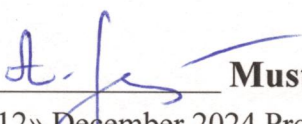


**AGREED**

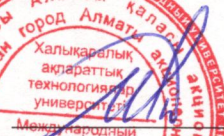
Chairman of the  
Educational and Methodological  
Council of JSC «International Information  
Technology University»

  
**Mustafina A.**  
«12» December 2024 Protocol of the EMC № 3

**APPROVED**

Chairman of the Board-Rector of JSC  
«International Information  
Technology University»



  
**Issakhov A.**  
«28» February 2025 Protocol of the AC № 10

**EDUCATIONAL PROGRAM**

**6B03204 TV and radio journalism**

Code and classification of the field of education: 6B03 Social sciences, journalism and information

Code and classification of training area: 6B032 Journalism and information

Group of educational programs: B042 Journalism and reporting studies

ISCED level: 6

NQR level: 6

ORC level: 6

Academic degree awarded: Bachelor of social arts in the educational program "6B03204 TV and radio journalism"

Duration of study: 4 years

Number of credits: 240

**AGREED**

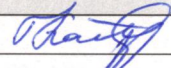
HR Director LLP «Alash Media Group»



  
**Tuleukhanova E.A.**

«\_\_\_» 2025

The code and name of the educational program: 6B03204 TV and radio journalism

| № | Educational program developers (Position, scientific degree, academic degree, Full name)                                                    | Signature                                                                           |
|---|---------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 1 | Sh.I. Kaliadzhdarova – Doctor of Philosophy (PhD), Associate Professor.                                                                     |  |
| 2 | A.A. Niyazgulova - Candidate of Philological Sciences, Professor, Head of the Department of Media Communications and History of Kazakhstan. |  |
| 3 | S.V. Ashenova – Candidate of Political Sciences, Associate Professor of the Department of Media Communications and Information Technologies |  |



## Contents

|                                                                                                                 |    |
|-----------------------------------------------------------------------------------------------------------------|----|
| List of abbreviations and acronyms .....                                                                        | 4  |
| 1. Description of the educational program.....                                                                  | 5  |
| 2. Aim and objectives of the educational program .....                                                          | 5  |
| 3. Passport of the academic program .....                                                                       | 6  |
| 4. Professional Standards (PS), profession cards, labor functions.....                                          | 8  |
| 5. List of the EP competencies .....                                                                            | 9  |
| 6. List of learning outcomes of the EP .....                                                                    | 10 |
| 7. Matrix for correlating the learning outcomes of the EP with the formed competencies (V)..                    | 11 |
| 8. The relationship of LO with labor functions.....                                                             | 11 |
| 9. Table showing interconnection of competencies, learning outcomes, assessment methods and<br>criteri<br>..... | 12 |
| 10. Information about the modules of the educational program .....                                              | 13 |
| 11. Information about the disciplines of the educational program.....                                           | 17 |
| 12. Curriculum of the educational program (Platonus) .....                                                      | 27 |
| 13. Additional Educational Programs (Minor) .....                                                               | 33 |

**List of abbreviations and acronyms**

|       |                                                                    |
|-------|--------------------------------------------------------------------|
| BD    | Cycle of basic disciplines                                         |
| BC    | Basic competency                                                   |
| BM    | Basic module                                                       |
| UC    | University component                                               |
| HE    | Higher education                                                   |
| NMS   | National Mandatory Standards of Higher and Post-Graduate Education |
| ATT   | Additional types of training                                       |
| EQF   | European qualifications framework                                  |
| EFE   | European foundation for education                                  |
| KSA   | Knowledge, Skills and Abilities                                    |
| FA    | Final attestation                                                  |
| EC    | Elective component                                                 |
| ISCED | International Standard Classification of Education                 |
| NQF   | National qualifications framework                                  |
| NQS   | National qualifications system                                     |
| GHM   | General humanitarian module                                        |
| RC    | Required component                                                 |
| GEM   | General education module                                           |
| GED   | Cycle of general education disciplines                             |
| EP    | Educational program                                                |
| GPM   | General professional module                                        |
| SQF   | Sectoral qualifications framework                                  |
| GEC   | General education competency                                       |
| MD    | Cycle of major disciplines                                         |
| PI    | Professional internship                                            |
| PS    | Professional standard                                              |
| PE    | Postgraduate education                                             |
| PC    | Professional competency                                            |
| PM    | Professional module                                                |
| LO    | Learning outcome                                                   |
| QMS   | Quality Management System                                          |



## **1. Description of the educational program**

The teaching of journalism disciplines requires not only continuous updating in accordance with the new demands of the times but also the introduction of new approaches to improving educational programs. The digital environment has become an open social system that includes both media producers and their consumers. Therefore, modern mass media must function not only as a full-fledged institution but also as a technological platform that actively influences public life and other social institutions. The media market must adhere to the concept of a specialist who is a competent internet user, meeting all the requirements of new communication and marketing relations.

In this regard, there arose a need to develop an educational program in television and radio journalism that fully reflects the current trends in the information market. The need for specialization in this area is driven by the intensive development of innovative technologies in the media environment, the necessity for processing and classifying specialized information, the use of cloud services, econometrics, innovative approaches to media business management, the development of new media, as well as media management and social networks in accordance with the level of informatization and structure.

IITU implements an educational program in television and radio journalism oriented towards the modern television and radio industry market, including the latest digital technologies applied in TV journalism and radio. Besides teaching the fundamental skills of a modern journalist, the program includes studying programming, design and web design, digital marketing, interactive infographics, artificial intelligence, and information security.

Due to the changing format of diploma projects, IITU students have gained the opportunity to commercialize their diploma projects. This opens up broad opportunities for the industrialization of Kazakhstan, as future specialists are ready not only to confirm their higher knowledge but also to apply interdisciplinary skills and deliver the final product in a timely manner.

In preparing specialists for the media industry, special attention is paid to practical components, interdisciplinary education, and the synthesis of various fields of research — digital content, IT technologies, broadcasting, television, artificial intelligence, advertising and public relations, marketing, management, and business journalism.

## **2. Aim and objectives of the educational program**

**The purpose of the EP** - The goal of the program is to provide the necessary knowledge, skills and abilities in the field of television and radio journalism in a multiplatform and multimedia environment.

The program includes a set of theoretical and practical foundations of television and radio journalism, revealing the features of the work of modern television and radio journalist in a multimedia environment

### **AP objectives:**

#### **1. Multimedia Content Creation Skills:**

Train students to develop text, audio, and video messages; shoot videos; master their own design and editing technologies; work on camera; conduct interviews; perform sound recording; create recordings using smartphones; and produce full-fledged stories and programs.

#### **2. Media Content Preparation in Various Formats:**

Master methods and technologies for creating media products in various systems (text, audio, video, photo, graphics); develop skills for creating cross-platform content for Instagram, TikTok, YouTube, podcasts, and other platforms.

#### **3. Modern Technical and Digital Tools:**

Master modern technical equipment and digital technologies used in television, radio, internet, and



mobile media (including cloud platforms, rapid editing tools, AI assistants); develop skills for fast and quality material preparation using various signaling systems.

#### 4. Industry Analysis and Content Planning:

Study current trends and pressing issues in radio and television; research key characteristics of program content, policies, broadcasting systems, and programming logic.

#### 5. Creation of Original Products and Projects:

Develop ideas for original programs, documentaries, and TV shows; prepare concepts for radio and TV projects that meet the demands of the target audience; create digital projects for YouTube, Instagram TV, and other online platforms.

#### 6. Basics of Business and Management:

Master economic and business fundamentals of TV and radio journalism; understand mechanisms for managing editorial processes and creative teams; develop financial models for media projects and adapt them to the market.

#### 7. Scriptwriting and Production:

Master writing and editing scripts; learn methods for creating programs in various genres and formats; design and visualize on-screen images; use modern technologies such as artificial intelligence for script creation, text processing, and media content analysis.

#### 8. Use of Artificial Intelligence and Big Data in Media Production:

Learn to apply AI tools (e.g., ChatGPT, Synthesia, Descript, Adobe Firefly) for media analysis, audience research, and content automation; increase media campaign effectiveness through understanding the basics of machine learning and data analysis.

### 3. Passport of the academic program

| №   | Name                                                      | Description                                                                                                                                                                                                                                                                                                                                                                                            |
|-----|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.  | Education area code and classification                    | 6B03 Social Sciences, journalism and information                                                                                                                                                                                                                                                                                                                                                       |
| 2.  | Training direction code and classification                | 6B032 Journalism and information                                                                                                                                                                                                                                                                                                                                                                       |
| 3.  | Group of academic programs                                | B042 Journalism and reporting studies                                                                                                                                                                                                                                                                                                                                                                  |
| 4.  | Name of the educational program                           | 6B03204 TV and radio journalism                                                                                                                                                                                                                                                                                                                                                                        |
| 5.  | Aim of the educational program                            | The goal of the program is to provide the necessary knowledge, skills and abilities in the field of television and radio journalism in a multiplatform and multimedia environment.<br>The program includes a set of theoretical and practical foundations of television and radio journalism, revealing the features of the work of modern television and radio journalist in a multimedia environment |
| 6.  | Type of the educational program                           | New EP                                                                                                                                                                                                                                                                                                                                                                                                 |
| 7.  | Level according to the National Classifications Framework | 6                                                                                                                                                                                                                                                                                                                                                                                                      |
| 8.  | Level according to the Sectoral Qualifications Framework  | 6                                                                                                                                                                                                                                                                                                                                                                                                      |
| 9.  | Distinctive features of the program                       | -                                                                                                                                                                                                                                                                                                                                                                                                      |
| 10. | Partner University                                        | -                                                                                                                                                                                                                                                                                                                                                                                                      |
| 11. | Academic degree awarded                                   | Bachelor of social arts in the educational program «6B03204 TV and radio journalism»                                                                                                                                                                                                                                                                                                                   |
| 12. | Duration of study                                         | 4 years                                                                                                                                                                                                                                                                                                                                                                                                |
| 13. | Volume of credits                                         | 240                                                                                                                                                                                                                                                                                                                                                                                                    |
| 14. | Language of education                                     | Kazakh-English, Russian-English, English                                                                                                                                                                                                                                                                                                                                                               |
| 15. | Atlas of new professions                                  | -                                                                                                                                                                                                                                                                                                                                                                                                      |



