2030 and Thailand's Sufficiency Economics principles, concepts and its applications on the ground. Sufficiency Economics principles will also be compared with Grameen Bank's microcredit principles, its application to poverty alleviation and how it challenged the conventional banking principles.

References:

- Grossman (2015) Part 1: Introduction to Sustainable Development, pp 20-41

- UNDP (2007), Ch 2: Thinking out of the Sufficiency Economy, pp20-35, Ch 3: Sufficiency Economy in Action, pp38-68
- Jollis (1998), pp 181-270.

Videos:

- What is Human Development (UNDP) - <https://www.youtube.com/watch?v=HwgZQ1DqG3w>
- Philosophy of Sufficiency Economy (animation) - <https://www.youtube.com/watch?v=1cOuGfOhtow>
- Philosophy of Sufficiency Economy - https://www.youtube.com/watch?v=4vqKDvDVC_8
- Consumerism or Sufficiency Economics? - https://www.youtube.com/watch?v=_G2ckch6xxo
- Banking on the Poor – Grameen Story with Mohamad Yunus - <https://www.youtube.com/watch?v=MrUQKuvsmvw>

Part 2 (1 hour): Explore Small of Beautiful and Social Business model

In 1973 British economist Schumacher wrote a best-seller called “small is beautiful” and he termed this a Buddhist economic model. He challenged the then prevailing economic orthodoxy that the best foundation for achieving peace would be universal prosperity. He argued that aggressiveness stems from the rich’s fear of the poor, and suggested that faster one gets the desirable things more you want to amass. Thus satisfying one’s craving will lead to war. This is where he proposed the ‘small is beautiful’ model of economics which today’s Sufficiency Economics theory may describe as the ‘contentment’ model. On the other hand, Grameen Bank founder Mohamad Yunus argues that the poor remains poor because they have no access to credit and if easier credit is made available they would utilize that to alleviate their poverty by creating avenues of income generation. He also argues that business cannot satisfy peoples’ unlimited cravings to multiply their wealth and hence a new model of ‘social business’ should be encouraged to create business to satisfy social needs and investments not geared to make maximum money but enough profits to sustain the business and create a comfortable and healthy lifestyle for the people involved in this business. Thus this session will explore these principles and its application to modern society.

References:

- Schumacher, E.F (1973), pp 1-78
- Yunus Centre Social Business Design Lab

Video:

- E.F Schumacher on Buddhist Economics <https://www.youtube.com/watch?v=qDtF9-owes4>
- Phra Payutto: Buddhist Economics in a Globalised world <https://www.youtube.com/watch?v=-OqtGhs5v-o>
- Ideas for social change – social business (Mohamad Yunus) - <https://www.youtube.com/watch?v=5Q2T7TEygtE>

Part 3 (2 hour): Discussion of Reporting Strategy

In this session an interactive discussion will take place on developing reporting strategies when covering economic or business news utilizing the principles and concepts discussed above .How can principles of Sufficiency Economy be applied to analyse and report on economics and business? Can you make critical / investigative reports of business models using these principles? How can you help to encourage social business and/or sufficiency economics through the focus given to stories? Where to look for good stories to reflect these values?

Assessments: The assessments and grading for this modules may include, either writing a series of three (3) news reports reflecting sufficiency economics and/or social business concepts or just one (1) feature report including investigative reporting. Or it could be an essay following the workshop on how to adopt sufficiency economics and/or social business principles in reporting economics or business. The assessment will depend on what level you offer this module.

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