JIWAJI UNIVERSITY, GWALIOR (M.P)
(NAAC ACCREDITED "A" GRADE UNIVERSITY)

SCHOOL OF STUDES IN LIBRARY AND INFORMATION SCIENCE

MASTER OF LIBRARY AND INFORMATION SCIENCE

(1 YEAR, 2 – SEMESTER COURSE)
&
Choice Based Credit System

ADMISSION AND SCHEME OF EXAMINATION, 2020-21

School of Studies in Library and Information Science was established in the University in 1984 to impart quality education and modern skills in the field to the students of the region leading to Bachelor's Degree in Library and Information Science and Master Degree in Library and Information Science. The Department is extensively engaged in teaching, research and career guidance too. The majority of the pass outs from the department have occupied good positions throughout the country. In the new millennium, the department is planning to establish a highly efficient computerized information system in the University. This job oriented course has been modernized with use of the latest equipment in teaching and training at degree, post graduate and research level.

Present era, especially the later-half of 20th century has seen an unprecedented boom in the production of documents in almost all fields of knowledge, especially in Science and Technology. The ever increasing bulk of recorded information available in book form, non-book form or electronic form together with satellite data has created a formidable phenomenon called 'Knowledge or Information Explosion' or more appropriately, 'Information Revolution'. Under the circumstances, users find themselves at their wits end to know what is published where in their own areas of interest and how to gain access to required piece of information pin pointedly, exhaustively and expeditiously. Consequently, libraries as information centers and librarians as Information Scientists have attained significant positions in the modern society.

Programme Outcome:

The designing of the Library & Information Science programme at the Jiwaji University is to provide the organization of knowledge, processing of the knowledge, dissemination of information, automation of library, networking, communication technology, management techniques in organization of library informatics centre's, thus also provide hands on practice on different types of information, source and services, to aware of different types of e- resources and their use and use of advanced version of technology in library operations, aware of various consortia and consortia-based resources to prepare students for careers as professionals in the field of library Information science, for further study in library information science, communication technology, digital library and related fields, the faculty is committed to providing an environment that addresses the individual need of each student an encourages them to develop their potential.

Out distinguish feature are:

1. Up-to-date knowledge of the broad range of disciplines of library information science

2. Theoretical and practical knowledge of knowledge organization and techniques.

3. Interpretation of various types of libraries, various type source and services, personality development and communication skills, information resource development, intellectual property right and copyright knowledge management, information literacy and management of library information centre's.

Programme Specific Outcomes:

Curriculum of Library & Information Science is designing to prepare graduates or post graduates to attend the following programme specific outcomes:

PSO1: Ability to design or develop the students with the basic concept and Philosophy of librarianship.

PSO2: An ability to practice or apply the library skills, communication techniques and other skills in a wide range of academic, institutions and professional employment areas.

PSO3: To display critical thinking for creating new ideas and design innovative pathways.

PSO4: Explore global level research opportunities for doctoral studies.

PSO5: Demonstrate, after completion of course student will be able to understand the development of ICT's with respect to knowledge penetration and accumulation in his/ her professional activities.

PSO6: Display their true potential and get appropriate endorsement through qualifying NET/ SLET/ National or State Services and other competitive examinations i.e. All Academic Libraries, Railways Libraries, Bank Libraries and Parliament Libraries etc.

PSO7: Acquire the ability to engage in self-determining and life- long learning in the broadest context of socio- technological changes.

COURSE CODE: MLIS - 101

COURSE TITLE: INFORMATION AND COMMUNICATION TECHNOLOGY: APPLICATION (THEORY)

CO1:
1. *To know the fundamentals of internet tools and Networking and Telecommunication.*
2. *To understand the computerized libraries Services.*
3. *To keep abreast the students with the computerization in libraries, use of advanced version of technology in library operations and the students will be skilled enough to work in automated library environments.*

UNIT I- Library Automation

- Purpose, Planning and Implementation
- Library Automation Software: Types and Features
- Automation of Housekeeping Operation

