



National University of Science and Technology
Faculty of Communication and Information Science
Department of Publishing Studies
Minimum Body of Knowledge (BOK)

1. Courses Synopsis

PART I Semester One

IPU 1111 Introduction to Publishing

This course covers the overall introduction to the field of publishing. This overview of how books are discovered, contracted, developed, financed, edited, designed, produced, marketed, and sold in a changing marketplace will give students a generalist's perspective and understanding of the process and the industry. They will learn who does what, when, why, and with whom. It consists of 8 Units that deal with theory, mainly focusing on the concept of publishing, the role of the publisher in society, history of publishing, Africa's publishing history, kinds of publishing, the structure of a publishing house and the processes, tasks and people involved, the publishing value chain, the legal aspects of publishing and the current trends in the field, with special focus on the technological developments in the publishing industry.

The course runs through a single semester and introduces students to various aspects that are intensively covered in other courses and could be subjects for further study and research at post-graduate level.

IPU 1112 Introduction to the Book Sector in Africa

The course takes the student through a tour of Africa's current developments and strengths and weaknesses in resource mobilisation for sustainable book development. Entry barriers and funding limitations are evaluated against past monopolistic policies.

The roles of various sector members in book development and distribution Africa South of the Sahara are also discussed including the role of policies and funding methods in various countries as well as the attempts and limits to trading in books in the continent

Some success stories and failures in book development are reviewed in Botswana, Zimbabwe and Namibia. Lessons from Malawi and Zambia are reviewed in the context of State Monopolies.

Recovery programmes are presented and evaluated on the sustainability value.

ILI 1103 Introduction to Information Technology (service course)

IPU 1113 Literature Review Theory and Practice: Creative Writing

Students will read, interpret and review a variety of short fictional works by a variety of authors (classic to contemporary). Students will also master an understanding of the elements of fiction and apply this understanding to their own written creations. Student projects will also include, but not be limited to, short dramas and children's and young adult pieces. Aside from broadening students' literary scope, helping them read with a critical eye, and exposing them to constructive criticism, this class will perhaps most importantly cultivate within them an aesthetic appreciation for the beauty of language. Students will participate in "rough draft workshops," during which their writings will be read, discussed, proofread, and critiqued by fellow classmates and the lecturer. Beyond making students better writers, this course seeks to enhance their appreciation of the form and content of literature by giving due consideration to topics such as technique, figurative language, structure, tone, point of view, voice, etc. To that end, students will not only write a good deal of literature, but will also read and discuss numerous short stories contained in various handouts.

ILI 1105 Communication Skills (service course)

IPU 1114 Principles of Education for Publishers

The course gives an analysis of some key principles of education and their impact on the book development process. Among many of its aspects, the course emphasizes the following:

- Learning theories and the role of the book in learning
- Learning styles and instructional needs
- Teaching principles and the book as a teaching tool

PLC 1101 Peace, Leadership and Conflict Transformation (service course)

Semester Two

IPU 1203 Report Writing: Theory and Practice

The course prepares students for professional writing of reports within companies. It discusses various report formats; their merits, demerits and appropriate environments. Greater emphasis will be applied to key reports in a publishing company.

The course also prepares students for professional presentation of oral reports of the same types described above. In both the written and oral presentations, the students will learn to pitch reports appropriately for various audiences.

The course will survey the impact of IT on the near standardization of report writing, by analyzing various templates available over the internet and on commercial software. The merits and demerits of these packages and tools will be assessed.

IPU 1204 Copy Editing: Theory and Practice I

A theoretical as well as practical introduction to:

- the three levels of copy-editing;
- the responsibilities of the copy-editor towards the manuscript, the author and the financial success of the publishing house;
- the responsibilities and skills required for a proof-reader;
- copy-editing and proof-reading symbols;
- the marking-up of texts;
- legal and ethical aspects involved with copy-editing.

