Scheme of Examination and Syllabus of M.Lib.I.Sc. w.e.f. 2023-24 Semester Wise Scheme of Teaching and Examination SEMESTER - I

Paper Code	Nomenclature of Course	Total Credits		Teaching Work	IA Theory	Max. Marks	IA Practical	Max. Marks	Total Marks	Duration of	Duration of	
		L	Р	Total	Load per week per		Theory		Practical		Theory Exam	Practical Exam
					group in Hours							
	CORE COURSES											
MLIS-201	Information, Communication and Society	4	0	4	4	20	80			100	3 Hours	
MLIS-202	Information Storage and Retrieval	4	0	4	4	20	80			100	3 Hours	
MLIS-203	Electronic Resource Management	4	0	4	4	20	80			100	3 Hours	
SKILL BASED COURSE												
MLIS-204	Digital Library and Content Management Systems (Practice)	0	4	4	8*			20	80	100		3 Hours
	DI	SCIP	LINE S	PEC	IFIC EL	ECTI	VE CO	DURSE				
MLIS-205 (a)	Information Resources in Social Sciences	4	0	4	4	20	80			100	3 Hours	
MLIS-205 (b)	Information Resources in Sciences	4	0	4	4	20	80			100	3 Hours	
MLIS-205(c)	Metric Studies	4	0	4	4	20	80			100	3 Hours	

OPEN ELECTIVE COURSE

(Inter-Disciplinary Course for the students of other Departments)

LIS-OE-2	Information Literacy	2	0	2	2	10	40			50	2 Hours	
----------	----------------------	---	---	---	---	----	----	--	--	----	------------	--

Core Courses Credits:--Skill Based Course:--Discipline Specific Elective Courses:--

* Groups will be formed on the basis of student strength.

SEMESTER - II

Paper Code	Nomenclature of Course	Tot L	al Cr P	redits Total	Teaching Work Load per week per group in Hours	IA Theory	Max. Marks Theory	IA Practica I	Max. Marks Practical	Total Marks	Duration of Theory Exam	Duration of Practical Exam
CORE COURSES												
MLIS-206	Research Methods & Statistical Techniques	4	0	4	4	20	80			100	3 Hours	
MLIS-207	Library and Information Centre Management	4	0	4	4	20	80			100	3 Hours	
MLIS-208	Information Analysis, Consolidation & Repackaging	3	1	4	5	10	50	10	30	100	3 Hours	2 Hours
MLIS-209	Project Work	0	4	4						100		
		SK		L BA	SED CO	DUR	SES	•				
MLIS-210	Content Creation & Design	0	4	4	8*			20	80	100		3 Hours
	DISCIPLI	NE	SP	ECII	FIC ELF	ECTI	VE C	OURS	ES			
MLIS-211 (a)	Marketing of Information Products and Services	4	0	4	4	20	80			100	3 Hours	
MLIS-211 (b)	Research Data Management	4	0	4	4	20	80			100	3 Hours	
MLIS-211 (c)	Standards in the field of Library and Information Science	4	0	4	4	20	80			100	3 Hours	

Core Courses Credits:--Skill Based Course:--Discipline Specific Elective Courses:----

* Groups will be formed on the basis of student strength

SEMSTER-I CORE COURSES

MLIS – 201: INFORMATION, COMMUNICATION AND SOCIETY

Total Credit: 04 Total Marks: 100 Max. Marks ET Theory: 80 Max. Marks IA Theory: 20 Duration of Theory Exam: 3 Hrs.

Objectives

• To introduce the students to the role of information and knowledge in the society;

Course Outcomes: After completing this course, students shall be able to:

- To acquaint the students with various theories, channels of & barriers to communication and information transfer process;
- To provide conceptual framework about social and legal implications of information; and
- To get familiarized with concepts of economics of information and knowledge management.

MLIS-201.1	Understand information, related concepts and their scope;
MLIS-201.2	Comprehend the process of information generation and communication;
MLIS-201.3	Understand the social and legal implications as well as policies and infrastructure of information; and
MLIS-201.4	Know the concepts related to economics of information and knowledge management.

Internal Assessment: 20 Marks (Presentation/Assignment/Test - 10 + Attendance - 5+ Class test/Assignment - 5)

Note for the Paper Setter

The paper is divided into 4 Units. The examinees will be required to attempt *Five* questions in all, including Question 1, which is compulsory and selecting *One* question from each Unit (I – IV). Question 1 will consist of 8 short Answer (2 marks each) questions (having no internal choice) spread over the whole syllabi. The Examiner will set *Two* questions from each Unit.

Unit-1: Information: Nature, Property and Scope

- Data, Information and Knowledge: Definition, Types, Nature, Properties and Scope
- Data, Information and Knowledge: Intellectual assets
- Information Science: Origin and Development, Scope and Coverage, Relationship with other Disciplines and Professions.