|     |                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-----|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 16. | Regional standard                                     | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 17. | Availability of an attachment to the training license | available                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 18. | License number for the training area                  | KZ81LAM00001263                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 19. | Availability of program accreditation                 | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 20. | Generated learning outcomes                           | <p>LO1: To master digital mobile technologies for collecting, processing and transmitting information, to create media texts, expressing thoughts competently and logically and mastering the genre diversity of modern convergent journalism.</p> <p>LO2: Know the main provisions of the Law of the Republic of Kazakhstan "On Mass Media" for working in social and digital media, as well as ethical norms of journalist behavior, have an idea about the basic laws and forms of regulation of social behavior, the formation and formation of personality, psychological features of the communication process understand the essence of power and political relations</p> <p>LO3: To conduct direct audio and video broadcasting, shoot video, own design technologies, use content management systems and know the basics of typesetting, work in the frame, interview, voice, make editing, professionally make preview video, announce audio, distribute in social networks and create a link to a specific video fragment, record on a smartphone, creating full-fledged scenes and programs;</p> <p>LO4: To be able to organize the work of the creative team and technical staff in the process of filming a television movie, television programs, television shows, understand the essence of television ethics and be able to form a television image. Be able to create commercials and videos</p> <p>LO5: Create high-quality TV programs in various genres and formats, produce ideas for author's programs and films, develop the concept of a radio and TV channel, a TV project, taking into account the interests and preferences of the target audience, choose the format of a TV and radio program based on the conditions of a competitive environment.</p> <p>LO6: To have basic knowledge that contributes to the formation of a highly educated person with a broad outlook and culture of thinking, with a rich baggage of historical knowledge on a wide range of areas of domestic and world journalism, journalism, literature, as well as to keep abreast of the development trends of modern media.</p> <p>LO7: Be able to apply the acquired knowledge in the chosen additional educational program</p> <p>LO8: Know the social and ethical values based on public opinion, social norms and focus on them in their professional activities, know the traditions and culture of the peoples of Kazakhstan, the rights and freedoms of man and citizen, the basics of the legal system and legislation of Kazakhstan, the basics of information security, social development trends, goals of sustainable development of society and</p> |



|  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  | <p>problems of ecology, economic and political development of society. Know the basics of anti-corruption culture, life safety, and law in matters of intellectual property protection.</p> <p>LO9: Know at least one foreign language and the state language at a professional level for interpersonal, business and scientific communication, be able to work with foreign partners, exchange information and ideas, best practices.</p> <p>LO10: Know the basics of programming, big data analysis, information and communication technologies, be able to create websites and use popular mobile design applications, work with big data in professional activities Master professional photography technologies, computer video editing programs, motion design, animation</p> <p>LO11: Know the basics of the economy of television and radio journalism and business planning, the algorithm for the production of programs of various formats and genres; own the technologies of management and organization of the enterprise, represent the mechanisms for managing the editorial office as a whole and its departments;</p> <p>LO12: Know the information needs of the audience, be able to recognize the audience and work with it, master public relations technologies, marketing and advertising strategies, understand the technology of SEO - mass media promotion, as well as the value system of the target audience: figures + "beacons", reference groups, involvement to certain communities. Know the basics of entrepreneurship, inclusive education, master research methodology, and be able to work with facts.</p> |
|--|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

#### 4. Professional Standards (PS), profession cards, labor functions

| № | Name of the PS                                               | Profession card                    | Labor functions                                                                                                                                                                                                                                                                                                                        |
|---|--------------------------------------------------------------|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>Television Production and Program Distribution</b>        | 1. TV/Radio News Correspondent     | Preparing reports from the scene of current events, working live on air. Creative search for topics and program creation.                                                                                                                                                                                                              |
|   |                                                              | 2. Program Host                    | Creative search for topics and program preparation. Managing the program (broadcast).                                                                                                                                                                                                                                                  |
| 2 | <b>Production of films, videos, and television programs</b>  | Multimedia Publications Consultant | Creative search for topics and program preparation. Managing the program (broadcast). Planning and implementing promotion strategies, marketing programs, advertising strategies, and campaigns to promote a product or service.<br>Ensuring interaction with business partners, experts, consultants, and other organizational units. |
| 3 | <b>Production of movies, videos, and television programs</b> | Commentator                        | Planning marketing programs and brand promotion. Conducting market research and analyzing market trends.<br>Preparing materials for the editorial office based on the analysis of information in specific                                                                                                                              |



|  |  |  |                                                                                                                                                                                                                                                                                               |
|--|--|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  |  | areas of activity (economics, politics, social sphere, culture, etc.), objects, or regions. Publishing analytical, summary, and review materials on assigned topics, with a mandatory expression of personal opinion on the subject, using documents from domestic and international sources. |
|--|--|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## 5. List of the EP competencies

GEC1: Perform professional activities responsibly, considering the historical and cultural development of society, civic position, ethical norms, basics of information security, healthy lifestyle, human rights, and the legal system of Kazakhstan, as well as social and cultural values in the media sphere.

GEC2: Understand the role and significance of journalism in society, the political, social, and cultural dimensions of the media space; interact with various social groups while adhering to ethical standards.

GEC3: Master a culture of thinking, personal responsibility, legal and ethical norms of behavior; propose effective solutions in social and cultural environments, developing teamwork and creative thinking.

BC1: Master modern communication methods in intercultural and interpersonal communication, write media texts, and conduct discussions while observing stylistic norms.

BC2: Realize the creative potential of convergent journalism; create cross-media content adapted for various media platforms (television, radio, YouTube, social networks).

BC3: Analyze media market needs, audience requests, and changes in public opinion; make independent decisions.

BC4: Possess the ability for professional and intellectual self-development and realization; apply strategic and creative thinking in multimedia content production.

BC5: Considering modern media communication trends and tools (including internet TV, social networks, podcasting, streaming), provide legal, political, and economic information in media reliably and objectively.

PC1: Master modern technical tools and digital technologies used in television, radio, and internet journalism (including artificial intelligence, deep learning, automatic generation, NLP, video generation tools).

PC2: Conduct mobile journalism using a smartphone: shoot video, edit, go live, work on camera, distribute video content on social networks and YouTube; format video materials and enrich them with special interactive elements (platform links, QR codes, subtitles).

PC2: Analyze current issues in radio and television journalism; develop content planning and broadcasting principles; master programming; create content for online projects based on YouTube algorithms and SEO principles.

PC4: Develop original media projects and creative ideas; form media project concepts; create commercially effective content adapted for internet platforms considering the target audience's



demands (utilize monetization opportunities such as YouTube Ads, Patreon, brand partnerships, native advertising, etc.).

## **6. List of learning outcomes of the EP**

LO1: To master digital mobile technologies for collecting, processing and transmitting information, to create media texts, expressing thoughts competently and logically and mastering the genre diversity of modern convergent journalism.

LO2: Know the main provisions of the Law of the Republic of Kazakhstan "On Mass Media" for working in social and digital media, as well as ethical norms of journalist behavior, have an idea about the basic laws and forms of regulation of social behavior, the formation and formation of personality, psychological features of the communication process understand the essence of power and political relations

LO3: To conduct direct audio and video broadcasting, shoot video, own design technologies, use content management systems and know the basics of typesetting, work in the frame, interview, voice, make editing, professionally make preview video, announce audio, distribute in social networks and create a link to a specific video fragment, record on a smartphone, creating full-fledged scenes and programs;

LO4: To be able to organize the work of the creative team and technical staff in the process of filming a television movie, television programs, television shows, understand the essence of television ethics and be able to form a television image. Be able to create commercials and videos

LO5: Create high-quality TV programs in various genres and formats, produce ideas for author's programs and films, develop the concept of a radio and TV channel, a TV project, taking into account the interests and preferences of the target audience, choose the format of a TV and radio program based on the conditions of a competitive environment.

LO6: To have basic knowledge that contributes to the formation of a highly educated person with a broad outlook and culture of thinking, with a rich baggage of historical knowledge on a wide range of areas of domestic and world journalism, journalism, literature, as well as to keep abreast of the development trends of modern media.

LO7: Be able to apply the acquired knowledge in the chosen additional educational program

LO8: Know the social and ethical values based on public opinion, social norms and focus on them in their professional activities, know the traditions and culture of the peoples of Kazakhstan, the rights and freedoms of man and citizen, the basics of the legal system and legislation of Kazakhstan, the basics of information security, social development trends, goals of sustainable development of society and problems of ecology, economic and political development of society. Know the basics of anti-corruption culture, life safety, and law in matters of intellectual property protection.

LO9: Know at least one foreign language and the state language at a professional level for interpersonal, business and scientific communication, be able to work with foreign partners, exchange information and ideas, best practices.

LO10: Know the basics of programming, big data analysis, information and communication technologies, be able to create websites and use popular mobile design applications, work with big data in professional activities Master professional photography technologies, computer video editing programs, motion design, animation



LO11: Know the basics of the economy of television and radio journalism and business planning, the algorithm for the production of programs of various formats and genres; own the technologies of management and organization of the enterprise, represent the mechanisms for managing the editorial office as a whole and its departments;

LO12: Know the information needs of the audience, be able to recognize the audience and work with it, master public relations technologies, marketing and advertising strategies, understand the technology of SEO - mass media promotion, as well as the value system of the target audience: figures + "beacons", reference groups, involvement to certain communities. Know the basics of entrepreneurship, inclusive education, master research methodology, and be able to work with facts.