ILI 1204 Information Technology Tools and Applications (service course)

IPU 1212 Curriculum and Syllabus Development for Publishers

The course looks at an examination of the curriculum development process and the role and interest of the publisher therein. Investigations will be made on the extent to which books can address “hidden” curricula. Besides the traditional focus on “publishing for a curriculum”, the course will analyse the following:

- Inspirations for curriculum development/change
- Curriculum interpretation
- Influencing curriculum change through publishing
- Curriculum life span versus book life span
- Addressing the multiple curriculum environment through book development

IPU 1213 Literature Review: Theory and Practice II; Non Fiction

This course aims to develop students' awareness of the possibilities of non-fiction writing. Students will gain an understanding of the historical origins and precursors of contemporary writings in this mode and gain experience and confidence in exploring and expanding the accepted limits of different genres as practicing writers. Non-fiction writing relies heavily both on reliable and accurate research and on writing conventions, some of which are shared with fiction and some which are particular to this genre. The course will refer to a number of non-fiction books which contain examples of work worth studying. Non-fiction writing takes many forms, and each of these has its own generic conventions, limitations and potentials. This subject explores the similarities and differences between such genres as the essay, technical and scientific writing, writing history (and recording oral histories), writing about place, cultural criticism and feature journalism. Students will read, interpret and review a variety of non-fiction works by a variety of authors (classic to contemporary). Aside from broadening students' literary scope, helping them read with a critical eye, and exposing them to constructive criticism, this class will perhaps most

importantly cultivate within them an aesthetic appreciation for the beauty of language. Students will participate in “rough draft workshops,” during which their writings will be read, discussed, proofread, and critiqued by fellow classmates and the lecturer.

IPU 1215 Teaching Practice: Scheming and Lesson Planning

The course explores the key issues experienced by the student teacher on teaching practice. The major issues covered in this course include preparing to teach {the curriculum, syllabus, schemes of work, lesson plans}; key teaching methods, educational objectives and questioning techniques; micro teaching, classroom management ,supervision in teaching ,educational evaluation and measurement and remediation. The course does not seek to create teachers within the limited time but, to all intents and purposes, to help publishing students to get an appreciation of the key pedagogical issues that characterize the practice of teaching. In all cases, the implications to book development and management- design and illustrations, writing, evaluation, and editing- are discussed.

PLC 1202 Peace Leadership and Conflict Transformation (service course)

PART II Semester One

IPU 2102 Publishing Costs and Pricing for Open Markets

The course prepares students for professional and astute pricing of books and other publications in a competitive environment. It discusses the elements of costs that should inform the pricing decision and delves into each element to clarify stage by stage accumulation of costs up to identification of unit costs, discounts, quantity, royalties, overheads, competition and subsidies; for price setting. Break-even calculations (and their uses to inform pricing) are reviewed. Emphasis will be applied to key competencies of networking within and outside the company to determine the right price before spending starts – title budgeting.

The course also prepares students for professional negotiations with suppliers – printers and origination houses as well as authors and illustrators. The logical and systematic consultative process with marketing staff and customers in the effort to determine opportunities and threats to profitable pricing of books are emphasized.

The course will survey the impact of IT on processes up to camera ready copy, as well as storage of print copies and just in time publishing in modern economies. Formats to suit both machine types and paper types will be discussed as possible cost management devices. The merits and demerits of software packages and tools will be assessed.

IPU 2113 Electronic Book Development and Access

Electronic publishing is a key internet based technology that has transformed society in many ways. This course will give students a practical working knowledge of electronic publishing, and will set the foundation for the development of skills necessary to create well-designed publications using the latest desktop publishing technology. Students will also learn about visual communication, basic layout and design principles, using color effectively, creative typography, and image editing. They will also learn to

work with the latest versions of application programs such as In-Design, Corel Draw, Illustrator, Photoshop etc, using the Desktop Publishing platform.