Unit II- Library Networks and Consortia

- Objectives, Scope and Characteristics
- Major Library Networks: INFLIBNET, DELNET, OCLC
- Library Consortia: UGC Info-net, INDEST-AICTE, National Knowledge Resource Consortium
- Institutional Repository: Need, Purpose, Types and Tools; Institutional Repositories in India, ROAR, DOAR, SHARPA-ROMIO
- Web Technologies in Libraries

UNIT III- Telecommunication and Library Security Technology

- Data Transmission
- Transmissions Media, Video conferencing, Virtual Reality, Augmented Technologies
- Switching Techniques: Circuits, Packet and Cell switching
- Open systems Interconnection model (OSI Model)
- Data Security, Network Security, Firewalls, Cryptographic, Techniques, Anti-virus software, Anti-spyware, Intrusion Detection System.

UNIT IV-Internet Tools and Services:

- Searching on the Internet:
- Databases management system (DBMS)-Types and Elements of DBMS
- Data Ware housing: Dublin Core, Data Mining, Z39.50
- Ontology – Tools (RDF, RDFS); Semantic Web, Linked Data, Big Data, Data Mining, Data Harvesting
- Application of Artificial Intelligence, Expert Systems and Robotics in Libraries; Social Mobile Analytics Cloud (SMAC); Cloud Computing

UNIT V- Digitization and Library Automation:

- Digitization: Concepts and Needs
- Steps of Digitization and software
- Planning and Implementation
- Open sources software : KOHA and D-Space
- Content Management Systems – Architecture, Data Integration, CMS Software – Selection, Implementation and Evaluation

Recommended Books

1. *Barcode basics. http://www.makebarcode.com/info/info.html*

2. *C. Xavier. World Wide Web Design with HTML. New Delhi: TMH, 2000.*

3. *Carter, Roger: The Information Technology Hand Book, London, Henemann, 1987.*

4. *Cooper. Michael D. Design of Library Automation System: File Structure, Data Structures and Tools. New York: John Wiley, 1996.*

5. *G. G. Chowdhaury. Introduction to Digital Libraries. London: Facet Publishing, 2003.*

6. *Jeanne, F.M. A Librarian's Guide to the Internet: A Guide to searching and evaluating information. Oxford: Chandos publishing, 2006.*

7. *John M. Cohn, Ann L. Kelsey and Keith Michael Fiels, Planning for library automation: a Practical Handbook – London: Library Association, 1998.*

8. *John M. Coln, AnnL Kelsey, Keith Michael Fiels. Planning for Automation: A How-to-do-it for Librarian. 2nd Ed. [S.I.] : Neal-Schuman, 1997.*

9. *Kumar, P.S.G. Information Technology: Applications (Theory and Practice). Delhi. B.R. Publishing, 2004.*

10. *Lancaster, F.W.: Electronic publishing and their implications for libraries and beyond, London, Clive Bingley, 1990.*

11. *Leona Carpenter, Simon Shaw & Andrew Prescott. Towards the Digital Library. London : LA, 1998.*

12. *Lucy, A. Tedd. An Introduction to computer based library system. Ed. 3 Chichester, Wiley, 2005.*

13. *Malwad, N.M. et.al. Digital Libraries: Dynamics store house of digitized information. New Delhi, New age, 1996.*

14. *Patnaik, Srikant. First text book on Information Technology. New Delhi, Dhanpat Rai, 2001.*

15. *Paul Pedley. The invisible Web: Searching the hidden parts of the Internet. London: Aslib, 2001.*

16. *Ravichandra Rao: Library Automation. New Delhi, New Age International, 1996.*

17. *Reynolds, Dennis. Library automation: Issues and applications. New York: Bowker, 1985.*

18. *Rich, Elaine and Knight Kevin, Artificial Intelligence, 2nd Ed. New Delhi, T.M.H. 1994.*

19. *Richard Jones. The Institutional Repository. Oxford, Chandos publishing, 2006.*

20. *Zorkoczy, Peter: Information Technology: An introduction, London, Pitman, 2005.*

