



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Media Report Analysis for Risk Management

Business, Commerce and Management Studies / Finance, Economics and Accounting

Unit Standard 242659 · NQF Level 4 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to systematically analyse media reports related to the management or transfer of risk within a specific business sector or industry. Participants will learn to identify, evaluate, and interpret risk-related information from various media sources, enabling informed decision-making and effective risk communication.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	242659
Accreditation	SAQA Accredited · NQF Level 4 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify and categorise media reports relevant to risk management or risk transfer in a specified business sector or industry.
- Analyse the content and context of media reports to extract key risk-related information and assess its credibility.
- Evaluate the potential impact of identified risks on organisational objectives and stakeholder interests.
- Apply risk management frameworks to interpret media-reported events and their implications for risk transfer mechanisms.
- Formulate recommendations for risk mitigation or response strategies based on media analysis findings.
- Demonstrate the ability to communicate risk insights derived from media reports to relevant decision-makers.

WHO SHOULD ATTEND

- This course is designed for risk managers, compliance officers, business analysts, and senior managers who need to monitor and analyse media reports to identify and assess risks affecting their organisation or industry.

COURSE OUTLINE

Day 1: Introduction to Media Reporting and Risk Management

- Overview of risk management frameworks
- Types of media: print, broadcast, online, social media
- Media credibility and bias
- Introduction to media monitoring tools
- Case studies: media reports that flagged risks
- Ethical considerations in media analysis

Day 2: Techniques for Media Scanning and Data Collection

- Media scanning methods: manual vs automated
- Boolean search operators and advanced search techniques
- Setting up media alerts and RSS feeds
- Data collection templates and logs
- Practical exercise: scanning for risk-related news

Day 3: Qualitative Analysis of Media Reports

- Thematic analysis of media texts
- Sentiment analysis: positive, negative, neutral
- Framing theory and risk perception
- Coding and categorising media content
- Practical: analyse a set of news articles for risk signals

Day 4: Quantitative Analysis and Trend Identification

- Frequency counts and volume trends
- Time-series analysis of media mentions
- Correlation with risk events
- Introduction to data visualisation tools (e.g., Excel charts)
- Practical: generate trend graphs from media data

Day 5: Risk Assessment and Prioritisation from Media Insights

- Risk assessment matrix: likelihood and impact
- Media-derived risk indicators
- Scenario planning using media insights
- Reporting structures: dashboards and summaries
- Practical: create a risk assessment report from media data

Day 6: Integrating Media Analysis into Risk Management Systems

- ERM frameworks and media integration
- Early warning systems: triggers and thresholds
- Standard operating procedures for media monitoring
- Case studies: successful media-informed risk mitigation
- Practical: design a media monitoring SOP

Day 7: Advanced Applications and Final Project

- Comprehensive media analysis project
- Presentation skills for risk reporting
- Ethical dilemmas in media analysis

- Emerging trends: AI and big data in media monitoring
- Final project presentation and feedback

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 28,200.00	R 28,200.00
1	In-House	R 36,700.00	R 36,700.00
1	On-Campus (Pretoria)	R 42,300.00	R 42,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
11 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Mauritius
12 Aug 2026	20 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	24 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	25 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	26 Aug 2026	On-Campus	Shenzhen, China
19 Aug 2026	27 Aug 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 242659) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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