IPU 2104 Copy-editing Theory and Practice II

This is a practical course with minimal theory that will look at the professional responsibility of the editorial team to authors; artists, readers; and the profit drivers; the role of market research and information management and application to editorial decisions. The course will review the reader as well as the curriculum aspects of design and presentation of knowledge. Readability measures, word count, by level of reader and revision and testing theories will be visited. Presentation by groups of a variety of finished texts for comparable study of styles and approaches are devised by class. Practical copy-editing and proof-reading will be the order of the day. NB: Each student will take on a copy-editing project to contribute to the final semester course mark.

IPU 2111 Marketing of Educational Materials

The course provides a market-oriented conceptual framework of marketing and captures market dynamism by discussing current trends in Marketing. It traces the traditional vehicles of the book and other educational materials production, promotion and distribution to schools and the general public. The course also covers modern day methods of promotion with a special focus on the Internet. The course looks at the marketing environment within which the marketing mix, strategic marketing planning and the related tools and analysis operate. The successes and failures in the marketing of educational materials on a country, continental and global level are reviewed. Personal selling, Trade Fairs, Ethics and Customer care receive special attention.

CBU 2103 Human Resources Management (service course)

IPU 2116 Book Design Theory and Practice

The course outlines the basics of good book design in the context of evolving computer technology. The course gives a brief historical perspective of book design and discusses the fundamental principles on which book designs are founded. It seeks to equip editors, as publishing project managers, with capacity to critique designs that technicians propose, and make appropriate decisions. The course will survey the impact of IT on modern book designs and analyze the advantages and disadvantages of such impact. The focus of the course is to equip the student with the knowledge, skills, and procedures necessary to make appropriate choices when designing books. Specific topics include designing appropriately for different audiences, selecting appropriate typefaces and sizes, creating page layouts with photos and illustrations, matching visual structure to editorial structure, designing jackets and covers, and the cost implications of design decisions. Students will be expected to complete assignments using InDesign, the industry's standard layout program.

The course is offered over a single semester and various aspects of it could be subjects for further study and research at post-graduate level.

Semester Two

ILI 2203 Research Methods and Statistics (service course)

IPU 2204 Educational Books Evaluation, Approval and Selection Criteria

The course reviews the origins and rationale for educational materials evaluation, approval and the need for selection criteria in open/liberalized book industry markets/countries. Models of successful book development experiences in Sub-Sahara countries are reviewed and discussed with a view to appreciating the process of book development. The values of transparency and openness in a participatory process are critiqued by the course.

The course also prepares students for professional adjudication over disputes between evaluators and publishing companies in systems that are less transparent and use Tenders to offer publishing projects and award courses for printing and distribution.

The course will survey and summarize the impacts of a special project The Basic Learning Materials Initiative 1992 to 2001, which targeted some Sub-Saharan countries with Book Sector training and systems review. The success and failure of this initiative will be contextualized within the constraints that attended the process in each of the countries.

IPU 2211 Manuscript Commissioning and Acquisition

This module provides a basic introduction to manuscript commissioning and/or acquisition.

A theoretical introduction to the processes involved in market research and manuscript commissioning, list building, the management of the manuscript developing phase, editorial project management, scheduling, the cost of individual publications and the development of marketing and promotion strategies. The personnel involved; their roles and impacts on quality outcomes and time to market.

The course will survey the following: the concept; choosing what to publish; author & publication process management; technical challenges for today's editor.

The course is offered over a single semester and various aspects of it could be subjects for further study and research at post-graduate level.

IPU 2212 Book Production Processes

The course allows for further analysis of the design aspects covering costs and cost effectiveness of uses of design, colour and paper choices. The new technology on-line linkages and investment costs in hardware and programmes for maximum effectiveness are assessed. Book selection and marketing advantages of good visuals as well as their learning and teaching impacts are discussed with specific use of current course books.

IPU 2213 Copyright Law, Reproduction Rights Organizations and Publishing Agreements

The Course is divided into two parts:

Part I: Copyright Law and Publishing Agreements

This section of the course introduces students to the law relating to copyright and related rights. Explains the international systems for the protection of copyright. Identifies the works which are eligible for copyright protection. Explains when copyright subsists in a work and identifies the persons entitled to enforce such rights. Appraises what are termed authors rights. Describes how copyright is infringed and the available remedies.

