

Syllabus
Postgraduate Diploma in Book Publishing Studies

Duration: One Year

University of Calcutta
CENTRE FOR STUDIES IN BOOK PUBLISHING

In collaboration with
Publishers & Booksellers Guild



Notification No. CSR/59/11 Date: 21.10.2011

Total Marks – 600

Paper I: Introduction to Book Publishing (Marks 100)

Paper II: Book Publishing Laws (Marks 100)

Paper III: Book Editing Practice (Marks 100)

Paper IV: Making of Books (Marks 100)

Paper V: Management in Book Publishing (Marks 100)

Paper VI: Business Communication, Project Report & Internship (Marks 100)

Group A: Business Communication (Marks 40)

Group B: Project Report (Marks 40)

Group C: Internship (Marks 20)

PAPER - I: Introduction to Book Publishing (Marks 100)

Definition of Book-- Categories of Book --by (a) style of binding, b) content-wise, c) sizes

History and culture of Book Publishing – experiences in different societies

Growth of book publishing with special reference to India—pre and post-Independence period -- India in the global publishing world

Various stakeholders in the publishing industry -- authors, publishers, printers, distributors, retailers, consumers -- stake holders from other industries

Major book publishing houses in India and abroad

Role of UN/ UNESCO in book promotion

Role of the government in promotion of the book industry --- Role of organizations like National Book Trust, India, Sahitya Akademi, Raja Rammohun Roy Library Foundation etc

Role of various industry associations – IPA, FIP, FPBAI, Publishers & Booksellers Guild etc.

National and International Book Fairs- Experience in India-impact of book fairs

ISBN and Barcoding – utility and advantages

Digital revolution and its impact on book publishing --- E-Publishing -- Online Publishing – Mobile Publishing -- concept and techniques -- interactive publishing-- blogs/websites-- recent trends

Book publishing as a profession-- need for skilled manpower

Book publishing in the era of globalization and liberalization -- Alternative Initiatives

PAPER - II: Book Publishing Laws (Marks 100)

Introduction to book publishing laws and ethics

Freedom of Publishing- importance as a human right

Shops & Establishment Act- relevant provisions, trade licence, labour rules, wages, service conditions etc.

Relevant provisions of various taxes

Intellectual Property Right --Copy Rights --Subsidiary Rights – Translation Rights- Co-Publishing -- Foreign Rights -- Co-Edition etc

Piracy – definition and anti-piracy measures

Plagiarism – definition and measures to prevent plagiarism

Contract with author / editor – meaning and scope -- types -- explanation

Royalty -- relevant sections -- meaning and scope -- case studies

Relevant provisions of Press and Registration of Books Act, 1867

Relevant provisions of Delivery of Books and Newspapers (Public Libraries) Act, 1954

Relevant provisions of Indian Postal Act

Relevant provisions of import and export policies

Harmful Publications, Defamation, Seditious, Obscenity, Public Tranquility, Magic Remedy etc.

Ethics in book publishing -- code of ethics -- features and importance

PAPER - III: Book Editing Practice (Marks 100)

Introduction to book editing—Commissioning editor, Acquisition Editor, Copy Editor –Role and responsibilities

House Style—importance and practice- Spelling and Punctuation [Quotation Marks (double quote/ single quote)/ Abbreviations including use of full stop/ Contractions/Acronyms/ Upper-Lower Case/Foot Notes/ End Notes/ Figures and Numerals/ measurements / Diacritical Marks/ Prelims/ Index/ Glossary/ Annotation/ Bibliography/ Biographical Note/ dates/ foreign language words/ documentation/ others (italics, bold, time, author's checklist)]

Developing editorial skills - Checking Plagiarism -Use of editing symbols, editing attributes, condensation, rewriting, taking care of jargons/unfamiliar words and expressions/careless abbreviations, check for language, ,style, spelling, punctuation, authenticity, reference, paragraph breaks, headings, sub heads etc.

Developing a manuscript- Fiction, Non-fiction (Academic and General books/ School and College Texts/ Art and Reference Books/ Children's Books/ Science & Medical Books, books of various niche markets, Pedagogy, etc)--Consideration of geographical location and target age group.

Editorial functions through the printing process--proof reading, layout, designing, image plan, illustrations, charts, maps, caption writing-- changes in prilims with new editions or reprints.

Blurbs—importance and style

PAPER - IV: Making of Books (Marks 100)

Making of books -- Book publishing work flow--different stages

Pre-Production

Market study-- identifying readership segments

Subject Selection- Author Selection

Commercial advantage of proper editorial practices --Editor-Publisher and Editor-Sales Manager Relationship

Editorial Proposals and Decisions

Developing a manuscript -- techniques and importance

Paper – quality – size – types (white printing, map litho, newsprint, art paper, cards, art cards) -- weight and grammage-decision on binding style.

Preparing an estimate of the size of the book and determining the probable number of pages and the paper requirements.

