

## **Bachelor Programme Book Studies**

In accordance with the admission regulations, this study programme is aimed at qualified students interested in studies that offer - in addition to imparting the standard skills of humanities – a thorough practical profession-oriented training that covers the areas of programme and product range planning, the legal and economic parameters of the book market, editorial and content-related aspects of publishing work as well as marketing and public relations work.

### **Bachelor of Arts (B.A.)**

**Full-time, basis study**

**6 semesters, 120 ECTS points**

**Starts in every winter semester**

The Munich bachelor study programme in book studies combines cultural, literature and economic studies content as well as media law with practical profession-oriented courses. In a standard study period of six semesters, our students receive on the one hand a thorough training in business economics and media law (30 ECTS points come from economics courses), while on the other hand learning the academic methods for the analysis of cultural phenomena in seminars on media and materiality research and on the history of the book and publishing trade – for example the social history of authorship and the history of censorship. Finally, numerous tutors from the media and publishing industry impart the cutting-edge skills from the fields of publishing, business, marketing, digitisation and social media that will actually be required later in professional life.

The object of study is initially the medium of the book (as a printed and digital product) in terms of its cultural/historical, economic and technical aspects. The new media and modern business and marketing strategies are then added to this. Digitisation techniques, e-publishing, online book trading, online marketing and social media are also components of the curriculum, as are specialised book markets, global book markets and the international license business. The cultural and literature studies seminars, too, look beyond the limited boundaries of the German book market and examine comparative book and publishing history. Elective modules allow the building up of production and language skills. A bachelor thesis is to be submitted in the final semester addressing historical or current phenomena of the book and media market.

The major subject is complemented by a freely chosen minor subject comprising 60 ECTS points. Possible minor subjects include history, art/music/theatre, language/literature/culture and philosophy, but also communication studies and law as well as information technology.

Just as important as the study programme content is the teamwork among the students, currently numbering around 250, as well as the contacts to representatives of the publishing industry. Everybody knows each other and works together in various practically relevant projects.

The highlights of the year are the appearances at the book fairs in Frankfurt am Main and Leipzig as well as the annual network evening at which former and current students, tutors and industry representatives meet. In this manner, a professional network is created during the study period with experienced colleagues, from which everybody can benefit.

The requirement for admission to the book studies programme at the Ludwig-Maximilians-Universität Munich is the higher education entrance qualification (Allgemeine Hochschulreife). Students of book studies in Munich have excellent opportunities right from the beginning of their studies to work as student employees in publishing and media companies and to gain important practical experience parallel to their studies.