Part II: Reproduction Rights Organizations (RROs).

This section of the Course discusses the rationale and objectives of establishing Collective Management Organizations (CMOs) in general and provide an in depth examination of Reproduction Rights Organizations (RROs) in particular. Their tasks, principles and operations. Methods of rights acquisition at national and international level. The alternative organization structures, the operating models (licensing), operating models (distribution). The course discusses international cooperation to harmonize the activities of RROs. The course is designed for those wishing to appreciate the role of collective management in enforcing copyright to promote creativity and growth of culture.

IPU 2215 Production and Publishing of Scholarly Materials

This course will consolidate knowledge and techniques that are specific to production and publishing of academic monographs, journals and research output. This course introduces students to the field of scholarly publishing, the processes of peer review and editorial of typescripts from lecturers and other researchers in academic pursuits.. It consists of 5 Units that deal with theory, mainly focusing on the concepts of scholarly publishing, the history of scholarly communications, description of a scholarly journal. The scholarly publishing process, roles in scholarly publishing, types of journals and types of journal articles are also covered in the course. It goes further to explore the journal production chain, the business models in scholarly publishing and the changing landscape of scholarly publishing.

PART III

IPU 3000 Industrial/Work Attachment

PART IV Semester One

IPU 4000 Research Project

This course covers the essential issues in writing a project at undergraduate level. It deals with issues of writing a research proposal including research methodology, literature review, data presentation and analysis and conclusion, citation and the final document layout and presentation.

The course runs through a single semester and students are expected to identify and research on topics of interest from their experiences in the field of publishing and write up a mini-project.

IPU 4101 Strategic Planning and Publishing

The course reviews strategic plans and budgets of a publishing firm. It looks at the marketing plans, promotion plans, financial plans, budgets and other related strategic plans driving publishing projects. The role of market research and marketing strategies in competitive environments is discussed against the tendering option. The successes and failures of strategic planning in publishing are also reviewed.

IPU 4112 Sustainable Book Development and Funding

The course examines and evaluates Post-Independence education programs; book funding; the book market; book development, production and distribution in selected countries. The course revisits open markets pros and cons; lessons for the 21st Century planners in education and the book sector. The course examines book development models in selected Southern African countries (SADC) and the role of various players and stakeholders in book development and funding in order to achieve the ideal sustainability. Students will research the history of selected countries and report on findings and make recommendations for a way forward in the 21st Century.

Students will be encouraged to develop contacts/follow up contacts in selected countries to confirm current plans for the future against current practice. At the end of each write up, each student will argue in defense of one model or other that they are convinced will serve the book funding needs of the country in a sustainable way.

ILI 4107 Publishing Management: Advanced Theory and Practice (service course)

CBU 4109 Entrepreneurship (service course)

IPU 4113 Literature Review: Theory and Practice III: Magazines and Newspaper Articles

This course will extend the review theory and practice to topical Magazines and Newspapers. The students will open review and discussion groups on-line e.g. Sakai Discussion groups for a live and lively debate and critiquing of various magazines and newspapers. Each student will be involved in public media discussion and review and take space in the selected media. A complete Portfolio dated and laminated and filed for work search referencing will be the ultimate summary and will be scored as continuous assessment.

Semester Two

IPU 4000 Research Project

This course covers the essential issues in writing a project at undergraduate level. It deals with issues of writing a research proposal including research methodology, literature review, data presentation and analysis and conclusion, citation and the final document layout and presentation.

The course runs through a single semester and students are expected to identify and research on topics of interest from their experiences in the field of publishing and write up a mini-project.