COURSE CODE: MLIS – 102
COURSE TITLE: ACADEMIC LIBRARY AND INFORMATION SYSTEM

CO2:

1. *To know Academic Libraries and Higher Education systems.*
2. *To understand the collection development policies of academic libraries and Personnel Management.*
3. *To know the Resource Sharing Programmes.*
4. *To make the students conversant with organization, functions, building, user oriented collections and services in academic library as well as of role of library in continuing education program.*
5. *After completion of the course, students will be in a position to manage the academic library system and services.*

Unit I- Academic Libraries and Higher Education:

- Role of Academic Library in higher education in India
- Role of UGC and state government in promoting academic libraries: university, college and other academic institution
- Reports of committees and commissions on higher education
- Important programmes of UGC for Developing Academic Libraries

UNIT II- Resource Management:

- Financial Resource Management: Determination of Finance, Sources of Finance, Budget and their Types
- Human Resource Development: Overview of Personnel Management, Nature, Size, Selection, Recruitment, Qualification and Training Responsibilities and Duties
- UGC services conditions and Pay Scales to enhance the status of the professionals

Unit III- Collection Developments:

- Collection Development Policy, Weeding out policy
- Problems in Collection Organization
- System Analysis and Design MIS, PERT/CPM
- Role of Library Committee in Collection Development

UNIT IV-Personnel Management, Organizational Behavior:

- Staffing: Norms and Standards
- Understanding Human Behavior, Group Behavior, Motivation
- Management by Objectives (MBO), Management by Exception(MBE)
- Internal and External Co-ordination,
- Social responsibility of management.

UNIT V- Academic Library Management:

- Total Quality Management, Time Management and Change Management
- Metropolitan and City Network of Libraries and their Importance
- UGC Information Centers for Science & Technology and Social Sciences

COURSE CODE: MLIS - 103
COURSE TITLE: INFORMATION AND COMMUNICATION TECHNOLOGY: APPLICATIONS IN LIS (PRACTICAL)

CO3:
1. *To provide hands on experience of library automation software, skills of Graphic and making and website designing tools.*
2. *Students will able to skilled enough to automate the library as well as design a library website; and work on Windows and Linux platform for various office works.*

Unit I- Hands-on experience on Library Automation Software:

- Integrated Library Software: KOHA-Basic Installation
- Creation and Maintenance

Unit II- Hands-on experience Digital Library Creation using D-Space:

- Basic Installation
- Creating Data Community
- Creating Collection
- Browsing Collection
- Uploading Metadata

Unit III- Web searching:

- Searching subjects getaways and Library portals
- Wi-Fi, Li-Fi
- Video conferencing, Virtual Reality, Augmented Technologies
- Data Security, Network Security, Firewalls, Cryptographic Techniques, Anti-virus software, Anti-spyware, Intrusion Detection System

Unit IV- E- Resources: Browsing and Searching

- Structure of CD-Rom/DVD's
- E- Books
- E- Journals
- E- News papers

Unit V- Searching on Consortia's and Repositories:

- J- gate
- INDEST

COURSE CODE: MLIS - 104
COURSE TITLE: KNOWLEDGE ORGANIZATION AND PROCESSING (PRACTICAL, U.D.C AND AACRII)

CO4:

1. *To explore the features of UDC; and practical classification skills of UDC;*
2. *To explore the feature of AACR-II.*
3. *To provide the practical cataloguing skills for various library resources according to AACR-II.*
4. *To know the Assigning the subject headings.*

UNIT I- Fundamentals of UDC:

- Introduction to *Universal Decimal Classification* (Averaged Edition): Structure, Principles and Organization
- Classification of Simple and Compound Subject Documents

UNIT II- Advance Applications of UDC:

- Introduction to Common Auxiliaries and Special Auxiliaries
- Application of Common Auxiliaries, Special Auxiliaries, Devices, etc.
- Classification of Complex Subject Documents

UNIT III- Multi- Volume and composite book:

- Cataloguing of Multi- Volume
- Cataloguing with collective title (Ordinary composite book)
- Cataloguing without collective title (Artificial composite book)