### 7. Matrix for correlating the learning outcomes of the EP with the formed competencies (V)

|      | LO 1 | L O2 | LO 3 | LO 4 | LO 5 | LO 6 | LO 7 | LO 8 | LO 9 | LO 10 | LO 11 | LO1 2 |
|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| GEC1 |      |      |      |      |      |      |      | V    | V    |       |       |       |
| GEC2 |      | V    |      |      |      |      | V    | V    | V    |       | V     |       |
| GEC3 |      |      |      |      | V    | V    | V    |      |      |       |       | V     |
| BC1  | V    | V    |      | V    | V    |      |      |      |      | V     |       |       |
| BC2  |      |      |      | V    | V    | V    | V    |      |      | V     |       |       |
| BC3  |      |      |      | V    |      | V    |      | V    | V    |       |       |       |
| BC4  |      |      | V    | V    | V    |      |      |      |      | V     |       |       |
| BC5  |      |      |      | V    |      | V    | V    | V    | V    |       |       |       |
| PC1  |      |      | V    |      | V    | V    | V    |      |      |       | V     | V     |
| PC2  |      |      |      | V    | V    |      | V    |      |      | V     |       |       |
| PC3  |      |      |      |      |      | V    |      | V    |      | V     |       |       |
| PC4  | V    |      | V    |      |      |      |      |      | V    |       |       | V     |

### 8. The relationship of LO with labor functions

| №  | LO                                                                                                                                                                                                                                                                                                                                                                                                                                  | Labor functions                                                                                                                                                                        |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | LO9: Know at least one foreign language and the state language at a professional level for interpersonal, business and scientific communication, be able to work with foreign partners, exchange information and ideas, best practices.                                                                                                                                                                                             | Managing the production of a program (broadcast).<br>Preparing reports from the sites of current events, working live on air.                                                          |
| 2. | LO10: Know the basics of programming, big data analysis, information and communication technologies, be able to create websites and use popular mobile design applications, work with big data in professional activities Master professional photography technologies, computer video editing programs, motion design, animation                                                                                                   | Preparing reports from the sites of current events, working live on air.                                                                                                               |
| 3. | LO12: Know the information needs of the audience, be able to recognize the audience and work with it, master public relations technologies, marketing and advertising strategies, understand the technology of SEO - mass media promotion, as well as the value system of the target audience: figures + "beacons", reference groups, involvement to certain communities. Know the basics of entrepreneurship, inclusive education, | Planning and implementing product or service promotion strategies, marketing programs, advertising strategies, and campaigns.<br>Conducting research, analyzing the market and trends. |



|  |                                                              |  |
|--|--------------------------------------------------------------|--|
|  | master research methodology, and be able to work with facts. |  |
|--|--------------------------------------------------------------|--|

**9. Table showing interconnection of competencies, learning outcomes, assessment methods and criteria**

| Competencies of the EP graduate | Competences expressed in expected learning outcomes | Evaluation criteria                                       | Name of the estimation method |
|---------------------------------|-----------------------------------------------------|-----------------------------------------------------------|-------------------------------|
| GEC1, BC1, PC4                  | LO1                                                 | Literacy and correct writing                              | Editing                       |
|                                 | LO5                                                 | Analysis of the competitive environment and market trends | Comprehensive assessment      |
| GEC2, BC5, PC4                  | LO4                                                 | Creation of high-quality visual content                   | Reporting                     |
|                                 | LO11                                                | Adherence to ethical standards                            | Journalistic ethics           |
| GEC3, BC1                       | LO6                                                 | Effective use of advertising and PR tools                 | PR and advertising            |
|                                 | LO12                                                | Application of marketing and advertising strategies       | Audience                      |
| PC2, GEC3                       | LO3                                                 | Proper selection and processing of footage (video/photo)  | Editing                       |
|                                 | LO10                                                | Technical and communication skills on air                 | Interview                     |
| BC5, PC3                        | LO5                                                 | Effective use of various genres and formats               | Article                       |
|                                 | LO11                                                | Efficient use of resources and teamwork                   | Survey                        |
| PC1, BC3                        | LO2                                                 | Knowledge of Kazakhstan's media laws                      | Knowledge of laws             |
|                                 | LO7                                                 | Understanding journalistic ethics norms                   | Understanding ethics          |



## 10. Information about the modules of the educational program

| Module code and name                               | Volume (labor intensity) of the module | Learning outcomes                                                                                                                                                                                                                                                                               | Learning outcomes assessment criteria                                           | Disciplines forming the module<br>Code and name |
|----------------------------------------------------|----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-------------------------------------------------|
| GENERAL EDUCATION MODULES                          |                                        |                                                                                                                                                                                                                                                                                                 |                                                                                 |                                                 |
| OOM6001 Module of social and cultural development  | 18                                     | LO4: To be able to organize the work of the creative team and technical staff in the process of filming a television movie, television programs, television shows, understand the essence of television ethics and be able to form a television image. Be able to create commercials and videos | Demonstrates knowledge of socio-ethical norms and values.                       | Philosophy                                      |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | Shows understanding of the traditions and culture of the peoples of Kazakhstan. | Cultural Studies Psychology                     |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | Knows human and civil rights and freedoms.                                      | History of Kazakhstan                           |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | Understands the principles of information security.                             | Sociology Political Science                     |
| OOM6002 Language and ICT skills development module | 15                                     | LO1: To master digital mobile technologies for collecting, processing and transmitting information, to create media texts, expressing thoughts competently and logically and mastering the genre diversity of modern convergent journalism.                                                     | Proficiency in a foreign language at a professional level.                      | Foreign language                                |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | Ability to conduct business, scientific, and interpersonal communication.       | Kazakh (Russian) Language                       |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | Capability to work with international partners.                                 | Information and Communication Technologies      |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | Able to write journalistic texts on international topics.                       | Foundation of economics and financial literacy  |
| OOM6004 Module of personal and social development  | 35                                     | LO13: Be able to competently write journalistic texts on the topic of international issues, clearly and distinctly expressing their own thoughts, using all the wealth of artistic and expressive means of language and its stylistic diversity                                                 | Clearly and logically expresses own thoughts.                                   | Ecology and sustainable development             |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | Uses expressive and artistic means of the language.                             | Startups and entrepreneurship                   |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | Applies various stylistic techniques.                                           | Research methodology                            |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | The topic is covered accurately and to the point.                               | Fundamentals safety of life activity            |
| OOM6003 Module of physical culture                 | 4                                      | LO7: Be able to apply the acquired knowledge in the chosen additional educational program                                                                                                                                                                                                       | Expressive and stylistically appropriate language tools are used.               | Inclusive education                             |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | Genre and speech norms of journalistic writing are observed.                    | Fundamentals of law and anti-corruption culture |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | Uses modern journalistic technologies.                                          | Physical Culture                                |
| BASIC MODULES                                      |                                        |                                                                                                                                                                                                                                                                                                 |                                                                                 |                                                 |
| BM6400 General Professional Competencies Module    | 21                                     | LO5: Create high-quality TV programs in various genres and formats, produce ideas for author's programs and films, develop the concept of a radio and TV channel, a TV project, taking into account the interests and preferences of the target                                                 | Selects and adapts the format.                                                  | Fundamentals of Convergent Journalism           |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | Takes into account the target audience's requests.                              | Educational practice                            |
|                                                    |                                        |                                                                                                                                                                                                                                                                                                 | Can use various genres and formats.                                             | Foreign language (professional)                 |



|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                     |                                                         |
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|                                                      |    | audience, choose the format of a TV and radio program based on the conditions of a competitive environment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Creates competitive television and radio programs.                  | Media language: culture and speech technology           |
| PM6409 Information Security<br>Media Literacy Module | 12 | LO6: To have basic knowledge that contributes to the formation of a highly educated person with a broad outlook and culture of thinking, with a rich baggage of historical knowledge on a wide range of areas of domestic and world journalism, journalism, literature, as well as to keep abreast of the development trends of modern media.                                                                                                                                                                                                                                                                 | Develops the concept of a radio or TV channel.                      | Sustainable Development Goals: Journalistic Aspect      |
|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Identifies and analyzes the audience.                               | History of Kazakh journalism                            |
|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Knows the history of journalism and mass media.                     | History of foreign journalism                           |
| BM6403 Module of genres and theory of journalism     | 19 | LO8: Know the social and ethical values based on public opinion, social norms and focus on them in their professional activities, know the traditions and culture of the peoples of Kazakhstan, the rights and freedoms of man and citizen, the basics of the legal system and legislation of Kazakhstan, the basics of information security, social development trends, goals of sustainable development of society and problems of ecology, economic and political development of society. Know the basics of anti-corruption culture, life safety, and law in matters of intellectual property protection. | Is familiar with national and world literature.                     | New Media Techniques, storytelling, longrid             |
|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Can analyze the presentation of facts in major media streams.       | Media and international relations: Information Security |
|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Assesses the risks and consequences of informational influence.     | Introduction to Studies on State and Law                |
| BM6406 Design and Publication<br>Design Module       | 8  | LO3: To conduct direct audio and video broadcasting, shoot video, own design technologies, use content management systems and know the basics of typesetting, work in the frame, interview, voice, make editing, professionally make preview video, announce audio, distribute in social networks and create a link to a specific video fragment, record on a smartphone, creating full-fledged scenes and programs;                                                                                                                                                                                          | Identifies signs of manipulation and disinformation.                | Genre forms and functions of journalism                 |
|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Uses media experience to counter disinformation.                    | The modern world of mass media                          |
|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Applies modern PR technologies in the media space.                  | Legal basis of journalism and media ethics              |
| BM6407 Elective Specialization<br>Module             | 22 | LO5: Create high-quality TV programs in various genres and formats, produce ideas for author's programs and films, develop the concept of a radio and TV channel, a TV project, taking into account the interests and preferences of the target audience, choose the format of a TV and radio program based on the conditions of a competitive environment.                                                                                                                                                                                                                                                   | Proficient in video shooting and editing.                           | Edition design and layout                               |
|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Proficient in design and web design technologies.                   | Journalism of Newspapers and magazines                  |
|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Works with content management and layout systems.                   | Mass media writing                                      |
|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Publishes and distributes media content online.                     | Computer video editing and animation                    |
|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Conducts text, audio, and video broadcasting.                       | Polish language                                         |
|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Has skills in photography, video shooting, editing, and voice-over. | Mobilography                                            |
|                                                      |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Creates informational and analytical stories and podcasts.          | Research methodology                                    |



