

5.0 credits	15.0 h	1q
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Teacher(s) :	Goffe Philippe ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	The course will provide students with a short and critical overview of the main approaches to the contemporary bookselling profession and its management. This will include business aspects of bookselling, the bookselling market and its organisational aspects, customer surveys and specific management skills linked to this particular sector.
Aims :	<p>The pressure between cultural and commercial aspects, which has always existed in the bookselling profession, has increased today with the additional pressures between traditional expertise and the industrialisation of so-called cultural products. Bookshops have become cultural enterprises, each one having specific projects. By the end of the course, the student should be capable of analysing these specific aspects.</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Content :	<p>Content. The course is divided into two parts.</p> <p>The first part bases the bookselling on two areas :</p> <ul style="list-style-type: none"> - upstream : the offer, the bookselling business and the contemporary publishing sector - downstream : the demand, customers <p>The second part first focuses on bookselling skills : product range, planning and sales drives; then on stock and financial management.</p>
Other infos :	Prerequisites : a good level of general and cultural knowledge in the literary field, including analytical skills. Assessment will be based on coursework linked to a particular aspect of the bookselling profession and an oral examination related to this coursework.
Cycle and year of study :	<p> > Master [120] in Information and Communication Science and Technology > Master [120] in Modern Languages and Literatures : General > Master [120] in French and Romance Languages and Literatures : General > Master [120] in Ancient and Modern Languages and Literatures > Master [120] in Ancient Languages and Literatures: Classics </p>
Faculty or entity in charge:	STIC