

1	<b>Module number</b> 1	<b>Introduction to the Study of the Book</b>	<b>10 ECTS</b>
1	<b>Courses</b> 1.1 1.2 1.3	R: Foundations (2 SWS) PrS: Theoretical and interdisciplinary approaches (2 SWS) EC: Methods (2 SWS)	4 ECTS 4 ECTS 2 ECTS
1	<b>Lecturers</b>	Prof. Dr. Ursula Rautenberg Dr. Volker Titel	

1	<b>Module director</b>	Prof. Dr. Ursula Rautenberg	
1	<b>Topic</b>	This module offers a fundamental introduction to topics, methods and forms of scholarly work within Book Studies. This occurs within the following thematic units: bibliographic aids and sources; the structure of books and their nomenclature; books as a medium of communication from a media-comparative perspective.	
1	<b>Learning objectives and competencies</b>	The goals include the acquisition of disciplinary terminology, core skills of scholarly research, fundamental knowledge about the books as a medium and as an objects of cultural and economic value. The main focus lies on the book in the present day and the contemporary book trade with periodic reviews of historical developments. Participants should also practice group discussion of the contents of their readings. The oral presentation is accompanied by a 1-2 page written schematic overview that is to be prepared according to an obligatory style sheet. This will provide first practice in layout skills and orthotypographic editing of texts. The written term paper also serves to increase the dual competency in disciplinary knowledge and editorial skill.	
1	<b>Prerequisites</b>	None, apart from the general requirements for all university students.	
1	<b>Integration into course of study</b>	From the first semester	
1	<b>Applicability</b>	Obligatory module	
1	<b>Assignments and Examinations</b>	– Proseminar: oral presentation – 90-minute written final examination at conclusion of module	
1	<b>Grading</b>	100 % written examination	
1	<b>Offered</b>	Annually	
1	<b>Workload</b>	Classroom instruction: 90 h Outside work: 210 h	
1	<b>Length of module</b>	2 semesters	
1	<b>Language of instruction</b>	German	

1	<b>Required reading</b>	Rautenberg, Ursula / Wetzel, Dirk: Buch (Grundlagen der Medienkommunikation 11). Tübingen 2001. Reclams Sachlexikon des Buches. Ed. by Ursula Rautenberg. 2 <sup>nd</sup> ed. Stuttgart 2003. A list of additional readings will be made available via StudOn at the beginning of the semester.
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2	<b>Module number</b> 2	<b>Reading and readers in the past and present</b>	<b>10 ECTS</b>
2	<b>Courses</b> 2.1 2.2 2.3	R: Overview (2 SWS) PrS: Focus topic (2 SWS) P: History of the written word (2 SWS)	4 ECTS 4 ECTS 2 ECTS
2	<b>Lecturers</b>	Prof. Dr. Ursula Rautenberg Dr. Stefan Weber (medieval Latin courtesy instructor) Christof Capellaro, M. A.	

2	<b>Module director</b>	Prof. Dr. Ursula Rautenberg	
2	<b>Topic</b>	<p>This module provides a broad introduction to (1) the sociological history of readers, (2) historical and contemporary modes of reading, and (3) empirical research on reading.</p> <p>(1) The focus is on socio-cultural groups and socio-economic classes of readers from the Middle Ages to the present, their reading materials, and the availability of books.</p> <p>(2) Research on reading regards the presentation of texts in books (book-form, layout) as a guideline to reception for the reader and deduces from it modes, practices, and functions or models of reading that were implemented in different ways historically.</p> <p>(3) An introduction into the most important methods of historical and empirical reading analysis is provided.</p>	
2	<b>Learning objectives and competencies</b>	<p>The learning objective is to illuminate the connections between access to books, book design and production techniques, and the history of schools and educational systems, as well as their effects on the reader in different eras. The methodological introduction also provides students with the tools to incorporate the results of empirical research on contemporary reading practices into their later careers. While the lecture course imparts an overview of fundamentals and a look at selected case studies, the proseminar is intended to provide an in-depth look at selected topics and methods. The topic course on the history of the written word provides an exemplary introduction into the question of how books represent spoken language in writing.</p>	
2	<b>Prerequisites</b>	First-year students are permitted to begin this module in combination with module 1. This module may also be started at the 3rd semester.	
2	<b>Integration into course of study</b>	From the 1st semester	
2	<b>Applicability</b>	Required module	
2	<b>Assignments and Examinations</b>	<ul style="list-style-type: none"> <li>– Proseminar: oral presentation</li> <li>– Topic Course: term paper</li> <li>– 90-minute written final examination at conclusion of module</li> </ul>	
2	<b>Grading</b>	100 % written examination	
2	<b>Offered</b>	Annually	
2	<b>Workload</b>	Classroom instruction: 90 h Outside work: 210 h	
2	<b>Length of module</b>	2 semesters	

