

University of Pretoria Yearbook 2020

Publishing management: Management and finance 722 (PUB 722)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	15.00
Programmes	BISHons Publishing
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Information Science
Period of presentation	Semester 1

Module content

This module focuses on the theory and practice of publishing management. Issues addressed include the following: personal skills; general management skills; financial skills; new product development; costing; editorial issues.

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