|                                                                            |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Selects and adapts the format.                                                                                                                                                                                                                                                                                                                                            | Preparation of analytical transmissions on the body and radio                                                                                                                 |
|----------------------------------------------------------------------------|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>PROFESSIONAL MODULES</b>                                                |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                               |
| <b>PM6401 Professional module</b>                                          | 13 | LO7: Be able to apply the acquired knowledge in the chosen additional educational program                                                                                                                                                                                                                                                                                                                                                                                                        | Able to apply theoretical knowledge in practice.                                                                                                                                                                                                                                                                                                                          | Industrial practice                                                                                                                                                           |
| <b>BM6411 Project and research work module</b>                             |    | LO1: To master digital mobile technologies for collecting, processing and transmitting information, to create media texts, expressing thoughts competently and logically and mastering the genre diversity of modern convergent journalism                                                                                                                                                                                                                                                       | Uses modern journalistic technologies.<br>Creates content appropriate to each genre.<br>Proficient in gathering, processing, and distributing information.<br>Capable of high-quality live audio and video broadcasting.                                                                                                                                                  | Undergraduate practice<br>Introduction to Communication Studies<br>Media theory and criticism<br>Analytical materials creating skills for digital media                       |
| <b>PM6413 Mass Media Promotion Module</b>                                  |    | LO3: To conduct direct audio and video broadcasting, shoot video, own design technologies, use content management systems and know the basics of typesetting, work in the frame, interview, voice, make editing, professionally make preview video, announce audio, distribute in social networks and create a link to a specific video fragment, record on a smartphone, creating full-fledged scenes and programs;                                                                             | Able to apply this knowledge in professional activities.<br>Skilled in using design and management systems.<br>Works professionally with visual content.<br>Publishes videos and distributes them on social media.<br>Shoots with a smartphone and creates full-fledged video content.<br>Knows the basics of programming and information and communication technologies. | Screenwriting and directorial skills<br>Advertising on TV and RV<br>Television production<br>Fact Checking and Trolling<br>Media coverage of the economy<br>Author's programs |
| <b>BM6404 New Media Technique Module</b>                                   |    | LO12: Know the information needs of the audience, be able to recognize the audience and work with it, master public relations technologies, marketing and advertising strategies, understand the technology of SEO - mass media promotion, as well as the value system of the target audience: figures + "beacons", reference groups, involvement to certain communities. Know the basics of entrepreneurship, inclusive education, master research methodology, and be able to work with facts. | Proficient in SDP (Semidefinite Programming) methods.<br>Has skills in website creation and maintenance.<br>Applies knowledge gained from additional educational programs.                                                                                                                                                                                                | International Intellectual Property<br>Fundamentals of Digital Marketing and Management<br>Politics and journalism, issues of information security in the Internet space      |
| <b>PM6417 Module for creating and processing graphic and video content</b> |    | LO4: To be able to organize the work of the creative team and technical staff in the process of filming a television movie, television programs, television shows, understand the essence                                                                                                                                                                                                                                                                                                        | Demonstrates the ability to apply new skills in practice.<br>Creates advertisements and video clips.                                                                                                                                                                                                                                                                      | TV news: workshop<br>Motion TV Design                                                                                                                                         |



|  |  |                                                                                                       |                                                                    |                                                   |
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|  |  | of television ethics and be able to form a television image. Be able to create commercials and videos | Able to organize creative teams and technical staff.               | Cinema and video are weapons of mind manipulation |
|  |  |                                                                                                       | Proficient in gathering, processing, and distributing information. | Creation of video products in English             |



## 11. Information about the disciplines of the educational program

| №                                                   | Discipline Code and Name                         | Brief description of the discipline<br>(30-50 words)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Labor intensity of discipline in credits | Learning outcomes formed (codes) | Prerequisites | Postrequisites                         |
|-----------------------------------------------------|--------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|----------------------------------|---------------|----------------------------------------|
| <b>Cycle of general education disciplines (GED)</b> |                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                          |                                  |               |                                        |
| <b>Required component (RC)</b>                      |                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                          |                                  |               |                                        |
| 1.                                                  | <b>LAN6001A<br/>LAN6002A Foreign language</b>    | Mastering new language tools: phonetic, spelling, lexical, grammatical in accordance with the topics, areas and situations of communication necessary for language acquisition. Getting knowledge about the phenomena of the language being studied, different ways of expressing thoughts; further development of General and special skills; familiarization with available methods and techniques for self-study of languages and cultures, including the use of new information technologies.                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 10                                       | LO1, LO4, LO5, LO13              |               | Professional-oriented foreign language |
| 2.                                                  | <b>SPS6001<br/>Philosophy (OC)</b>               | The discipline refers to basic General education courses in the bachelor's degree system with engineering and Economics education. This course is aimed at developing students' open mind, understanding their own national code and national identity, spiritual modernization, competitiveness, realism and pragmatism, independent critical thinking, the cult of knowledge and education, the assimilation of such key worldview concepts as justice, dignity and freedom, as well as the development and strengthening of the values of tolerance, intercultural dialogue and a culture of peace.                                                                                                                                                                                                                                                                                                                                                  | 5                                        | LO1, LO8, LO13                   |               |                                        |
| 3.                                                  | <b>HK6002 History of Kazakhstan</b>              | This program is designed to form the historical consciousness of undergraduate students, based on the knowledge gained in the study of modern history of Kazakhstan.<br>The versatility and importance of the discipline "Modern history of Kazakhstan" is due to its huge role in strengthening the identity of Kazakhstan, the identity of the people and the implementation of tasks related to the need for an intellectual breakthrough in the new Millennium. Kazakhstan's society must have a spiritual and ideological core for the successful implementation of its goals, which is facilitated by the "Ruhani zagryu" program, which reveals the mechanisms for modernizing public consciousness and is based on the continuity of spiritual and cultural traditions.<br>This program is designed to form the historical consciousness of undergraduate students, based on the knowledge gained in the study of modern history of Kazakhstan. | 5                                        | LO4, LO6, LO11                   |               |                                        |
| 4.                                                  | <b>SPS6006<br/>Cultural Studies – Psychology</b> | Knowledge in the field of cultural studies can serve as the basis for the study of the entire complex of social and humanitarian Sciences. At the same time, the discipline of cultural studies can serve as a Supplement to General courses in history and philosophy. The course material can serve                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 4                                        | LO8, LO14, LO15                  |               | Cultural Studies – Psychology          |



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|                                                                   |                                                            | as a methodological guide for a number of special disciplines: for example, ethics, cultural history, art styles, national schools of management, negotiation strategy and tactics, and cultural management. Methods and technologies of training used in the implementation of the program: role-playing games and educational discussions of various formats; case studies (analysis of specific situations); project method. The discipline involves deep study of the Kazakh/Russian language, using it in the as an object and means of mastering basic language knowledge. Purpose of the course is to develop communication skills in Kazakh/Russian.                                                                                                                                                  |    |           |  |  | Professionally-oriented Kazakh/Russian language                       |
| 5.                                                                | LAN6001KR/<br>LAN6002KR<br>Kazakh (Russian) language       | The ability to understand the practical use of healthy lifestyle norms, including prevention issues, is being instilled.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 10 | LO1, LO13 |  |  |                                                                       |
| 6.                                                                | PhC6006/PhC6005<br>Physical Culture                        | The discipline develops a system of knowledge, skills and abilities in the field of use of information and communication technologies in education and education, which form the basis for the formation of ICT competence in the use of information and communication technologies in the educational process and in further activities.                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 8  | LO15      |  |  | SDP programming basics I                                              |
| 7.                                                                | ICT6001 Information and Communication Technologies         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 5  | LO5, LO10 |  |  |                                                                       |
| 8.                                                                | SPS6007 Sociology-Political science                        | The course explores the basic concepts of sociological theories and the most effective ways to gain in-depth knowledge about various aspects of our modern society. During the semester, we examine the ways in which society and social processes shape our lives, the structure of ideas that contextualize our lives, the ways in which these ideas are institutionalized in formal and informal social organizations, and how this institutionalization forms a social structure that restricts and ensures change. In this course, students will study scientific social knowledge that will help them gain experience in forming models of social and interpersonal relationships, social communication skills, and principles of respect for different cultures of Kazakhstan and the world community. | 4  | LO5, LO14 |  |  | Mass Communications and International Relations: Information Security |
| <b>Cycle of general education disciplines (GED)</b>               |                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |           |  |  |                                                                       |
| <b>University component (UC) and (or) Elective component (EC)</b> |                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |           |  |  |                                                                       |
| 9.                                                                | HUM6400 Inclusive education                                | The philosophy, history and methodology of an inclusive approach. Documents governing the development of an inclusive process in higher professional education. Educational needs of students with disabilities and disabilities. Methods and forms of organization of the educational process at a university for students with disabilities. Development of adapted educational programs, curricula and educational paths for students with disabilities and disabilities. Psychological and pedagogical support of students with disabilities and disabilities at the university.                                                                                                                                                                                                                          | 5  | LO8       |  |  | Cultural studies                                                      |
| 10.                                                               | Zh14319<br>Fundamentals of law and anti-corruption culture | The course outlines the legal, economic, and social foundations of fighting corruption. Throughout the course, students will gain practical knowledge in identifying the peculiarities of state policies, applying international                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 5  | LO4       |  |  | Sociology and Political Science                                       |



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|     |                                                                | experiences in combating corruption, mastering skills in conflict resolution, and detecting corruption activities using professional ethics and methods. After successful completion of the course, students will gain the following competencies: 1. Understand the measures of legal responsibility for participation in corruption violations. 2. Determine the conflict of interests in the activities of organizations leading to corruption. 3. Analyze the work of organizations using various research methods.                                                                                                                                                                                                                                  |   |           |  |                                                        |
| 11. | <b>MGT6706 Startups and entrepreneurship</b>                   | This course provides an introduction to what a business is, how it works and how to run it. Students will define ownership and processes used in manufacturing and marketing, finance, personnel, and management in business operations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 5 | LO5       |  | Theory and Practice of Media Business Organization     |
| 12. | <b>ECO6007 Foundation of economics and financial literacy</b>  | This course provides an integrated introduction to economics and legal foundations relevant to entrepreneurial decision-making and everyday personal finance. Students will understand basic economic principles, and navigate legal systems affecting individuals and businesses and learn how to manage personal finances. Topics include economic behavior, legal research, business budgeting, taxation, investment and case analysis. The course is open to non-economics majors interested in how economic, legal and financial systems shape our lives.                                                                                                                                                                                           | 5 | LO7       |  |                                                        |
| 13. | <b>JUR6413 Fundamentals safety of life activity</b>            | Studying ways of safe human interaction with the environment (industrial, domestic, urban, natural), sustainable operation of business facilities (organizations) in emergency situations, issues of protection from negative factors, prevention and elimination of the consequences of natural and man-made emergencies and the use of modern means defeat.                                                                                                                                                                                                                                                                                                                                                                                            | 5 | LO5, LO11 |  | Sustainable Development Goals: The Journalistic Aspect |
| 14. | <b>JUR 6505 Ecology and sustainable development</b>            | The course reveals the role of ecology in solving modern economic, social and political problems, as well as the emergence of global environmental problems as a result of human production activities and the responsibility of the world community for them. A very important aspect is also international cooperation to ensure sustainable development. Various areas of practical application of ecology are also considered - natural resources and environmental pollution.                                                                                                                                                                                                                                                                       | 5 | LO1       |  |                                                        |
| 15. | <b>LAW6007 Fundamentals of law and anti-corruption culture</b> | The course outlines the legal, economic, and social foundations of fighting corruption. Throughout the course, students will gain practical knowledge in identifying the peculiarities of state policies, applying international experiences in combating corruption, mastering skills in conflict resolution, and detecting corruption activities using professional ethics and methods. After successful completion of the course, students will gain the following competencies: 1. Understand the measures of legal responsibility for participation in corruption violations. 2. Determine the conflict of interests in the activities of organizations leading to corruption. 3. Analyze the work of organizations using various research methods. | 5 | LO3, LO8  |  |                                                        |