2	<b>Language of instruction</b>	German
2	<b>Required reading</b>	A list of additional readings will be made available via StudOn at the beginning of the semester.

3	<b>Module number</b> 3a	<b>A history of the book trade to 1750</b>	<b>10 ECTS</b>
3	<b>Courses</b> 3a.1 3a.2	R: A historical overview of the book trade (1 SWS) AS: Seminar topic (2 SWS)	2 ECTS 8 ECTS
3	<b>Lecturers</b>	Prof. Dr. Ursula Rautenberg Dr. Volker Titel	

3	<b>Module director</b>	Prof. Dr. Ursula Rautenberg	
3	<b>Topic</b>	This module gives an overview of the history of the German book trade, with an emphasis on its organizational and economic structures. The chronological context is the transition from the medieval manuscript market to the early modern trade in printed books. The development of an effective European trade network on the international and regional level, the incipient differentiation of commercial sectors in the incunabular period, the quantitative and qualitative reorganizations during the wars of religion, and the era of barter are treated in depth.	
3	<b>Learning objectives and competencies</b>	The learning objective is a sound knowledge of the basic developmental phases of the book trade and its structural formation. At the same time, scholarly methods should be applied to particular topics of book trade history up to the middle of the 18th century, making use of primary sources.	
3	<b>Prerequisites</b>	First-year students are permitted to begin the module. Successful completion of the final examination of the module's lecture course is required before enrolment in the advanced seminar.	
3	<b>Integration into course of study</b>	From the first semester	
3	<b>Applicability</b>	Completion of either Module 3a or 3b is required	
3	<b>Assignments and Examinations</b>	– VL: 90 minute written examination – HS: oral presentation and term paper	
3	<b>Grading</b>	R: 20% AS: 80%	
3	<b>Offered</b>	Annually	
3	<b>Workload</b>	Classroom instruction: 45 h Outside work: 255 h	
3	<b>Length of module</b>	2 semesters	
3	<b>Language of instruction</b>	German	
3	<b>Required reading</b>	A list of additional readings will be made available via StudOn at the beginning of the semester..	

4	<b>Module number</b> 3	<b>A history of the book trade from 1750 to the present</b>	<b>10 ECTS</b>
4	Courses 3b.1 3b.2	L: A historical overview of the book trade (1 SWS) AS: Seminar topic (2 SWS)	2 ECTS 8 ECTS
4	Lecturers	Prof. Dr. Ursula Rautenberg Dr. Volker Titel	