UNIT IV- Serial Publication:

- Cataloguing of Periodicals
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UNIT V- Non-Book Materials:

- Manuscripts
- Cartographic Materials
- Microforms
- Motion Pictures
- Video Recordings

Recommended books

1. Gautam, J. N. & Niranjan, Singh P (2015). *Practical Manual of Universal Decimal Classification. Agra. Associated Publishing.*
2. Gautam, J.N (1996) *Advanced Cataloguing: CCC and AACR-II (Theory and Practical). Agra: Y.K. Publisher,*
3. *Anglo American Cataloguing Rules (2002). 2nd Ed. Rev. Ottawa: Canadian Library Association.*
4. Krishan Kumar (1986). *An introduction to AACR-II 1988 revision. London: LA.*
5. MARC 21 and Related standards for Bibliographic Records. New York: LC. Riaz Muhammed (1996). A manual of practical cataloguing. New Delhi: Atlantic.
6. Vishwanathan, C.G. (1983). Cataloguing theory and practice. 5th ed. Lucknow: Print House.

SECOND SEMESTER

COURSE CODE: M LIS - 201
COURSE TITLE: INFORMATION SOURCES, SYSTEMS AND PROGRAMMES

CO5:

1. *To know the different information sources; understand the information sources for users.*
2. *To know the information systems and programmers; and information resource persons.*

Unit I- Information Sources:

- Documentary and Non-Documentary Sources
- Print Media, Multimedia (Hypermedia) and Hypertext
- Non– Print Media: Microform, Electronic and Optical Media

Unit II- Information Sources for Users:

- Content Analysis and its Correlation to Clientele
- Customized Organization of Information Sources
- Citation Analysis of Information Sources and their Use
- Aid to information

Unit III- National and International Information Sources, Systems and Programmes:

- Humanities
- Social Science
- Science and Technology

CENTRE OF INFORMATION SOURCES, SYSTEM AND PROGRAMMES:

A. HUMANITIES (NATIONAL)

- Khuda-Baksh Oriental Public Library, Patna
- Thanjavr Maharaja Serforiji Mahal Library
- Indira Gandhi National Centre for the Arts, New Delhi
- National School of Drama
- National Archives of India
- Nehru Memorial Museum & Library

INTERNATIONAL:

- UNESCO
- British Library

B. SOCIAL SCIENCE (NATIONAL)

- National Social Science Documentation Centre
- National Social Science Information Centre (Baroda)

INTERNATIONAL:

- Development Information Network for South Asia (DEVISNA)
- Asia Pacific Information Network in Social Science (APINESS)

C. SCIENCE AND TECHNOLOGY (NATIONAL)

- NISCAIR
- Bhaba Atomic Research Centre (BARC)
- National Medical Library

INTERNATIONAL:

- UNISIST (World Science Information System)
- FID
- ICSU

Unit IV- Information Experts as Resource Persons

- Library and Information Personnel
- Science and Technology Information Intermediaries
- Database Designers and Managers, Database Intermediaries
- Media Personnel as Sources of Information
- Intelligent Agents: Internet, Distributed, Mobile Agents

Unit V- Users and their Needs

- Information Needs of Users
- Categories and Nature of different Information users
- Information Seeking Pattern
- User Studies/User Education: Concept, Types and Methods

Recommended Books

1. Agarwal, S. P. (1986). National Information Systems in Social Sciences: A Study in Perspectives. In: Gupta, B.M. (et al.) (eds). Handbook of Libraries, Archives and Information Centres in India New Delhi: Information Industry Publications. Vol. 3,pp. 179-95.

2. Atherton, Pauline (1977). Handbook for Information Systems and Services. Paris: UNESCO.

3. Biswas, S. C. (1991). Art and Culture Information Preservation. In: Gupta, B.M.(ed.). Handbook of Libraries, Archives and Information Centers in India. Delhi: Aditya Prakashan. Vol. 9, pp. 1-8.

