

INTERNATIONAL MINOR PROGRAMME INTERNATIONAL PUBLISHING

SPRING SEMESTER



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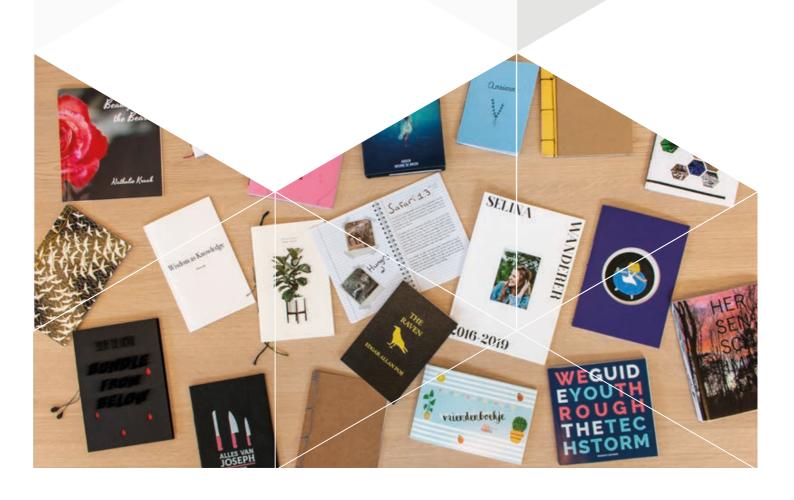
PUBLISHING INVOLVES AN EXCITING MIX
OF PRINT AND DIGITAL, BUT THE FOCUS
OF THIS MINOR PROGRAMME IS ON
PUBLISHING BOOKS. THE PROGRAMME
IS A JOINT VENTURE BETWEEN THE
AMSTERDAM UNIVERSITY OF APPLIED
SCIENCES, THE NETHERLANDS, AND
STUTTGART MEDIA UNIVERSITY, GERMANY,
IN COLLABORATION WITH OXFORD
BROOKES UNIVERSITY IN THE UK.

INTERNATIONALISATION AND STUDY TRIPS

Both Dutch students and international students enrol in this minor programme, and we make two study trips to our international partners. We will visit the Media and Publishing Department of Oxford Brookes University and of the Stuttgart Media University, allowing you to gain personal experience in international aspects of the publishing trade. The expenses for these field trips will be € 400 to 500 in total and you will need some pocket money for expenses such as meals.

COURSES

In total you can earn 30 EC for the minor. The programme consists of the following courses.





Book Production & Graphic Design

- 6 EC - Product and Portfolio
When making a book, you must consider
appropriate typography, images and design as
well as techniques such as printing, binding and
finishing. For this module you will make your
own individual book. The lectures deal with the
basic knowledge and skills needed for producing
this book.

International Business Communication

- 5 EC - Oral exam and Portfolio
This course focuses on the skills needed to communicate successfully across cultures.
We will cover cultural competence, cultural dimensions by Geert Hofstede and various communicative skills in English, such as business emailing, ordering a product, pitching and the language of agreeing and disagreeing.

Innovation & Business Models

- 3 EC - Written assignment
In this time of disruption in the media industry, it is important to understand the business models behind products and services offered by media companies. This module provides theory and concepts to do so. You will analyse publishing houses and apply your knowledge in practice by interviewing media entrepreneurs and publishers.

International Rights & Licences

- 5 EC - Oral exam and Portfolio Wherever texts, images and videos are published, copyrights and other Intellectual Property Rights (IPR) will have to be taken into consideration. You will work on both theory and practice of rights trading while working in an international team. Topics such as royalties, copyright, and sales materials will be covered.

Storytelling & Genres

- 3 EC - Portfolio

This module looks at the power of stories and at some of the factors involved in making stories successful. We will address such issues as: what makes a story a good story? Which aspects of stories do consumers relate to, why and how? You will compile a canon in a genre of your choice and will read several books from this list.

Project Campus Publishing

- 8 EC - Product and Process log
The Project is group work and offers you, as a
team, the challenge to produce as fine a book
as you can, within the available budget and
time, while meeting the requirements of the
client. You will experience the entire production
process from briefing to writing and editing, and
from design to distribution and delivery.





The International Publishing minor programme is located in Benno Premselahuis. This is a monumental building, in which the Department of Communication and the Department of Creative Business are housed.

MORE INFORMATION ABOUT THIS MINOR PROGRAMME CAN BE OBTAINED FROM:

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INTERNATIONAL STUDENTS SHOULD CONTACT THE INTERNATIONAL OFFICE:

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AMSTERDAM STUTTGART OXFORD