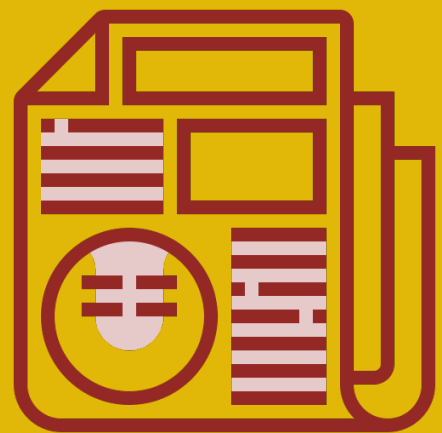


MINOR IN BUSINESS JOURNALISM



CONTENT

Required

- Introduction to Business Journalism
- Introduction to Mass Media

Electives

- Op-Ed
- Writing, Reporting, Editing
- Media Literacy and Ethics
- Public Relations
- Business Communications

REQUIREMENTS

Entry requirements:

- Open for all 3rd and 4th level KAZGUU students
- Select 2 courses from the required list
- Select at least 3 courses from the electives list
- GPA is 2.67 minimum

Exit requirements:

- 25 credits or 25 ECTS
- GPA is 2.67 minimum

At the end of the programme student should be able to:

- Apply analytical skills of business correspondence;
- Demonstrate business communication skills;
- Collect, understand and process the initial information in the field of business;
- Analyze and compare the received information;
- Identify issues that will be of interest to the audience of the business mass media;
- Organize and write the body of a news story and feature article;
- Understand the ethical standards and social responsibilities of journalists;
- Acquire the techniques in writing, reporting and editing;
- Analyze and write about a company's financial performance;
- Write basic business news stories such as earnings and executive compensation.