4. Chapman, Janet L. (1986). The Information Scientists as Database Manager in a Corporate Environment. Special Libraries. 77(2), 71-9.

5. Clausen, H. (1990). The Future Information Professional: Old Wine in New Bottles? Connolly, T.M. and Begg, C.E. (2002). Database Systems: A Practical Approach to Design, Implementation and Management. 3rd ed. Reading. M. A.: Addison Wesley.

6. Cooper, M. and Lunin, L.F. (1989). Education and Training of the Information Professional Annual Review of Information Science and Technology 24, 295-341.

7. Cronin, B. (et.al.). (1993). The Emergent Market for Information Professionals -Educational Opportunities and Implications. Library Trends. 42(2), 257-76

8. Date, C.J. (2000). An Introduction to Database Systems. 7th ed. Reading. MA.: Addison Wesley.

9. Davis, E.B. (1981). Using the Biological Literature: A Practical Guide. NY: Marcel Dekker

10. Davis, William S. and Yen, David C. (1999). The Information System Consultant's Handbook Systems Analysis and Design. New York: CRC Press.

11. Debons, A. (1981). Information Professional: Survey of an Emerging Field. New York: Marcel Dekker.

12. Environmental Information System (ENVIS). Ministry of Environment and Forests Annual Report. 2004-05. 120-24. 212

13. Fairthorne, Robert A. (1969). Content Analysis, Specification, and Control. In: Williams, Martha E. (ed). Annual Review of Information Science and Technology. New York: Elsevier Science Publishing Company Inc. Vol. 4.

14. Faltings, B. (et al). (2000). Intelligent Agents. Lausaune: Stanford University. IEEE Internet Computing. (1997). 1(4).

15. Gardner, R. K. (1987). The New Information Professionals: Present and Future Prospects. Littleton, Colorado: Libraries Unlimited.

16. Grogan, D. J. (1992). Science and Technology: An Introduction to the Literature. 4th ed. London: Clive Bingley.

17. Guha, B. (1983). Documentation and Information. Calcutta: World Press.

18. Hanson, C.W. (1971). Introduction of Science – Information Work. London: ASLIB

19. Huffenberger, Michael A. and Wiginton, Ronald L. (1979). Database Management Systems. Annual Review of Information Science and Technology. 14, 153-90.

20. Kent, Allen (ed). (1980). Encyclopedia of Library and Information Science. London: Mc-Millian.

21. Khanna, J.K. (1996). Handbook of Information Systems and Services, New Delhi: Beacon Books

22. Khanna, J.K. (2000). Documentation and Information Services, Systems and Techniques, Agra: Y.K. Publishers.

COURSE CODE: MLIS - 202
COURSE TITLE: INFORMATION STORAGE AND RETRIEVAL SYSTEMS

CO6:
1. *To make the students aware of the indexing & vocabulary control techniques and searching of resources both through print and electronic media.*
2. *To know the fundamentals of information retrieval.*

UNIT I- Organization of Information

- Intellectual Organization of information
- Patterns for presentation of information to a searcher.
- Classification system for knowledge organization.
- Thesaurus: definition role of thesaurus in information storage and retrieval system, Construction of Thesaurus, Vocabulary Control-List of Subject Heading, Thesaurofacet, Classaurus

UNIT II- Information Storage and Retrieval System:

- ISAR System: Definition, Component and Types
- Elements of File Organisation
- Artificial Intelligence and Expert System
- Information Retrieval Model
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UNIT III- Indexing Systems and Techniques:
- Assigned Indexing Vs Derived Indexing
- Assigned Indexing System: Pre-Coordinate Indexing System (PRECIS, POPSI, Chain Indexing) and Post- Coordinate Indexing System (Uniterm)
- Derived Indexing System: Title based (KWIC, KWOC, KWAC)
- Citation based (SCI, SSCI,etc) and full text (STAIRS, LEXIS-NEXIS, etc)
- Automated Indexing: COMPASS

UNIT IV-Micrographic Information Retrieval System (MIRS):

- Evolution of Micrographics,
- Types of Microforms,
- Advantages of micrographic system
- Components of MIRS