4	<b>Module director</b>	Dr. Volker Titel	
4	<b>Topic</b>	This module gives an overview of the history of the German book trade, with an emphasis on its organizational and economic structures. The structural reorganization of the book trade from the middle of 18th century onwards, which was connected to the shift from barter to contracted exchanges through intermediaries and which consequently led to differentiation and specialization within the book branch, becomes essential for the modern book trade. Related topics to be studied include market expansion, problems with trade practices, institutional ties, and legal contexts.	
4	<b>Learning objectives and competencies</b>	The learning objective is a sound knowledge of the basic developmental phases of the book trade and its structural formation. At the same time, scholarly methods should be applied to particular topics of book trade history since the middle of the 18th century, making use of primary sources.	
4	<b>Prerequisites</b>	First-year students are permitted to begin the module. Successful completion of the final examination of the module's lecture course is required before enrolment in the advanced seminar.	
4	<b>Integration into course of study</b>	From the first semester	
4	<b>Applicability</b>	Completion of either Module 3a or 3b is required	
4	<b>Assignments and Examinations</b>	– L: 90 minute written examination – AS: oral presentation and term paper	
4	<b>Grading</b>	R: 20% of grade AS: 80% of grade	
4	<b>Offered</b>	Annually	
4	<b>Workload</b>	Time of Attendance: 45 h Homework: 255 h	
4	<b>Length of module</b>	2 semesters	
4	<b>Language of instruction</b>	German	
4	<b>Required reading</b>	A list of additional readings will be made available via StudOn at the beginning of the semester.	

5	<b>Module number</b> 4	<b>Structures, institutions and processes of the modern book economy</b>	<b>10 ECTS</b>
5	<b>Courses</b> 4.1 4.2 4.3	PrS: Structures of the book market (2 SWS) P: Book production (2 SWS) P: Book distribution (2 SWS)	6 ECTS 2 ECTS 2 ECTS
5	<b>Lecturers</b>	Dr. Volker Titel Two instructors from the field of publishing economics	

5	<b>Module director</b>	Dr. Volker Titel
5	<b>Topic</b>	This module serves as an early practical orientation within Book Studies and as preparation for the obligatory internship (module 9) in the book trade. The scholarly foundation is laid in the proseminar, which introduces the structures of the modern book trade. The content of the proseminar comprises market participants, usances and forms of organisation among book publishers, wholesalers, and retailers. In addition, it provides a basic introduction to management, marketing and accounting.
5	<b>Learning objectives and competencies</b>	The learning objective is familiarity with the fundamental structures of the book trade and the basic strategies of the market participants. The practice-oriented courses provide knowledge about areas of activity in the publishing industry with an immediate practical application.
5	<b>Prerequisites</b>	Attending the introductory lecture course of module 1 is required before enrolling in this module
5	<b>Integration into course of study</b>	From the second semester
5	<b>Applicability</b>	Obligatory module
5	<b>Assignments and Examinations</b>	–PrS: 90-minute written examination –P: oral presentations
5	<b>Grading</b>	100% proseminar written examination
5	<b>Offered</b>	Annually
5	<b>Workload</b>	Time of Attendance: 90 h Homework: 210 h
5	<b>Length of module</b>	2 semesters
5	<b>Language of instruction</b>	German
5	<b>Required reading</b>	A list of additional readings will be made available via StudOn at the beginning of the semester.

6	<b>Module number</b> 5	<b>The economics of the book trade and its legal framework</b>	<b>10 ECTS</b>
6	<b>Courses</b> 5.1 5.2	PrS: The economics of the book trade (2 SWS) PrS: The legal framework of the book trade (2 SWS)	5 ECTS 5 ECTS
6	<b>Lecturers</b>	Hon. Prof. Dr. Peter Lutz (RA)	

6	<b>Module director</b>	N.N.	
6	<b>Topic</b>	This module embeds specific aspects of value creation among entities of the book trade, in consideration of accounting practices, in the current discourse of general business administration and microeconomics. In addition to this, the module focuses on the legal framework of the book economy, including fundamentals of authors' and publishers' rights as well as elements of commercial and labor law relevant to the media economy.	
6	<b>Learning objectives and competencies</b>	The objective of this module is the exercise of operational methods (e.g. costing and calculation) based on the most important grades in added value. Furthermore, basic knowledge in legal framework should be obtained.	
6	<b>Prerequisites</b>	The prerequisite for participation in this module is successful completion of module 1 (introduction to book studies) and the proseminar "Structures of the Book Market" from module 4.	
6	<b>Integration into course of study</b>	From the 2nd semester	
6	<b>Applicability</b>	Obligatory module	
6	<b>Assignments and Examinations</b>	– 90-minute final examination at completion of module	
6	<b>Grading</b>	100 % module final examination	
6	<b>Offered</b>	Annually	
6	<b>Workload</b>	Time of Attendance: 60 h Homework: 240 h	
6	<b>Length of module</b>	2 semesters	
6	<b>Language of instruction</b>	German	
6	<b>Required reading</b>	Lutz, Peter: Kurze Einführung in das Urheber- und Verlagsrecht. 2., aktualisierte Auflage. Erlangen 2004 (Alles Buch. Studien der Erlanger Buchwissenschaft IV). A list of additional readings will be made available via StudOn at the beginning of the semester.	

