

1.	Field of study	Scientific Information and Library Science
2.	Faculty	Faculty of Humanities
3.	Academic year of entry	2025/2026 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

7.	General information about the module	
Module name		Bookshop-related issues
Module code		W1-BN-S1-OPZK04
Number of the ECTS credits		3
Language of instruction		Polish
Purpose and description of the content of education		As part of the module, the student will gain knowledge on the development of the traditional and electronic book distribution market. They will learn about the organization of bookstore entities that play an important culture-forming role on the book market. Additionally, they will also learn how to apply standards and norms relating to the work of a bookseller as a representative of the cultural life of a given town. They will be able to determine current trends on the book market, gain knowledge on initiating cooperation with other market entities and cultural institutions, thanks to which they will be able to efficiently conduct an analysis of the bookstore assortment and marketing activities. The implementation of the module is to allow the student to get to know the workshop of a bookseller (portals, portals, information about fairs, competitions and the presence of books in various types of media), which will show them the correlations between the sphere of culture and technology in an increasingly networked world. At the same time, the student will get to know the bookstore as a center fulfilling the role of a cultural institution, and not just a retail outlet.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	Learning outcomes of the module			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
OPZK04_1	Student ma wiedzę o miejscu księgarstwa we współczesnej bibliologii oraz naukach o kulturze i religii, zna terminologię dotyczącą podmiotów rynku książki, potrafi w sposób precyzyjny wypowiadać się na tematy dotyczące rynku książki, zna etapy procesu wydawniczego i dystrybucji książki (tradycyjne oraz internetowe) oraz ma wiedzę odnoszącą się do marketingu księgarskiego.	K_W01 K_W04	5 4	
OPZK04_2	Student zna portale oraz serwisy internetowe dotyczące dystrybucji książki, ma też wiedzę o targach, klubach książki, konkursach i nagrodach księgarskich.	K_W06	3	
OPZK04_3	Student, znając podstawy marketingu księgarskiego, potrafi przeprowadzić analizę asortymentu księgarskiego i wie jak ją wykorzystać do promocji dóbr kultury.	K_U02	4	
OPZK04_4	Student umie pozyskiwać informacje o bieżących trendach na rynku księgarskim i przeprowadzać ich analizę.	K_U07	3	
OPZK04_5	Student, znając organizację pracy podmiotów księgarskich, orientuje się w normach i zasadach etycznych ich funkcjonowania, dzięki czemu potrafi stosować standardy dotyczące działalności księgarskiej. Student rozumie normy	K_K05	4	

etyczne związane z pracą w instytucjach kultury.

9. Methods of conducting classes

Code	Category	Name (description)
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
b09	Problem-solving methods	Activating method – flipped classroom <i>anticipatory learning; work in class is based on previously studied material indicated by the person teaching the course; preparation outside the classroom serves the purpose of getting familiar with the issues whose knowledge is necessary for participating in the in-class discussion and the training in the related practical skills; the activity is based on the work of students under the guidance of the person teaching the course</i>
b10	Problem-solving methods	SWOT analysis <i>a method of analyzing a phenomenon/action/work of an institution, employed to organize information and solve problems; applied in strategic planning, project implementation or solving a business or organizational problem; a universal tool to be used in the initial stage of a strategic analysis which involves sorting information about a problem into four categories: strengths and weaknesses, opportunities and threats; SWOT analysis makes it possible to determine the factors in favour of a project and its chances for success, as well as eliminating or reducing negative factors and threats to the project at the stage of early diagnosis</i>

10. Forms of teaching

Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
OPZK04_fs_1	practical classes	30	course work	OPZK04_1, OPZK04_2, OPZK04_3, OPZK04_4, OPZK04_5	b04, b09, b10

11. The student's work, apart from participation in classes, includes in particular:

Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/ examination completion <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory</i>	No

		<i>phase/element of the verification of the learning outcomes assigned to the course</i>	
d01	Consulting the results of the verification of learning outcomes	Analysis of the corrective feedback provided by the academic teacher on the results of the verification of learning outcomes <i>reading through the academic teacher's comments, assessments and opinions on the implementation of the task aimed at checking the level of the achieved learning outcomes</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.