UNIT V-Information Retrieval

- Information Retrieval Process, and Techniques
- Search Strategies: Search Methods, Boolean Search
- Common Command Languages and Multiple Database Searching.
- Retrieval Performance: Recall and Precision

Recommended Books

1. *A course in Information consolidation: a handbook for education and training in analysis, synthesis and repackaging of Information. General Information Programme and UNISIST, UNESCO, PGI, Paris. 1986.*

2. *Alberico, R. and Micco M.(1990). Expert systems for reference and Information retrieval. West Port: Meckler.*

3. *Atchison, J. & Alan G. A. (1072). Thesaurus construction: a practical manual. London: Aslib.*

4. *Atchison, J. & Gilchrist, A. (1972). Thesaurus construction: a practical manual. London: Aslib.*

5. *Austin, D.(1984). PRECIS: A manual of concept analysis and subject indexing. 2nd Ed.*

6. *Chowdhruy, G.G. (2003). Introduction to modern Information retrieval. 2nd Ed. London, Facet Publishing.*

7. *Cleaveland, D. B. (2001). Introduction to Indexing and abstracting. 3rd Ed. Englewood, Colo. : Libraries Unlimited*

8. *Crawford, M. J.(1988). Information broking: a new career in Information work. London: LA.*

9. *Ford, N.(1991). Expert systems and artificial intelligence: An Information manager's guide. London: LA.*

10. *Ghosh, S.B. and Biswas, S.C. (1998). Subject Indexing systems: Concepts, methods and techniques. Rev. Ed. Calcutta: IASLIC.*

11. *Lancaster, F. W. (1968). Information retrieval systems, characteristics, testing and evaluation. London: Facet Publishing.*

12. *Lancaster, F.W.(2003).Indexing and Abstracting in Theory and Practice. London: Facet Publishing.*

13. *Pandey, S.K. Ed. (2000).Library Information retrieval. New Delhi: Anmol.*

14. *Seetharama, S. (1997).Information consolidation and repackaging. New Delhi: ESS ESS.*

15. *Van, R.C. J.(1970). Information retrieval. 2nd ed. London: Butterworth's.*

Centric Elective

COURSE CODE: MLIS –203 (A)
COURSE TITLE: RESERCH METHODOLOGY

CO7a:

1. *To make the students aware of the research methodology concepts, definitions, and various techniques used for data collection and analysis in research.*
2. *Understanding the universe of knowledge organization research methods and learn the statistical measures of research.*
3. *After completion of course, students will be aware of implications of research and confident to take up research work.*

UNIT I- Research and Research Design:
- Concept, Meaning, Need and Purpose of Research
- Types of Research: Fundamental and Applied
- Research Design, Types of Research Design
- Designing Research Proposal
- Literature Search- Print, Non-Print and Electronic sources
- Literature Review

UNIT II- Research Methods:
- Scientific Research
- Historical Research
- Survey and Case Study
- Experimental Methods
- Rangnathan's Spiral of Scientific Method
- Hypothesis Meaning and Definition

UNIT III- Research Techniques: Data Analysis & Interpretation
- Data Collection Techniques: Observation, Questionnaire, Interview, Sampling and Delphi
- Presentation of Data- Tables, Charts, Graphs
- Interpretation of Data-Frequency distribution, Measures of Central Tendency
- Measure of Variability and Correlation, t-test, z-test, ANOVA
- Use of Statistical Packages-MS-Excel, Spreadsheet, Bibexcel, R'Statistics, SPSS

UNIT IV- Bibliometrics Methods:
- Bibliometric Studies: Meaning, Scope & Parameters
- Bibliometric Laws
- Webometrics, Scientometrics and Informatics', Altmetrics

UNIT V- Guidelines for Preparation of Writing Research Report (Thesis & Dissertation)
- Research Ethics
- Reference styles: Chicago, MLA APA and ISI: Citation Tools – Structure, Style, Contents, Guidelines; Online Citation Tools; Reference Style Management Tools; Anti-plagiarism Tools; Evaluation of Research Report
- Simple Knowledge Organization System (SKOS), Taxonomies, Folksonomy

Recommended books

1. Busha, C. Hand Harter, S.S. (1980). *Research methods in librarianship: Techniques and interpretation*. Orlando, Academic press.