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| 16.                                    | <b>RM6001 Research methodology</b>                       | The course is devoted to the study of activities aimed at developing students' ability to independent theoretical and practical judgments and conclusions, skills of objective evaluation of scientific information, freedom of scientific research and the desire to apply scientific knowledge in educational activities, including for the diploma project (work).                                                                                                                                                                                                                                                                                                                                                                        | 5 | LO9  |                                                                                                                            |  |
| <b>Cycle of basic disciplines (BD)</b> |                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |   |      |                                                                                                                            |  |
| <b>University component (UC)</b>       |                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |   |      |                                                                                                                            |  |
| 17.                                    | <b>JUR 6465 Introduction to Communication Studies</b>    | "In the course of studying the course, the student learns to recognize the information needs of the audience and work with it, to master public relations technologies, communication strategies. As a result of studying the course, students should: - know the basics of PR-activity; - be able to apply legal and ethical regulators in communication in practice; - have the skills of conflict-free solution of problem situations."                                                                                                                                                                                                                                                                                                   | 5 | LO2  |                                                                                                                            |  |
| 18.                                    | <b>JUR 6473 Introduction to Studies on State and Law</b> | The main goal of the discipline "Introduction to Studies on State and Law" is the development of scientific and methodical guidance to help students gain an in-depth understanding of issues relating to state and law, mechanisms for the movement and functioning of legal matters, the correlation of state, law and other areas of social activity, and basic areas of development in regard to modern legal institutions and systems. Knowledge of political and legal doctrines, historical processes of state and legal development, the approaches to comparative analysis of legal and political institutions help to educate future specialists who will work as well-qualified experts able to solve difficult and unique tasks. | 5 | LO10 |                                                                                                                            |  |
| 19.                                    | <b>JUR6400 Fundamentals of Convergent Journalism</b>     | The students are offered information on the nature and characteristics of journalism as a specific profession, on ways of building knowledge and skills. The general regularities of the journalism functioning as a social institution are considered, fundamental theoretical basis are applied to journalism of a sovereign state.                                                                                                                                                                                                                                                                                                                                                                                                        | 4 | LO5  |                                                                                                                            |  |
| 20.                                    | <b>JUR6401 Television and radio journalism</b>           | The discipline of TV and radio journalism is aimed at studying the basics of television and radio journalism. In the process of learning, the student will create news TV and radio stories, analytical programs, learn the skills of a TV and radio host. Also, in the process of training, trends in the development of world television and radio journalism will be considered, the best practices of world television and radio journalism will be studied. In the course a student studies the specifics of television and radio journalism, acquires skills for creating news content, and principles for selecting news. The course builds knowledge of information selection technology, its textual design.                        | 4 | LO2  | <ul style="list-style-type: none"> <li>Author's Programs</li> </ul>                                                        |  |
| 21.                                    | <b>JUR6404 Genre forms and functions of journalism</b>   | The discipline is aimed at studying the forms and genres of journalism. The discipline is intended to reveal the meaning of genres and their functions in the media, the types of genres, the main features of analytical, informational, artistic and journalistic genres and show their capabilities and role in the creative professional activities of journalists and editors. The development of journalism as a social institution is in constant motion,                                                                                                                                                                                                                                                                             | 4 | LO9  | <ul style="list-style-type: none"> <li>Fundamentals of Convergent Journalism</li> <li>Analytical Writing Skills</li> </ul> |  |



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|     | at the same time journalistic genres are transformed, the presence of which in a media discourse directly depends on the challenges of time and the needs of society. It is extremely important for future journalists to be able to realize their creative potential across the whole spectrum of genre diversity and understand their functional purpose |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |   |      |                                                  |                                                  |
| 22. | <b>JUR6453 The modern world of mass media</b>                                                                                                                                                                                                                                                                                                              | Acquaintance of students with the development trends of the modern world media, the methodology for creating new media, management technologies and the specifics of creating text for international publications. The course focuses on the analysis of trends in the modern media industry, the development of global news agencies and media corporations.                                                                                                                                                                                                                                                             | 4 | LO12 | History of Foreign Journalism                    | History of Kazakh Journalism                     |
| 23. | <b>JUR 6432 Foreign language (professional)</b>                                                                                                                                                                                                                                                                                                            | The course of study involves the formation of linguistic, discursive and socio-cultural competence of students, familiarization with the culture of the countries of the language being studied, the acquisition of professional speech skills in a foreign language, and the development of skills in translating texts in the specialty. Overview of grammar, reading and writing techniques, essay writing, listening and speaking techniques.                                                                                                                                                                         | 3 | LO8  | Foreign Language                                 | Author's Programs                                |
| 24. | <b>JUR 6459 International Intellectual Property</b>                                                                                                                                                                                                                                                                                                        | The purpose of the discipline "International Intellectual Property" is to form a systematic and comprehensive understanding of the rules for the protection, management and protection of works, inventions, trademarks, geographical indications and other intellectual property objects in the course of international business                                                                                                                                                                                                                                                                                         | 3 | LO11 |                                                  | Legal Foundations of Journalism and Media Ethics |
| 25. | <b>JUR 6409 Modern PR technologies</b>                                                                                                                                                                                                                                                                                                                     | Technologies of public relations include a set of sequential procedures, various techniques and activities that are aimed at the optimal and most effective implementation of the goals and objectives of the organization at a given time in a given place. The object of public relations technologies can be considered the behavior, consciousness and subconscious of people who are controlled through specially directed communications. The discipline is aimed at studying PR tools, public relations technologies, methods of creating the image of a company or product, and managing the company's reputation | 4 | LO12 | Fundamentals of Digital Marketing and Management | Fundamentals of Convergent Journalism            |
| 26. | <b>JUR6412 Digital photography</b>                                                                                                                                                                                                                                                                                                                         | Photography is an integral part of both traditional print media and online publications. The correct use of the potential of modern equipment and software for post-photographic processing (for example, Photoshop or Lightroom) allows you to achieve bright, colorful and expressive images. In the course of this discipline, students gain practical experience in preparing photo reports on the example of student life at the university.                                                                                                                                                                         | 4 | LO8  |                                                  | Mobilography                                     |
| 27. | <b>JUR6402 Media language: culture and speech technology</b>                                                                                                                                                                                                                                                                                               | The main goal of studying the discipline is to teach students to create texts, audio and video materials in the state and other languages, to competently and reasonably build oral and written speech, to speak the language at a level that allows them to work in an intercultural environment. The subject of the discipline is the norms of the mass media language, types of communication, its principles and rules, ethical standards of communication, functional speech styles, the basics of the art of speech,                                                                                                | 5 | LO9  |                                                  |                                                  |



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|     | as well as the specifics of speech technology for various media - television, radio, newspapers and magazines, online media. The main goal of the course is the formation of a highly educated journalist, whose speech corresponds to the norms accepted in an educated environment, is distinguished by expressiveness and beauty.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |   |          |                                                                         |  |  |
| 28. | <p><b>JUR6408 Data journalism</b></p> <p>The Data Journalism discipline is based on the processing of data and the presentation of the information received in the form of a text story or infographic. In the process of studying the discipline, the student will master the variety of forms and methods of work of a journalist with large amounts of data, learn how to extract and analyze information, visualize it, get acquainted with the technological foundations of data journalism. Also, the purpose of the course is to master the ethical standards when working with open data, the processing of personal data, the development of the legal framework for working with data. The course aims to master the theoretical knowledge and practical skills that will allow effective search, filtering, analysis and processing of large amounts of data for processing the resulting material in the form of an exciting media text or infographic, introduces students to the concept of data and teaches them to work with them and use to create journalistic material. Examines methods of working with data journalism, with the creative process of preparation specialized materials where are used different types of data.</p> | 4 | LO2, LO9 | Media Coverage of Economic Issues                                       |  |  |
| 29. | <p><b>JUR6403 Legal basis of journalism and media ethics</b></p> <p>As a result of studying the course, the student acquires in-depth knowledge in the field of mass information law, intellectual law, international humanitarian law, and is able to apply this amount of knowledge in practice. The objectives of studying the discipline are to prepare a legally competent specialist who is able to carry out his work in accordance with the legal norms in force in this area. The purpose of the course • to form an idea among future journalists about the nature of professional morality and the nature of professional and moral relations in journalism; to reveal the content of the main professional and ethical ideas considered by the world journalistic community as standards of professional behavior, the orientation of which ensures optimal interaction between journalism and society.</p>                                                                                                                                                                                                                                                                                                                                 | 4 | LO8      | Fundamentals of Convergent Journalism<br><br>Fact-checking and Trolling |  |  |
| 30. | <p><b>JUR6410 Journalism of Newspapers and magazines</b></p> <p>Current trends in the development of mass media are aimed at convergent journalism, which unites all traditional types of media on one Internet platform (within one news-room). At the same time, newspapers and magazines have not yet disappeared completely and will continue to exist in a certain foreseeable future, therefore it is important for journalists to have an idea about the process of producing printed media products and specific differences in the professional activities of newspapers and magazines journalists</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 4 | LO2      |                                                                         |  |  |
| 31. | <p><b>JUR6425 Sustainable Development Goals: Journalistic Aspect</b></p> <p>As a result of studying the discipline, the student knows 17 goals aimed at eliminating poverty, preserving the planet's resources and ensuring well-being, and understands the role of the media as a tool for achieving the</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 3 | LO3      | Intercultural Communication and Stereotypes                             |  |  |