IPU 4211 Copy Editing Theory and Practice III

The course will slant more on ‘practice and critiquing’ professional responsibility of the editorial team as this is the third part of the course. A review of readers as well as curriculum aspects of design and presentation of knowledge are presented and discussed. Presentation by groups of a variety of finished texts for comparable study of styles and approaches are devised by class. This is a practical revisit to the responsibilities of the copy-editor and the skills of the proof-reader. Practical editing and proof-reading

will be the order of the day as the theory would have been covered in the 1st two parts of the course. Each student will take on an editing project to contribute to the final semester course mark. A practice file will be presented with two separate subject marked up project and proof read set of pages.

IPU 4212 Corporate Publishing: In-house Magazines and Reports

This course provides basic knowledge on corporate publishing. The course material covers the publishing requirements and computer applications in publishing. It focuses on several publishing formats: periodicals (newsletters, magazines, etc.), company reports and promotional materials. The course is “Portfolio Driven,” at the end of the semester students should have designed various corporate publications.

IPU 4213 Book Marketing: Distribution Channel Management

This course covers the ‘place’ element of the Marketing Mix in the context of the marketing of books and related educational materials and highlights the role of the marketing channel in the larger field of Marketing. The course employs the inter-organisational behaviour framework to cover the key marketing and distribution functions and other key issues such as the following: dependence, channel behaviour, channel design, channel member selection, motivation, evaluation performance, cooperation, power and conflict. The course covers the book distribution channel environment, the Product Life cycle, the three other elements of the Marketing Mix, Logistics and Customer service. It addresses the related issues of uneven funding and unequal access to books; the North/South and urban/rural divides; and the challenges in book distribution such as credit management, street vending and piracy. The course also provides students with a real world context to market channel analysis through real time case analysis using the Internet.

IPU 4204 State Publishing, Trans-nationals and Indigenous Publishers

The course gives a historical perspective and review of the decades of state publishing in East, Central and Southern Africa, and the legislation enabling curriculum units to author school textbooks. The role of trans-nationals and the response of the local private sector will be discussed together with an examination of the barriers to entry in the publishing business. Investigations will be made to determine models, if any, of a successful open market publishing industry in Africa?

The course will allow for a study to determine the extent to which ICTs have promoted or let down the emergence and rise of indigenous publishers.

The course is offered over a single semester and various aspects of it could be subjects for further study and research at post-graduate level.

IPU 4215 Inter Africa Book Trade and Advocacy Groups

The course provides both historical and contemporary perspectives of book trade among African nations. It introduces the students to both the theory and practice of International trade in the context of the marketing of books. It seeks to integrate and expand on the principles learnt in the course IPU 2101, Marketing of Educational Materials.

The course focuses on the law of comparative advantage, the gains from trade, the arguments for protectionism, trade policies such as tariff and non tariff barriers as well as the political economy and controversies in trade theory, and government influence on the continental book trade pattern. The role of APNET, African Publishing Review (APR), Book Development Councils, Book Fairs and Rights Trading, the African Book Collective and the Basic Learning Materials (BLHI) receive particular attention.

2. DURATION OF THE PROGRAMME

On a full-time basis, the programme will be studied for four (4) years with the third year being spent on work attachment in industry for training experience.

A minimum period of thirty two (32) weeks will be required for work training. This period will begin on the 1st of August and last until May for each cohort of 3rd year students. A Student placed under an organisation will be required to submit himself/herself to Rules and Regulations as may apply to employees of that organisation. Should it become necessary for a student to change the organisation, permission must be granted by the University.

3. LEVEL OF INSTRUCTION

Undergraduate (Bachelor of Science Honours Degree)

4. ASSESSMENT OF COURSE

Formal examinations will normally be written papers, but in some circumstances the examiner may test candidates orally.

Continuous assessment shall account for 30% of the overall assessment, while the formal examination will account for 70% of the overall assessment.

The pass mark shall be 45%.

5. ENTRY REQUIREMENTS FOR THE PROGRAMME

Candidates must have a minimum of five [5] Ordinary Level subjects at Grade C or better and must include English language and Mathematics

Further, candidates must have passed at least two [2] subjects at Advanced level with a minimum of two [2] points