2. Charles, H. et.al. (1993). *Research methods in librarianship: Techniques and interpretations*, New Delhi: Sage.

3. Fowler, F.J. (1993). *Survey research methods*. New Delhi: Sage.

4. Goode, W.J. and Hatt, P.K. (1986). *Methods in social Science research*. New Delhi: McGraw Hill.

5. Kotari, CR (2004). *Research Methodology: Methods and Technique*, 2nd Edition; New Age: New Delhi

6. Krishan Kumar (1992). *Research methods in Library and Information Science*. New Delhi: Vikas,.

7. Krishnaswami, O.R. (1993). *Methodology of Research in Social Sciences*. Bombay: Himalaya.

8. Leddy, P. D. (1980). *Practical research: Planning design*. London: Clive-Bingley.

9. Line, M.B. (1967). *Library surveys*, London: Clive Bingley.

10. Nicholas D. and Ritchil, M. (1979). *Literature and Bibliometrics*. London: Clive Bingley.

11. Ravichandra, Rao, I.K. (1985). *Quantitative methods for Library and Information Science*. New Delhi: Wiley Eastern.

12. Slater, M. (1990). *Research methods in Library and Information studies*. London: L.A.

13. Stevens, R.E. Ed.(1971). *Research methods in librarianship*. London: Clive Bingley.

COURSE CODE: MLIS – 203 (B)
COURSE TITLE: INFORMATION INSTITUTION, PRODUCTS AND SERVICES

CO7b:

1. *To gain the features and technical skills of Information Institution.*
2. *Understand the Information Institutions, Information Products and services.*
3. *To know the features of IAC centers' and its product.*

UNIT I- Information Institution:

- Evolution and Growth. Information Centers: Types and their Organization.
- Data Centers
- Referral Centers.
- Information Analysis Centers
- Consolidation Centers.

UNIT II- Information and Services:

- Literature Searches and Bibliographies,
- Technical Enquiry Service,
- Document Delivery Service,
- Machine Translation
- Role of National Translation Mission.

UNIT III- Information Products:

- Information Newsletter,
- House Bulletins,
- In- House Communications,
- Trade and Product Bulletins,
- State-of-the-Art Report,
- Technical Digests.
- Trend Report.

UNIT IV-Databases:

- Database: Use and Types.
- Database support services.
- Database Intermediaries such as Searchers, Editors Etc.
- On line Information Systems and Information Networks ,
- Information Standards for Database Design and Development

UNIT V-International Information systems:

- AGRIS, INIS, DEVSIS, MEDLARS, OCLC, BLDSC, BIOSIS, PIS (Patent Information System), BIS (Biotechnology Information System)

Recommended Books

1. *A course in Information consolidation: a handbook for education and training in analysis, synthesis and repackaging of Information. General Information Programme and UNISIST, UNESCO, PGI, Paris. 1986.*

2. *Atherton, P. Handbook of information systems and services. Paris: UNESCO, 1977.*

3. *Chowdhruy, G.G. (2003). Introduction to modern Information retrieval. 2nd Ed. London, Facet Publishing.*

4. *Eleanor D Dym (Editor) (1985). Subject and Information analysis. New York, Marcel Dekker, Inc*

5. *Kumar P. S. G. (2004) Information Analysis, Repackaging and Consolidation and Information Retrieval, New Delhi B R Publishing*

6. *Saracevic, T and Wood JS: Consolidation of information: a Handbook of evaluation, Restructuring and Repackaging of Scientific and technical Information, Paris: UNESCO, 1981.*

7. *Seetharama, S. Information consolidation and Repackaging, New Delhi. ESS ESS 1997*

Generic Elective

COURSE CODE: MLIS – 204 (A)
COURSE TITLE: INFORMATION, COMMUNICATION AND SOCIETY

CO8a:

1. *To know the features of information and information society and understanding the communication process, information policies.*
2. *To make the students familiarize personality and communication skills.*
3. *After completion of the course, students will be able to develop their personality and communication.*

UNIT I- Data, Information and Knowledge:

- Data, Information and Knowledge: Intellectual Assets
- Data: Definition Types Nature, Properties and Scope
- Information: Definition, Types, Nature, Properties and Scope
- Comparative study of Data, Information and Knowledge

UNIT II- Information Generation and communication:

- Generation of Information Modes and Forms
- Information Life Cycle-Generation, collection, Storage & Dissemination
- Information Diffusion Process
- Communication concepts, Theories, Models, Channels and Barriers

### UNIT III- Knowledge Development:

- Knowledge: Structure and Development
- Knowledge Generation, Exchange to utilization
- Learning Process and Theories
- Knowledge and Societal Survival

UNIT IV- Library and Information Society:

- Information Society: Genesis, characteristics and Implications.
- National Knowledge Commission and National Mission on Library
- Concepts of freedom, Censorship, Fair use, Right to information Act, Copyright Act
- Information Technology Act

UNIT V- Information Economics and Knowledge Management

- Information as an Economic Resource
- Information Literacy: Concepts, need, objectives models and trends in information literacy
- National Information Policy
- Knowledge Management: Concept and Objectives
- Plagiarism: Concept and Issues
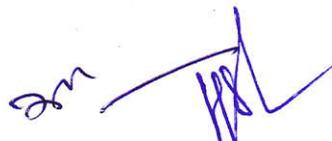
COURSE CODE: MLIS – 204 (B)
COURSE TITLE: MARKETING OF INFORMATION PRODUCTS AND SERVICES

CO8b:

1. *To enable the understanding the concepts of Information Marketing.*
2. *To understand the promotion of LIS products and services.*
3. *Also know Information Analysis, Consolidation and Re-Packaging.*
4. *After completion of the course, students will be able to develop their marketing skills.*

UNIT I- Fundamental Concepts:

- Needs, Objectives and Philosophy
- Marketing Environment: Producer, Consumer – Buyer Behavior
- Marketing Information System
- Market Segmentation Marketing Mix

UNIT II- Strategies and Techniques:

- Strategic Planning
- Marketing Research
- Marketing Process

UNIT III- Promotion of LIS Products and Services:

- LIS Products and Services as a Marketable Commodity
- Pricing, Distribution Channels and Communication Strategies
- Advertising, Sales Promotion
- Public Relations
- Electronic Marketing

UNIT IV- Management Consultancy:

- Evolution, Need and Objectives
- Voluntary versus Authenticated Consultancy
- Impact of Management Consultancy on Librarianship
- Role of Library Associations and LIS School

UNIT V -Information Analysis, Consolidation and Re-Packaging:

- Information Analysis and Consolidation: Concept, Need and Purpose
- Packaging and Re-Packaging: Concept, Need, Purpose and Criteria
- Information Consolidation Products: Concept, Types, Design and Development

Recommended Books

1. Sharma, Hemant (2009). Knowledge Management for librarians. New Delhi, S.S. Publication.
2. Kumar P. S. G. (2004) Information Analysis, Repackaging and Consolidation and Information Retrieval, New Delhi B R Publishing.
3. Bake Bakewell K.G (1997) Managing user-centered libraries and information services, Maxwell, London.
4. Butcher, Helen (1998) Meeting manager's information needs, ASLIB, London.
5. Carpenter J. and Davies, R. (1992) Quantification of the overseas consulting market for professional consultancy services in librarianship and information science and information management, Research and Development, British Library, London.
6. Carpenter J. and Davies, R (1997). How to market your library services effectively, Aslib, London.
7. Gupta D.K. et al. (2006). Marketing library and information services: international perspectives K.G. Saur, Munich.
8. Kotler, Philip (1996) Marketing management, Prentice Hall, Delhi.
9. Rowley, Jenifer (2001). Information marketing, Ashgate London.