7	<b>Module number</b> 6a	<b>Electronic Publishing</b>	<b>10 ECTS</b>
7	<b>Courses</b> 6a.1 6a.2	L: Fundamentals of E-Publishing and E-Commerce (1 SWS) AS: Focus topic (2 SWS)	2 ECTS 8 ECTS
7	<b>Lecturers</b>	Dr. Volker Titel	

7	<b>Module director</b>	N.N.
7	<b>Topic</b>	This module begins with an introduction to electronic publishing. Selected topics, particularly the technological, economic, and market aspects of electronic publication will be treated in depth. Electronic publication is understood here on the one hand as that part of production with the use of computers in the pre-publication process and as content management, on the other hand as the production of digital publications in offline media, in the World Wide Web, and over mobile devices. The topics of the introduction include the fundamentals of being digital, media digitalization, the combination of elements of various media types to create first copies (desktop publishing and multimedia authoring) as well as platforms for digital publication.
7	<b>Learning objectives and competencies</b>	The learning objectives of this module are interdisciplinary skills for utilizing essential technologies of electronic publishing and strategies for applying them.
7	<b>Prerequisites</b>	The prerequisite for participation in this module is successful completion of module 1 (Introduction to Book Studies). This module also requires basic knowledge of the operating methods of publishers and in the book trade as well as familiarity with office software suites, the Internet, and digital offline publications.
7	<b>Integration into course of study</b>	From the 2nd semester
7	<b>Applicability</b>	Completion of either module 6a or 6b is required
7	<b>Assignments and Examinations</b>	– AS: oral presentation and term paper – L: 90-minute written examination
7	<b>Grading</b>	L: 20% of grade AS: 80% of grade
7	<b>Offered</b>	Annually
7	<b>Workload</b>	Time of Attendance: 45 h Homework: 255 h
7	<b>Length of module</b>	2 semesters
7	<b>Language of instruction</b>	German
7	<b>Required reading</b>	A list of additional readings will be made available via StudOn at the beginning of the semester.

8	<b>Module number</b> 6b	<b>E-commerce in the book trade</b>	<b>10 ECTS</b>
8	<b>Courses</b> 6b.1 6b.2	L: Basics of <b>E-Publishing</b> and E-Commerce (1 SWS) AS: Focus topic (2 SWS)	2 ECTS 8 ECTS
8	<b>Lecturers</b>	Dr. Volker Titel	

8	<b>Module director</b>	Dr. Volker Titel	
8	<b>Topic</b>	This module deals with the technological foundations and strategic opportunities for using e-commerce in both book production and distribution. This use of e-commerce is embedded in the further e-business concept of digitalizing economic processes. Points of focus include strategies for handling information, communication, transaction and distribution in a digital environment, especially concerning the business-to-customer (b2c) and business-to-business (b2b) relationships.	
8	<b>Learning objectives and competencies</b>	The learning objectives of this module include knowledge of e-commerce strategies used in the book trade and their foundations as well as abilities for holistic appraisal of such strategies in the context of the book market.	
8	<b>Prerequisites</b>	The prerequisite for participation in this module is successful completion of module 1 (Introduction to Book Studies). This module also requires basic knowledge of the operating methods of publishers and in the book trade as well as familiarity with office software suites, the Internet, and digital offline publications.	
8	<b>Integration into course of study</b>	From the 2nd semester	
8	<b>Applicability</b>	Completion of either module 6a or 6b is required	
8	<b>Assignments and Examinations</b>	– AS: oral presentation and term paper – L: 90 minute written examination	
8	<b>Grading</b>	L: 20% of grade AS: 80% of grade	
8	<b>Offered</b>	Annually	
8	<b>Workload</b>	Time of Attendance: 45 h Homework: 255 h	
8	<b>Length of module</b>	2 semesters	
8	<b>Language of instruction</b>	German	
8	<b>Required reading</b>	A list of additional readings will be made available via StudOn at the beginning of the semester.	

