Course Requirements

GBJ students are required to take a minimum of 35 credits in required courses, which is on par with other international programs. They are evaluated on the basis of top internationally accepted academic standards. For their master's projects, they must produce in-depth stories or academic research on a business topic and complete a professional internship.

CATEGORY	COURSE
Basic Courses	Media Research Methods
	Intercultural Communication
	Workshop for Academic Training and Ethics
Core Courses	Business News Writing and Editing
	Economics and Accounting Basics for Journalists
	Business News Data Mining and Analysis
	News Writing and Multimedia Business Reporting
Elective Courses	Corporate Communication
	In-Depth English News Writing
	Hot Topics in Global Economy
	New Media Psychology
	Business News Data Mining and Analysis
Required Courses	GBJ Internship
	Literature Review and Thesis Proposal

Job Opportunities and Networking

Graduates of the program are working for a number of major media organizations such as CGTN, China Daily, People's Daily, Xinhua News Agency, Bloomberg News, Associated Press, China Space News, and South China Morning Post. Others have communications positions with Ogilvy China, Edelman Public Relations, Lenovo, the United Nations, the Environmental Protection Bureau, the Bank of America, and the Ministry of State.

Program Activities

The GBJ program provides a wide range of academic and professional activities each year. Students have opportunities to attend conferences on new media, economic development, and other business topics. They benefit from meetings and discussions with guest speakers, including top editors and reporters from leading Chinese and Western news outlets, as well as leading international business executives.

For international cooperation and international student inquiries:

International Affairs Office, School of Jornalism and Communication, Tsinghua University
Telephone: +86-10-62796842
E-mail: tsjcws@tsinghua.edu.cn
http://gbj.tsjc.tsinghua.edu.cn/

清華大学 新闻与传播学院
School of Journalism and Communication, Tsinghua University

Global Business Journalism Program

Tsinghua University

Program Overview

An expert team of Chinese and international faculty at Tsinghua University is preparing students to cover the fast-changing world of economics and business with a focus on China's role in the global marketplace.

All courses in the master's program in Global Business Journalism (GBJ) are taught in English by renowned scholars and journalists with extensive global experience. The facilities and equipment at the Tsinghua University School of Journalism and Communication (TSJC) rival those of other leading journalism programs around the world.

Launched in 2007, the GBJ program has established itself as a leader in studies of trailblazing Chinese companies, emerging capital markets, and international commerce. Students learn data mining of business information, multimedia publishing techniques, and business reporting skills.

Participants who complete the intense two-year program emerge with a network of valuable connections and sources that will enrich their reporting for years to come.

Program Partnership

Tsinghua School of Journalism and Communication has teamed up with the U.S.-based International Center for Journalists (ICFJ) to offer a selection of specialized courses that keep the program in the forefront of global business journalism. Students can learn about topics such as international accounting standards, complex financial derivatives, journalistic ethics, advanced feature writing techniques, and the management of media organizations.

The founding sponsors of this groundbreaking program were Bloomberg, Bank of America Merrill Lynch, the Knight Foundation, and Deloitte. Global Sources also has been a major sponsor.

TSJC has a long history of cooperation with major international media and financial-information organizations such as Bloomberg, Associated Press, Thomson Reuters, Business Week, The New York Times, Financial Times, CNN, and others. These partners have contributed talent, equipment, and financial support to the program, and several have provided internships for students. The program also benefits from its proximity to Tsinghua's top education and research institutions, as well as to the many media and technology companies in Beijing. Internships, field trips, and recruiter visits are integral parts of the program.

Facilities and Resources

Thanks to a major donation by Bloomberg News, the journalism lab boasts 10 Bloomberg terminals that give students access to real-time information and data on business and finance used by the most sophisticated financial and securities professionals.

Tsinghua's Future Media Lab also provides students with up-to-date equipment and software for their courses and training.

Students and Graduates

The GBJ program offers Chinese and international students a Master of Arts degree with a specialty in global business journalism. Since 2007, there have been about 20 international students and a similar number of Chinese students enrolled in the program each year. The first class of international students graduated in July 2009, and the first class of Chinese students graduated in July 2010.

GBJ is the first program of its kind in China, teaching students about complex international economic, financial, and business trends. Special attention is given to comparative studies of Chinese and Western companies and financial markets. All courses are taught in English, with an emphasis on practical, hands-on training. These global and business mindsets make our graduates very competitive in covering the world economy and tackling complicated economic and business issues.