



5.00 credits

22.5 h

Q2

Teacher(s)	Engel Vincent ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <ol style="list-style-type: none"> 1 Familiarise students with the professional book environment in which they will be doing their work placement, whether in a publishing house or bookshop. 2 To provide students with a synthetic and critical overview of the main themes underlying the profession of bookseller and publisher today. This involves knowledge of the economics of books, analysis of the publishing offer and its organisation, analysis of the customer base, and management techniques specific to the sector.
Evaluation methods	At the end of this course, students will submit a written assignment, either individually or in groups, the instructions for which will be given during the first session. The assignment will consist of a project on a possible innovation in the practices and processes of a publishing house or bookshop.
Teaching methods	A dozen sessions with specialists; presentations and questions/answers.
Content	The course will bring together specialists from different areas of the book industry: after a general presentation, the key elements of this industry will be covered, from the writing of a manuscript to its publication, sale and distribution. We will also look at the legal and economic aspects (contracts, copyright, adaptations, etc.), as well as dematerialisation and artificial intelligence.
Inline resources	The course does not use Moodle, but Teams.
Faculty or entity in charge	ELAL

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Ancient and Modern Languages and Literatures	LAFR2M	5		
Master [120] in Modern Languages and Literatures : General	ROGE2M	5		
Master [120] in French and Romance Languages and Literatures : General	ROM2M	5		