



UNIVERSITI TEKNOLOGI MARA

PUB601: SELF-PUBLISHING AND ENTREPRENEURSHIP

Course Name (English)	SELF-PUBLISHING AND ENTREPRENEURSHIP APPROVED
Course Code	PUB601
MQF Credit	5
Course Description	Today, fewer publishing companies are taking on new authors and self-publishing is becoming a very viable and profitable option. In this course, students will learn how to format their manuscript for the printers; copyright, disclaimers and get their ISBN number; and, most importantly, how to market their book and sell it. This course takes them through the complete process of turning their dream of becoming a published author into reality.
Transferable Skills	This course takes them through the complete process of turning their dream of becoming a published author into reality.
Teaching Methodologies	Lectures, Lab Work, Field Trip, Simulation Activity, Discussion, Presentation
CLO	<p>CLO1 Analyse issues and challenges in the context of self-publishing in Malaysia</p> <p>CLO2 Demonstrate ability to establish good relationship and social interaction with the key players in the publishing industry.</p> <p>CLO3 Display the degree of attention, interest, optimism, and passion to heighten the learning process in self-publishing projects.</p> <p>CLO4 Demonstrate an innovative vision for entrepreneurial opportunities and skills in self-publishing industry.</p>
Pre-Requisite Courses	No course recommendations
Topics	
<p>1. Introduction to Self-Publishing Part 1</p> <p>1.1) • Why Self-Publish?</p> <p>1.2) • Past Self-Publishers</p> <p>1.3) • Why Self-publishing is Becoming More Popular</p> <p>1.4) • Commercial Publishers and New Writers</p> <p>1.5) • The Pros and Cons of Self-Publishing</p>	
<p>2. Introduction to Self-Publishing Part 2</p> <p>2.1) • Why Self-Publish?</p> <p>2.2) • Past Self-Publishers</p> <p>2.3) • Why Self-publishing is Becoming More Popular</p> <p>2.4) • Commercial Publishers and New Writers</p> <p>2.5) • The Pros and Cons of Self-Publishing</p>	
<p>3. What are you Going to Publish?</p> <p>3.1) • Fiction V's Non-fiction – Which Sells Best?</p> <p>3.2) • Specialist Subjects</p> <p>3.3) • Enough Material?</p> <p>3.4) • A Word about Research</p> <p>3.5) • How to Find Out if your Subject Will Sell</p> <p>3.6) • You are the Main Marketing Force behind your Product</p>	
<p>4. The Finishing Touches</p> <p>4.1) • Protecting Yourself</p> <p>4.2) • Copyright</p> <p>4.3) • Disclaimers</p> <p>4.4) • Illustrations</p> <p>4.5) • ISBN Numbers</p> <p>4.6) • The Finishing Touches</p> <p>4.7) • The Price</p>	

4.8) • Time and Money
5. Getting Printed 5.1) • The Cowboys and the Professionals 5.2) • Doing it All on Your Own 5.3) • Design, Layout and Costs 5.4) • The Inside of your Book
6. Marketing Plan 6.1) • What's your Market? 6.2) • Free Publicity 6.3) • Press Releases 6.4) • Book Reviews 6.5) • Book Signings 6.6) • Approaching Bookshops 6.7) • Storage, Representatives and Distribution 6.8) • Marketing Tips 6.9) • The Internet 6.10) • Getting Online 6.11) • Electronic Books
7. Self-publishing for entrepreneur Part 1 7.1) • Your Future in Publishing 7.2) • Continue Writing 7.3) • Other Routes 7.4) • Inspiring Stories 7.5) • Useful Contacts
8. Self-publishing for entrepreneur Part 2 8.1) • Your Future in Publishing 8.2) • Continue Writing 8.3) • Other Routes 8.4) • Inspiring Stories 8.5) • Useful Contacts
9. Your Publishing Business Part 1 9.1) • Publisher name 9.2) • Fictitious business name 9.3) • Other financial and legal concerns 9.4) • Developing a business plan 9.5) • Registering copyright
10. Your Publishing Business Part 2 10.1) • Publisher name 10.2) • Fictitious business name 10.3) • Other financial and legal concerns 10.4) • Developing a business plan 10.5) • Registering copyright
11. Business Plan Part 1 11.1) • Introductory to business plan 11.2) • Marketing plan 11.3) • Operation plan 11.4) • Organizational plan 11.5) • Financial plan 11.6) • Getting into libraries
12. Business Plan Part 2 12.1) • Introductory to business plan 12.2) • Marketing plan 12.3) • Operation plan 12.4) • Organizational plan 12.5) • Financial plan 12.6) • Getting into libraries
13. Financing the new venture and beyond 13.1) • Debt or equity financing 13.2) • Sources of finance 13.3) • Stages of financing
14. Managing early growth of the new venture 14.1) • Growth strategies 14.2) • Implications of growth for the firm 14.3) • Overcoming pressures on human resources, employee management and entrepreneurs' time

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Self Publishing	25%	CLO4
	Final Test	Final Test	20%	CLO1
	Group Project	Publishing Fund Festival	20%	CLO3
	Group Project	Field Trip	35%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> Wilkolaski, S.A. and Africano, L 2017, <i>Publishing Architect's Blueprint: Self-Publishing Fundamentals</i>, Luxe Beat Media. USA
	Reference Book Resources	<ul style="list-style-type: none"> Hisrich, R. D., Peters, M. P. & Shepherd, D 2014, <i>Entrepreneurship, 10, Mc-Graw Hill Education.</i>, Mc-Graw Hill Education. New York King, C.S 2015, <i>Self-Publishing Boot Camp Guide for Authors, 3rd Ed: How to prepare, publish, promote and sell your ebooks and print books.</i> , 3rd Ed., Misadventures Media California Penn. J 2017, <i>Successful Self-Publishing: How to self-publish and market your book in ebook and print (Books for Writers).</i>, Curl Up Press. UK Platt. S. 2015, <i>Write. Publish. Repeat: The No-Luck-Required Guide to Self-Publishing Success, 2nd Edition</i>, 2nd Ed., Sterling & Stone. US Sodri Ariffin and Syahira Hamidon 2017, <i>Introduction to Entrepreneurship.</i>, Oxford Fajar. Malaysia
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	