|     |                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |   |     |                                       |                                                |
|-----|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----|---------------------------------------|------------------------------------------------|
| 32. | JUR6405 History of Kazakh journalism                                                  | goals of the Sustainable Development Program.<br>Discipline introduces students to the history of national journalism. As a result of mastering the discipline, the student has knowledge about the history of Kazakh journalism, the founders of national journalism, the development of journalism in different historical periods.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 4 | LO9 | Fundamentals of Convergent Journalism | History of Foreign Journalism                  |
| 35. | JUR645 Media theory and criticism                                                     | This course will focus on the socio-cultural theory of media and communication. We will focus on the analysis of popular media and their impact on our perception, understanding and real events.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 4 | LO2 |                                       | Media Monitoring                               |
| 36. | JUR6467 Politics and journalism, issues of information security in the Internet space | Purpose of the discipline - providing students with knowledge of the main types and methods of information security; students acquire the ability to prepare journalistic material on political topics; mastering modern knowledge of working with political information; knowledge of the main directions of global politics of the modern world                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 4 | LO5 |                                       | Cinema and Video as Tools of Mind Manipulation |
| 37. | JUR6424 Environmental journalism                                                      | The discipline teaches students to reflect in the media, in social networks, the world's environmental problems. The student learns to see problems, conduct an investigation, do analytics and convey environmental problems to society. In the process of studying the course, the student creates informational and analytical articles on environmental topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 4 | LO9 |                                       |                                                |
| 38. | JUR6449 History of foreign journalism                                                 | The purpose of the discipline is to analyze the formation of foreign journalism, to study the best practices of world journalism. Knowledge of the history of the birth of journalism as a social institution, as well as the formation of a holistic picture of the stages of development of foreign media not only guarantees a high level of professional competence and general knowledge of future journalists, but also contributes to a deeper understanding of the specifics of the functional features of the media and the dynamics of the development of contemporary genre diversity                                                                                                                                                                                                                                                                                                                                                 | 4 | LO4 |                                       |                                                |
| 39. | JUR6414 Edition design and layout                                                     | The purpose of the course is to give a complete picture of the design and modeling of the press, to get acquainted with the functions of press design, resources and design tools, how to combine them into a harmonious composition, to study the factors influencing the design of the publication, the design features of publications of various typological groups, to master the tools of the modern press designer in the theoretical and applied aspect, to learn how to apply the acquired knowledge in the process of theoretical and practical professional activities. Discipline is aimed at obtaining a clear idea about the design of modern print and online media, the forms and methods of work of the designer and layout designer in modern media business. The course also involves the development of skills to apply this knowledge to solve the problems of professional journalistic activities in international media. | 4 | LO5 |                                       | History of Kazakh Journalism                   |
| 40. | JUR6442 Mobilography                                                                  | The discipline teaches the skills of mobile shooting, which is a necessary skill at the present stage of development of digital media technologies. The features of mobile filming, technical and technological tools are being studied. The student learns to create different content using mobile                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 4 | LO8 | Television Journalism                 | Directing and Camerawork                       |



|                                        |                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |   |      |                       |                     |
|----------------------------------------|------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------|-----------------------|---------------------|
|                                        |                                                                              | filming, post material in the media. The discipline considers methods of attracting the attention of the audience with the help of mobilography                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |   |      |                       |                     |
| 41.                                    | <b>JUR 6511 Fundamentals of Digital Marketing and Management</b>             | The discipline "Fundamentals of Digital Marketing and Management" includes such sections as the structure of the organization, motivation, control, leadership, and decision-making. Undergraduate study course with a focus on organization structure will cover effectiveness of a manager, structure of organizations, bureaucratic and project apparatus, strategic planning, SWOT analysis, functions and types of control, leadership and power, motivation for decision-making, communication. The course also develops students' ability to explore case studies. The purpose of the discipline is to master the skill of analyzing the Internet space, marketing technologies for promoting goods and services. The student will learn the basics of SEO promotion, target advertising and other digital promotion technologies in the Internet space. The course provides students with the necessary knowledge about advertising and marketing activities, conducting advertising campaigns, creating effective promotional materials, and promoting media products on the Internet. | 3 | O9   | Television Journalism | Mobilography        |
| 42.                                    | <b>JUR6406 Analytical materials creating skills for digital media</b>        | The discipline teaches the use of all types of analysis in identifying the interrelationships of the subject, causes, consequences, their assessment, and the forecast of their development, which is the task of analytical journalism. The concept of modern analytical journalism as a type of creative activity is also considered. The features of the analytical method of displaying the actual phenomena of reality in journalism are determined. The article describes the subject, goals, methods, and main types of analysis in the press, and describes its technology. Modern genres of analytical journalism are considered in the full context. The necessary programs used in working with text visualization are studied.                                                                                                                                                                                                                                                                                                                                                      | 4 | LO3  |                       |                     |
| <b>Cycle of basic disciplines (BD)</b> |                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |   |      |                       |                     |
| <b>Elective component (EC)</b>         |                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |   |      |                       |                     |
| 43.                                    | <b>JUR6497 Preparation of analytical transmissions on the body and radio</b> | Studying the peculiarities of information and analytical programs and their place in the modern broadcasting network. Work with target audience, prepare analytical TV and radio programs on specialized topics that are of interest for socio-economic development.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 5 | LO5  |                       |                     |
| 44.                                    | <b>JUR 6407 Mass media writing</b>                                           | The course forms the skills of preparing texts in a foreign language for the media. The student will acquire the skills of professional speech in a foreign language                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3 | LO3  |                       | • Author's Programs |
| 45.                                    | <b>JUR 6475 Research methodolog</b>                                          | Formation of students' methodological and scientific culture, system of knowledge, skills and abilities in the field of organizing and conducting scientific research.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 5 | LO1  |                       | • Author's Programs |
| 47.                                    | <b>JUR 6482 Computer video editing and animation</b>                         | The program is aimed at deepening and expanding students' knowledge on the topics "Graphic Editors", "Computer Animation" and "Video Editing" and provides for the study of various types of graphics, color models,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3 | LO11 |                       |                     |



|                                                              |                                                                        | graphic file formats, and performance of laboratory work in various graphic editors. This course reveals to the students the amazing possibilities of computer graphics.                                                                                                                                                                                                                                                                                                                                                                                                                          |   |      |                                 |  |  |
|--------------------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------|---------------------------------|--|--|
| Cycle of major disciplines (PD)<br>University component (UC) |                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |   |      |                                 |  |  |
| 48.                                                          | <b>JUR6449History of foreign journalism</b>                            | The purpose of the discipline is to analyze the formation of foreign journalism, to study the best practices of world journalism. Knowledge of the history of the birth of journalism as a social institution, as well as the formation of a holistic picture of the stages of development of foreign media not only guarantees a high level of professional competence and general knowledge of future journalists, but also contributes to a deeper understanding of the specifics of the functional features of the media and the dynamics of the development of contemporary genre diversity. | 4 | LO5  |                                 |  |  |
| 49.                                                          | <b>JUR6439 Media and international relations: Information Security</b> | The course aims to provide comprehensive coverage of all key elements of global policy and information security. It will briefly cover the economic and political problems of democracy and authoritarianism, political and information mechanisms, global and national conflicts, and survival. nationalism, separatism and terrorism, political and information development, national policy and security. Finally, this course will discuss various emerging trends in global politics and information security, with real-world examples and case studies.                                    | 5 | LO3  | Television Journalism           |  |  |
| 50.                                                          | <b>JUR6435 Media coverage of the economy</b>                           | The purpose of the discipline is to form in students an idea about the development of the economy in Kazakhstan and the world, about the specifics of using professional methods in the activities of a journalist writing about economic problems. The objectives of the course include studying the specifics of economic journalism, methods of presenting information on economic topics, the process of a journalist working on an economic topic, and skills in working with various sources of economic information.                                                                       | 3 | LO9  |                                 |  |  |
| 51.                                                          | <b>JUR 6455 New Media Techniques, storytelling, longrid</b>            | Discipline is aimed at developing students' in-depth knowledge about creating complex journalistic materials of a significant amount, combined with the term "longrid", developing skills for collecting, analyzing, structuring information for preparing journalistic materials, and developing in-depth skills in creating a multimedia media product. Students learn to mount text on a separate special platform; allowing the reader to dive deep into the topic due to both the content of the text and its multimedia elements.                                                           | 3 | LO10 |                                 |  |  |
| 52.                                                          | <b>JUR6415Motion TV Design</b>                                         | The visual design of moving objects for television, social networks, websites is the main subject of the course. Motion design is created using computer technology. In the process of studying the course, the student will create works using classic, combined, animation video filming techniques. The student acquires the skills of creating video clips, designing television broadcasts, TV screen savers, movie titles, creating                                                                                                                                                         | 4 | LO12 | Television and Radio Journalism |  |  |



|     |                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |   |      |                                       |                                       |
|-----|------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|------|---------------------------------------|---------------------------------------|
|     |                                                            | commercials, using motion design in content marketing and advertising. As a result, the student will learn how to make high-quality branded video and animated graphic content.                                                                                                                                                                                                                                                                                                                                                                          |   |      |                                       |                                       |
| 53. | JUR6436Screenwriting and directorial skills                | During the course, students will be introduced to the features of the sophisticated and creative media specialization, learn the basics of orientation, write scenario and manage the creative process.                                                                                                                                                                                                                                                                                                                                                  | 3 | LO12 | Television and Radio Journalism       | Author's Programs                     |
| 54. | JUR6460 TV news: workshop                                  | The discipline is aimed at studying the principles of the news department of the TV channel. The main objective of the discipline is to teach students how to create television news stories, process television material, and prepare a news compilation. The course is focused on helping students master the general patterns of preparing television news stories. The discipline is applied, practical.                                                                                                                                             | 4 | LO12 | Fundamentals of Convergent Journalism | Fundamentals of Convergent Journalism |
| 55. | JUR6499 Advertising on TV and RV                           | Creation of advertising videos. Creation of commercials. Advertising audio tapes. The specifics of commercials for social networks. Direct video reports. Promotional short films                                                                                                                                                                                                                                                                                                                                                                        | 4 | LO1  |                                       |                                       |
| 56. | JUR 6510 Cinema and video are weapons of mind manipulation | The purpose of the discipline is to show methods of manipulating people through the media and cinema, to analyze films and media materials. creating special attention among the population. Manipulation is a method of hidden psychological influence on a person. The task of the discipline is to show the technology of manipulation through videos, the technology of creating the behavior of an object in the direction required by the manipulator.                                                                                             | 4 | LO5  | Television and Radio Journalism       | Media Monitoring                      |
| 57. | JUR6438 Creation of video products in English              | The purpose of the discipline is to teach students the skills of creating video materials, knowledge of the theory and practice of video production at a professional level in English and taking into account the interests of the English-speaking audience.                                                                                                                                                                                                                                                                                           | 3 | LO6  |                                       |                                       |
| 58. | JUR6440 Television production                              | To teach students how to prepare TV projects, to know the basics of production theory.                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 4 | LO8  | Television and Radio Journalism       |                                       |
| 59. | JUR6437 Author's programs                                  | Traditional TV author programs in modern conditions are actively developing the Internet space, in particular popular video platforms such as Youtube. In turn, the quality of the author's thematic video blogs is growing rapidly. Thus, the possibilities of reaching the audience are expanding, and modern gadgets are becoming more and more accessible, which greatly simplifies the possibilities of creating video content. This discipline is of a practical nature and is aimed at making students try to create their own author's projects. | 3 | LO12 | Television and Radio Journalism       |                                       |