9	<b>Module number</b> 7	<b>Book Typography</b>	<b>10 ECTS</b>
9	<b>Courses</b> 7.1 7.2	PrS: Basics of typography (2 SWS) PrS: Desktop Publishing (2 SWS)	5 ECTS 5 ECTS
9	<b>Lecturers</b>	Prof. Dr. Ursula Rautenberg Dr. Volker Titel	

9	<b>Module director</b>	Dr. Volker Titel
9	<b>Topic</b>	This module teaches the basic principles of typographic design, especially in book production. In addition to a historical and theoretical consideration of the topic, direct application is practiced through the use of desktop publishing software, in which the design of a clear page layout on the basis of alternative structural variations is the primary objective.
9	<b>Learning objectives and competencies</b>	The learning objective is knowledge of the fundamental typographical rules in book design as well as the ability to use desktop publishing applications confidently for the implementation of layout guidelines.
9	<b>Prerequisites</b>	Fundamental knowledge of PC application software (MS Office) is a prerequisite for participation.
9	<b>Integration into course of study</b>	From the first semester
9	<b>Applicability</b>	Required module
9	<b>Assignments and Examinations</b>	– 90-minute written examination
9	<b>Grading</b>	100 % written examination
9	<b>Offered</b>	Annually
9	<b>Workload</b>	Time of Attendance: 60 h Homework: 240 h
9	<b>Length of module</b>	2 semesters
9	<b>Language of instruction</b>	German
9	<b>Required reading</b>	A list of additional readings will be made available via StudOn at the beginning of the semester.

10	<b>Module number</b> 8	Bachelor's thesis	<b>10 ECTS</b>
10	<b>Courses</b> 8.1 8.2	Bachelor's thesis Oral examination on the Bachelor's thesis	
10	<b>Lecturers</b>	Prof. Dr. Ursula Rautenberg. Dr. Volker Titel	

10	<b>Module director</b>	Prof. Dr. Ursula Rautenberg
10	<b>Topic</b>	The bachelor's thesis is an examination research paper which is written at the end of the fifth or at the beginning of the sixth semester. The subject of the thesis may be chosen in cooperation with the examiner from the entire spectrum of topics covered in the bachelor program sequence. The paper should in most cases not exceed more than 80,000 characters (about 30 pages).
10	<b>Learning objectives and competencies</b>	The bachelor's thesis is intended to show that the student is able to deal with a problem autonomously using scholarly methods and within an assigned period of time, and to present the results appropriately. of working and scientifically proved on a problem within a certain amount of time. The methods and conclusions of the thesis should be discussed in the oral examination related to the thesis.
10	<b>Prerequisites</b>	The prerequisite for participation is successful completion of modules 1, 2, 4 and 7.
10	<b>Integration into course of study</b>	From the end of the 5th semester
10	<b>Applicability</b>	Required module
10	<b>Assignments and Examinations</b>	–Bachelor's thesis –20-minute oral examination
10	<b>Grading</b>	70% Bachelor's thesis 30% oral examination
10	<b>Offered</b>	Annually
10	<b>Workload</b>	independent study: 300 h
10	<b>Length of module</b>	1 semester
10	<b>Language of instruction</b>	German
10	<b>Required reading</b>	