Production

Illustration—Different Types – Typesetting - introduction to various software - Fonts-- size and variety, deciding factors-- Design –technical terms (bleed,gutter,margin,pagination,folio etc)-- Basic principles of page layout and designing, page size and print area, factors of readability

Document saving format, idea on their file size and requisite storage capacity of computers, basic idea on FTP and its usefulness

Designing of Book Cover -- Jacket -- Paperback and Hard bound

Proof Reading – difference between copyediting and proofreading -- proofreading symbols --overall quality check

Imposition—definition and methods

Method of Printing –Sheet fed, Web fed printing -- Digital printing

Plate Making – different types

Dummy Preparation – techniques and importance

Post-Production

Binding – different types-materials used- publisher-printer-binder coordination

Embossing –Varnish-- Lamination

PAPER – V: Management in Book Publishing (Marks 100)

Organization: Concept, Principles, Organization Structure -- Organization Structure of a publishing department – Editorial Dept, Production Dept., Marketing Dept., Administration Dept.—their interaction and interdependence.

Management: Concept, Nature, Functions --Management in publishing industry

Marketing Management: Importance, Definition of Sales and Marketing – difference between Sales and Marketing, Marketing Strategy

Book Promotion -- direct and indirect methods—creativity and innovation in book promotion -- Tools and techniques of book promotion: advertisements, press release, mailing of promotional materials, display boards etc --book launching – reading sessions -- signing sessions -- promoting the author -- discussions and seminars--overseeing book reviews – book quiz-- book fairs and book exhibitions – Book Club (definition and advantages) -- Book Malls (recent trends) -- bulletins— website --book catalogue and book list-- Special offers to distributors and readers -- pre-publication and post-publication offer-- Gift coupons as marketing tools—Role of salesmanship in book promotion

Survey--Market research techniques -- primary and secondary research -- Concept of consumer behavior—Target marketing – Niche marketing-- Online Marketing– Mobile and Internet as marketing tools

Channels of distributions -- selection of distribution channels -- distributors, wholesalers, retailers, mail-ordering-- Logistics and Transportation

Management of export of books -- Role of the CAPEXIL and its Books, Publications & Printing Panel

Management of rights, dealing in royalty

Accounting: Basic principles, accounting process – Journal, Ledger, Cash Book, Trial Balance, Preparation of Final Accounts,

Cost Accounting – Concept of cost, Elements of cost, Classification of cost and Cost estimation with reference to publishing industry, Cost management in the publication industry

Pricing of books: policies and methods -- Short term decision making technique (Cost-Volume-Profit Analysis) -- Inventory Control

Financial Management: Concept--Objectives--Capital Structure, Fixed capital, Working Capital –Sources of finance (bank loan etc.)

PAPER - VI: Business Communication, Project Report & Internship (Marks 100)

Group A: Business Communication (Marks 40)

Group B: Project Report (Marks 40)

Group C: Internship (Marks 20)

Group A: Business Communication (Marks 40)

Business Communication in English -- mapping the needs

Functional Grammar

Comprehension

Précis writing and note-making

CV Drafting

E-mail etiquette

Preparing advertisement copies

Writing catchlines and captions

Writing Business letters, Application, Memos, Proposals, Reports Abstracts, Press Release

Situational conversations

- Self Introduction

-Interview

-Negotiations

-Client service

-Professional presentation

-Sales

Group B: Project Report (Marks 40)

Each student shall have to prepare a Project Report on a subject approved by the appropriate authority and shall have to submit the Project Report (three printed or typed copies) on a date notified by the appropriate authority and shall have to appear in a viva-voce test on the Project Report.

Group C: Internship (Marks 20)

Each student shall have to undertake internship at a publishing/printing organization/institute for a period of not less than 18 days as per a schedule notified by the appropriate authority. Each student shall have to submit a report (three printed or typed copies in bound form) on internship after completion on a date notified by the appropriate authority and shall have to appear in a viva-voce test on internship.

ASSESSMENT & EVALUATION: SOME IMPORTANT POINTS

- a. In each paper (except for the Sixth Paper: Business Communication, Project Report & Internship), 30% of total marks shall be internally assessed and 70% shall be assessed on the basis of the final written examination at the end of the session.
- b. For Sixth Paper (*Group A*: Marks 40) – Business Communication
The examination shall be conducted only in English language. Assessment of 25 marks shall be done on the basis of the final written examination at the end of the session and 15 marks shall be internally assessed.

For Sixth Paper (*Group B*: Marks 40) -- Project Report

Each student shall have to prepare a Project Report on a subject approved by the appropriate authority and shall have to submit the Project Report (three printed or typed copies in bound form) on a date duly notified by the appropriate authority. [Project Report -25 marks and Viva-Voce 15 marks: Total 40]

For Sixth Paper (*Group C*: Marks 20) – Internship

Each student shall have to undertake internship at a publishing/printing concern/institute, submit a report (three printed or typed copies) on internship after completion and shall have to appear in a viva-voce examination on such internship.

- c. A written final examination for Postgraduate Diploma in Book Publishing Studies shall be held annually at the end of the session.
- d. Duration of final written examination:
For Paper I, Paper II, Paper III, Paper IV, and Paper V: Three and a half hours
For Paper VI-Group A (Business Communication): One hour fifteen minutes

*Please see the CSBP/PGDBPS Notice Board for further details