## 12. Curriculum of the educational program (Platonus)

| Module name                            | Discipline cycle | Discipline component | Code of discipline | Name of discipline | Academic credits | Academic study period | Control in the academic period |                     |                    | Number of hours |                |                      |          |                |          | Distribution of credits per academic period |  |          |  |          |  |          |  |          |  |
|----------------------------------------|------------------|----------------------|--------------------|--------------------|------------------|-----------------------|--------------------------------|---------------------|--------------------|-----------------|----------------|----------------------|----------|----------------|----------|---------------------------------------------|--|----------|--|----------|--|----------|--|----------|--|
|                                        |                  |                      |                    |                    |                  |                       | Exams                          | Differentiated test | Term paper/project | Total           | Classroom work |                      |          |                |          | IWS                                         |  | 1 course |  | 2 course |  | 3 course |  | 4 course |  |
|                                        |                  |                      |                    |                    |                  |                       |                                |                     |                    |                 | Lectures       | Laboratory trainings | Practice | Studio lessons | Practice |                                             |  |          |  |          |  |          |  |          |  |
|                                        |                  |                      |                    |                    |                  |                       |                                |                     |                    |                 |                |                      |          |                |          |                                             |  |          |  |          |  |          |  |          |  |
|                                        |                  |                      |                    |                    |                  |                       |                                |                     |                    |                 |                |                      |          |                |          |                                             |  |          |  |          |  |          |  |          |  |
| Number of weeks in the academic period |                  |                      |                    |                    |                  |                       |                                |                     |                    |                 |                |                      |          |                |          |                                             |  |          |  |          |  |          |  |          |  |
| 15                                     |                  | 15                   |                    | 15                 |                  | 15                    |                                | 15                  |                    | 15              |                | 15                   |          | 15             |          | 15                                          |  | 15       |  | 15       |  | 15       |  |          |  |

| Minor module for disciplines |                                                       |      |     |            |                                            |   |   |   |  |        |    |      |    |    |    |    |     |     |     |     |  |  |  |  |  |
|------------------------------|-------------------------------------------------------|------|-----|------------|--------------------------------------------|---|---|---|--|--------|----|------|----|----|----|----|-----|-----|-----|-----|--|--|--|--|--|
| General modules              |                                                       |      |     |            |                                            |   |   |   |  |        |    |      |    |    |    |    |     |     |     |     |  |  |  |  |  |
| 1                            | OOM6001<br>Module of social and cultural development  | GE D | R C | SPS6001    | Philosophy                                 | 5 | 1 | 1 |  | 5/15 0 | 15 | 15 0 | 15 |    | 15 | 90 | 5.0 |     |     |     |  |  |  |  |  |
| 2                            |                                                       | GE D | R C | SPS6006    | Cultural studies-Psychology                | 4 | 2 | 2 |  | 4/12 0 | 15 | 30   |    |    | 15 | 60 |     | 4.0 |     |     |  |  |  |  |  |
| 3                            |                                                       | GE D | R C | HK 6002    | History of Kazakhstan                      | 5 | 2 | 2 |  | 5/15 0 | 15 | 30   |    |    | 15 | 90 |     | 5.0 |     |     |  |  |  |  |  |
| 4                            |                                                       | GE D | R C | SPS6007    | Sociology-Political science                | 4 | 5 | 5 |  | 4/12 0 | 15 | 30   |    |    | 15 | 60 |     |     |     | 4.0 |  |  |  |  |  |
| 5                            | OOM6002<br>Language and ICT skills development module | GE D | R C | LAN6001A   | Foreign language                           | 5 | 1 | 1 |  | 5/15 0 |    | 45   |    |    | 15 | 90 | 5.0 |     |     |     |  |  |  |  |  |
| 6                            |                                                       | GE D | R C | LAN6002A   | Foreign language                           | 5 | 2 | 2 |  | 5/15 0 |    | 45   |    |    | 15 | 90 |     | 5.0 |     |     |  |  |  |  |  |
| 7                            |                                                       | GE D | R C | LAN6001K R | Kazakh (Russian) language                  | 5 | 3 | 3 |  | 5/15 0 |    | 45   |    |    | 15 | 90 |     |     | 5.0 |     |  |  |  |  |  |
| 8                            |                                                       | GE D | R C | LAN6002K R | Kazakh (Russian) language                  | 5 | 4 | 4 |  | 5/15 0 |    | 45   |    |    | 15 | 90 |     |     |     | 5.0 |  |  |  |  |  |
| 9                            |                                                       | GE D | R C | ICT6001    | Information and Communication Technologies | 5 | 4 | 4 |  | 5/15 0 | 15 | 30 0 |    |    | 15 | 90 |     |     |     | 5.0 |  |  |  |  |  |
| 10                           | OOM6004<br>Module of personal and social development  | GE D |     | AI 4319    | Artificial intelligence                    | 5 | 2 | 2 |  | 5/15 0 | 15 | 30   |    |    | 15 | 90 |     |     |     |     |  |  |  |  |  |
| 11                           |                                                       | GE D | EC  | HUM6400    | Inclusive education                        |   |   |   |  | 5/15 0 | 15 | 30   |    | 15 | 90 |    | 5.0 |     |     |     |  |  |  |  |  |



|                                        |      |          |                                                        |     |   |   |           |    |    |  |    |    |  |  |         |         |         |         |  |
|----------------------------------------|------|----------|--------------------------------------------------------|-----|---|---|-----------|----|----|--|----|----|--|--|---------|---------|---------|---------|--|
| 12                                     | GE D | JUR 6505 | Ecology and sustainable development                    |     | 2 |   | 5/15<br>0 | 15 | 30 |  | 15 | 90 |  |  |         |         |         |         |  |
| 13                                     | GE D | MGT6706  | Startups and entrepreneurship                          |     | 2 |   | 5/15<br>0 | 15 | 30 |  | 15 | 90 |  |  |         |         |         |         |  |
| 14                                     | GE D | RM6001   | Research methodology                                   |     | 2 |   | 5/15<br>0 | 15 | 30 |  | 15 | 90 |  |  |         |         |         |         |  |
| 15                                     | GE D | JUR6413  | Fundamentals safety of life activity                   |     | 2 |   | 5/15<br>0 | 15 | 30 |  | 15 | 90 |  |  |         |         |         |         |  |
| 16                                     | GE D | LAW6007  | Fundamentals of law and anti-corruption culture        |     | 2 |   | 5/15<br>0 | 15 | 30 |  | 15 | 90 |  |  |         |         |         |         |  |
| 17                                     | GE D | ECO6007  | Foundation of economics and financial literacy         |     | 2 |   | 5/15<br>0 | 15 | 30 |  | 15 | 90 |  |  |         |         |         |         |  |
| 18                                     | GE D | PhC6006  | Physical Culture                                       | R C | 4 | 3 | 4/12<br>0 |    | 45 |  | 15 | 60 |  |  | 4.<br>0 |         |         |         |  |
| 19                                     | GE D | PhC6005  | Physical Culture                                       | R C | 4 | 4 | 4/12<br>0 |    | 45 |  | 15 | 60 |  |  |         | 4.<br>0 |         |         |  |
| Modules of specialty/education program |      |          |                                                        |     |   |   |           |    |    |  |    |    |  |  |         |         |         |         |  |
| 20                                     | BD   | JUR 6456 | Introduction to Communication Studies                  | U C | 5 | 1 | 5/15<br>0 | 15 | 15 |  | 15 | 90 |  |  |         |         |         |         |  |
| 21                                     | BD   | JUR6450  | Media theory and criticism                             | U C | 4 | 7 | 4/12<br>0 | 15 | 30 |  | 15 | 60 |  |  |         |         |         | 4.<br>0 |  |
| 22                                     | BD   | JUR6406  | Analytical materials creating skills for digital media | U C | 4 | 7 | 4/12<br>0 | 15 | 30 |  | 15 | 60 |  |  |         |         |         | 4.<br>0 |  |
| 23                                     | BD   | JUR 6473 | Introduction to Studies on State and Law               | U C | 4 | 1 | 4/12<br>0 | 15 | 15 |  | 15 | 60 |  |  |         | 4.<br>0 |         |         |  |
| 24                                     | BD   | JUR6404  | Genre forms and functions of journalism                | U C | 4 | 2 | 4/12<br>0 | 15 | 15 |  | 15 | 60 |  |  |         |         |         |         |  |
| 25                                     | BD   | JUR6453  | The modern world of mass media                         | U C | 4 | 2 | 4/12<br>0 | 15 | 15 |  | 15 | 60 |  |  |         | 4.<br>0 |         |         |  |
| 26                                     | BD   | JUR6403  | Legal basis of journalism and media ethics             | U C | 4 | 6 | 4/12<br>0 | 15 | 30 |  | 15 | 60 |  |  |         |         | 4.<br>0 |         |  |



|    |                                                    |  |  |  |  |  |  |  |  |  |   |   |   |  |           |    |          |    |  |    |    |         |         |         |         |         |
|----|----------------------------------------------------|--|--|--|--|--|--|--|--|--|---|---|---|--|-----------|----|----------|----|--|----|----|---------|---------|---------|---------|---------|
| 27 | Fundamentals of Convergent Journalism              |  |  |  |  |  |  |  |  |  | 4 | 1 | 1 |  | 4/12<br>0 | 15 | 15.<br>0 | 15 |  | 15 | 60 | 4.<br>0 |         |         |         |         |
| 28 | Educational practice                               |  |  |  |  |  |  |  |  |  | 2 | 2 |   |  | 2/60      | 60 |          |    |  |    |    | 2.<br>0 |         |         |         |         |
| 29 | Foreign language (professional)                    |  |  |  |  |  |  |  |  |  | 3 | 3 | 3 |  | 3/90      | 30 |          |    |  | 15 | 45 |         |         |         | 3.<br>0 |         |
| 30 | Media language: culture and speech technology      |  |  |  |  |  |  |  |  |  | 5 | 5 | 5 |  | 5/15<br>0 | 30 |          | 15 |  | 15 | 90 |         |         |         | 5.<br>0 |         |
| 31 | Sustainable Development Goals: Journalistic Aspect |  |  |  |  |  |  |  |  |  | 3 | 6 | 6 |  | 3/90      | 15 |          | 15 |  | 15 | 45 |         |         |         | 3.<br>0 |         |
| 32 | History of Kazakh journalism                       |  |  |  |  |  |  |  |  |  | 4 | 7 | 7 |  | 4/12<br>0 | 15 | 15.<br>0 | 15 |  | 15 | 60 |         |         |         |         | 4.<br>0 |
| 33 | Television and radio journalism                    |  |  |  |  |  |  |  |  |  | 4 | 2 | 2 |  | 4/12<br>0 | 30 |          | 15 |  | 15 | 60 |         | 4.<br>0 |         |         |         |
| 34 | Digital photography                                |  |  |  |  |  |  |  |  |  | 4 | 4 | 4 |  | 4/12<br>0 | 15 | 15.<br>0 | 15 |  | 15 | 60 |         |         |         | 4.<br>0 |         |
| 35 | Modern PR technologies                             |  |  |  |  |  |  |  |  |  | 4 | 4 | 4 |  | 4/12<br>0 | 15 | 15.<br>0 | 15 |  | 15 | 60 |         |         |         | 4.<br>0 |         |
| 36 | Data journalism                                    |  |  |  |  |  |  |  |  |  | 4 | 5 | 5 |  | 4/12<br>0 | 30 |          | 15 |  | 15 | 60 |         |         |         | 4.<br>0 |         |
| 37 | Environmental journalism                           |  |  |  |  |  |  |  |  |  | 4 | 8 | 8 |  | 4/12<br>0 | 30 |          | 15 |  | 15 | 60 |         |         |         |         | 4.<br>0 |
| 38 | Edition design and layout                          |  |  |  |  |  |  |  |  |  | 4 | 3 | 3 |  | 4/12<br>0 | 15 | 15.<br>0 | 15 |  | 15 | 60 |         |         | 4.<br>0 |         |         |
| 39 | Journalism of Newspapers and magazines             |  |  |  |  |  |  |  |  |  | 4 | 6 | 6 |  | 4/12<br>0 | 15 | 15.<br>0 | 15 |  | 15 | 60 |         |         |         | 4.<br>0 |         |
| 40 | International Intellectual Property                |  |  |  |  |  |  |  |  |  | 3 | 3 | 3 |  | 3/90      | 15 |          | 15 |  | 15 | 45 |         |         |         | 3.<br>0 |         |
| 41 | Fundamentals of Digital Marketing and Management   |  |  |  |  |  |  |  |  |  | 5 | 3 | 3 |  | 5/15<br>0 | 15 | 15.<br>0 | 15 |  | 15 | 90 |         |         |         |         | 5.<br>0 |



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*F-72 Educational program*

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|    |                                             |    |        |         |                                            |   |   |   |  |           |    |         |    |    |  |  |         |         |         |
|----|---------------------------------------------|----|--------|---------|--------------------------------------------|---|---|---|--|-----------|----|---------|----|----|--|--|---------|---------|---------|
| 56 | PM6401<br>Professional<br>module            | MD | U<br>C | IP6402  | Industrial<br>practice                     | 4 | 4 |   |  | 4/12<br>0 | 15 | 12<br>0 |    |    |  |  |         |         |         |
| 57 |                                             | MD | U<br>C | IP6403  | Industrial<br>practice                     | 4 | 6 |   |  | 4/12<br>0 |    | 12<br>0 |    |    |  |  | 4.<br>0 |         |         |
| 58 |                                             | MD | U<br>C | PP6404  | Undergraduate<br>practice                  | 5 | 8 |   |  | 5/15<br>0 |    | 15<br>0 |    |    |  |  |         |         | 5<br>0  |
| 59 | PM6413 Mass<br>Media<br>Promotion<br>Module | MD | U<br>C | JUR6436 | Screenwriting<br>and directorial<br>skills | 3 | 5 | 5 |  | 3/90      | 15 | 15      | 45 |    |  |  | 3.<br>0 |         |         |
| 60 |                                             | MD | U<br>C | JUR6499 | Advertising on<br>TV and RV                | 4 | 5 | 5 |  | 4/12<br>0 | 15 | 30      | 15 | 60 |  |  | 4.<br>0 |         |         |
| 61 |                                             | MD | U<br>C | JUR6440 | Television<br>production                   | 4 | 7 | 7 |  | 4/12<br>0 | 15 | 30      | 15 | 60 |  |  |         | 4.<br>0 |         |
| 62 |                                             | MD | U<br>C | JUR6419 | Fact Checking<br>and Trolling              | 4 | 7 | 7 |  | 4/12<br>0 | 15 | 30      | 15 | 60 |  |  |         | 4.<br>0 |         |
| 63 |                                             | MD | U<br>C | JUR6435 | Media coverage<br>of the economy           | 3 | 8 | 8 |  | 3/90      | 15 | 15      | 45 |    |  |  |         |         | 3.<br>0 |
| 64 |                                             | MD | U<br>C | JUR6437 | Author's<br>programs                       | 3 | 8 | 8 |  | 3/90      | 15 | 15      | 45 |    |  |  |         |         | 3.<br>0 |

### Additional modules beyond qualification

[illegible]



|   |                                                                                     |     |  |    |   |   |      |     |     |      |   |                   |     |                 |    |                 |    |    |                 |    |    |    |
|---|-------------------------------------------------------------------------------------|-----|--|----|---|---|------|-----|-----|------|---|-------------------|-----|-----------------|----|-----------------|----|----|-----------------|----|----|----|
|   | University component (MD/UC)                                                        | 60  |  | 13 | 0 | 0 | 1800 | 165 | 90  | 240  | 0 | 390               | 195 | 720             | 4  | 0               | 4  | 7  | 15              | 8  | 11 | 11 |
|   | Elective component (MD/EC)                                                          | 0   |  | 0  | 0 | 0 | 0    | 0   | 0   | 0    | 0 | 0                 | 0   | 0               | 0  | 0               | 0  | 0  | 0               | 0  | 0  | 0  |
| 4 | Disciplines for the formation of professional competencies (BDFPC)                  | 0   |  | 0  | 0 | 0 | 0    | 0   | 0   | 0    | 0 | 0                 | 0   | 0               | 0  | 0               | 0  | 0  | 0               | 0  | 0  | 0  |
|   | Required component (BDFPC/RC)                                                       | 0   |  | 0  | 0 | 0 | 0    | 0   | 0   | 0    | 0 | 0                 | 0   | 0               | 0  | 0               | 0  | 0  | 0               | 0  | 0  | 0  |
|   | University component (BDFPC/UC)                                                     | 0   |  | 0  | 0 | 0 | 0    | 0   | 0   | 0    | 0 | 0                 | 0   | 0               | 0  | 0               | 0  | 0  | 0               | 0  | 0  | 0  |
|   | Elective component (BDFPC/EC)                                                       | 0   |  | 0  | 0 | 0 | 0    | 0   | 0   | 0    | 0 | 0                 | 0   | 0               | 0  | 0               | 0  | 0  | 0               | 0  | 0  | 0  |
| 5 | Disciplines of personal development and the formation of leadership qualities(BDPD) | 0   |  | 0  | 0 | 0 | 0    | 0   | 0   | 0    | 0 | 0                 | 0   | 0               | 0  | 0               | 0  | 0  | 0               | 0  | 0  | 0  |
|   | Required component (BDFPC/RC)                                                       | 0   |  | 0  | 0 | 0 | 0    | 0   | 0   | 0    | 0 | 0                 | 0   | 0               | 0  | 0               | 0  | 0  | 0               | 0  | 0  | 0  |
|   | University component (BDFPC/UC)                                                     | 0   |  | 0  | 0 | 0 | 0    | 0   | 0   | 0    | 0 | 0                 | 0   | 0               | 0  | 0               | 0  | 0  | 0               | 0  | 0  | 0  |
|   | Elective component (BDFPC/EC)                                                       | 0   |  | 0  | 0 | 0 | 0    | 0   | 0   | 0    | 0 | 0                 | 0   | 0               | 0  | 0               | 0  | 0  | 0               | 0  | 0  | 0  |
|   | Total on curriculum                                                                 | 232 |  |    | 0 | 0 | 6570 | 615 | 330 | 1155 | 0 | 450               | 750 | 3270            | 27 | 33              | 28 | 32 | 33              | 27 | 32 | 20 |
| 6 | Additional courses                                                                  |     |  |    |   |   |      |     |     |      |   | Number of credits |     | Academic period |    | Number of hours |    |    | Number of weeks |    |    |    |
| 7 | Module of final certification (MoFC)                                                |     |  |    |   |   |      |     |     |      |   | 8                 |     |                 |    | 240.0           |    |    |                 |    |    |    |
|   | Total including FC                                                                  |     |  |    |   |   |      |     |     |      |   | 240               |     |                 |    | 7200.0          |    |    |                 |    |    |    |



**13. Additional Educational Programs (Minor)**

| <b>The name of the AEP (Minor),<br/>indicating the list of disciplines<br/>forming the Minor</b> | <b>Number of<br/>credits AEP /<br/>number of<br/>credits in the<br/>discipline</b> | <b>Description, Competencies<br/>generated by the AEP, learning<br/>outcomes</b> |
|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| The name of the AEP (Minor)                                                                      | <b>15</b>                                                                          |                                                                                  |
| Minor 1                                                                                          | 5                                                                                  |                                                                                  |
| Minor 2                                                                                          | 5                                                                                  |                                                                                  |
| Minor 3                                                                                          | 5                                                                                  |                                                                                  |