Unit-2: Information Generation and Communication

- Generation of Information: Modes and Forms, Communication process
- Types of Communication: Verbal and Non-verbal, Formal and Informal
- Models of communication, media and diffusion
- Barriers to Communication and remedial proposition
- Information transfer process: generation to utilization (information eco-system)
- Information theory: Measure and Contents Evaluation

Unit-3: Information Society

- Social implications of Information
- Freedom of Information- Concept, Censorship, Cyber Law, Data Security and Fair Use
- Policies in relation to Information, Right to Read and Write: Banning Books, Fatwa on Writers
- Information policies: national and international, UAP, UBC
- Information Infrastructure: National and Global
- Issues of Information Society: Social and Political
- Typology of Information Sector

Unit-4 Economics of Information and Knowledge Management

- Economics of Information: Concept, Scope and Objectives
- Information economics vs. Economics of information
- Demand and supply of information
- Production, distribution and consumption of information and knowledge
- Economic analysis models, cost-benefit analysis and cost effectiveness
- Information/Knowledge management: Concept and tools

Recommended Readings (List of suggested readings to be provided by concerned faculty)

MLIS – 202: INFORMATION STORAGE AND RETRIEVAL

Total Credit: 4 Total Marks: 100 Max. Marks ET Theory: 80 Max. Marks IA Theory: 20 Duration of Theory Exam: 3 Hrs.

Objectives

- Introduce with the different indexing systems;
- Familiarize with the concept of vocabulary control and various vocabulary control devices;
- Develop understanding of different search methods and search strategy; and
- Introduce with the main features of information retrieval systems and their evaluation.

Course Outcomes: After completing this course, students shall be able to:

MLIS-202.1	Distinguish between the different types of indexing systems and their
	techniques;
MLIS-202.2	Understand and use the different vocabulary control devices in information
	retrieval;
MLIS-202.3	Conduct search using various search techniques; and
MLIS-202.4	Understand and evaluate the information retrieval systems.

Internal Assessment: 20 Marks (Presentation/Assignment/Test - 10 + Attendance - 5+ Class test/Assignment - 5)

Note for the Paper Setter

The paper is divided into 4 Units. The examinees will be required to attempt Five questions in all, including Question 1, which is compulsory and selecting **One** question from each Unit (I - IV). Question 1 will consist of **8** short Answer (2 marks each) questions (having no internal choice) spread over the whole syllabi. The Examiner will set **Two** questions from each Unit.

Unit- 1: Indexing Systems and Techniques

- Assigned and Derived Indexing. Pre- Coordinate and Post- Coordinate indexing. Chain Indexing, PRECIS, POPSI.
- Keyword Indexing: KWIC, KWAC, KWOC.
- Concept of Automatic Indexing.
- Citation Indexing: Features of Scopus, Web of Science, Google Scholar.

Unit- 2: Vocabulary Control

- Vocabulary Control: Need, Purpose, Functions, Types and Characteristics.
- Vocabulary Control Tools.
- Subject Headings: LCSH, SLSH and MeSH.
- Thesaurus: Features, Structure and Construction, ERIC, UNESCO Thesaurus. Taxonomies.

Unit- 3: Information Searching and Media

- Search Methods and Search Strategy: Boolean Search, Heuristic Search, Proximity Search, Phrase Search, Truncation Search, etc.
- Information Searching in Different Media: Print and Electronic.
- Federated Search: Concept and Features.
- Web-Scale Discovery System: Concept and Features.
- Data Mining and Text Mining

Unit- 4: Information Retrieval System

- Information Retrieval System (IRS): Concept, Definition, Types, Characteristics Components of IRS. Information Retrieval Models.
- Library Information Retrieval Systems.
- Evaluation of Information Retrieval Systems

Recommended Readings

- 1. Atchison (Jean) and Gilchrist (Alan). Thesaurus Construction: A Practical Manual. London: Aslib. 1972.
- Chowdhary (GG). Introduction to Modern Information Retrieval. 2nd Ed. London: Facet Publishing, 2003. Gopinath (MA). Construction of Depth Version of Classification: A Manual. New Delhi. Wiley Eastern Limited, 1986.
- 3. Harter (Stephen P.). Online Information Retrieval: Concept, Principles and Techniques, Orlando, Academic Press, 1978.
- 4. Hepas (ITS). Information Retrieval: Computational and Theoretical Aspects. New York, Academic Press. 1978.
- Houghton (Bernard) and Convey (John). Online Information Retrieval Systems: An Introductory Manual to Principles and Practices. 2nd Ed. London Clive Bingley, 1984.
- 6. Houghton (Bernad) Ed. Computer Based Information Retrieval Systems. London, Clive Bingley, 1968.
- 7. Lancaster (F Wilfrid). Information Retrieval Systems: Characteristics, Testing and Evaluation. 2nd Ed. New York: Wiley, 1979.
- 8. Ranganathan (S R). Prolegomena to Library Classification V1, Bangalore, Sarda Ranganathan Endowment for Library Science, 1967. Page 14 of 21
- 9. Rowley (Jennifer E). Abstracting and Indexing. Aldorshot: Gower, 1997.
- 10. Salton (G) Automatic Information Organisation and Retrieval, 1968.
- 11. Vickery (B C). Techniques of Information Retrieval. London: Butterworths, 1970.

	Total Credit: 4
MIIS 202. Floatronia Dosauras Managament	Total Marks: 100
MLIS – 205. Electronic Resource Management	Max. Marks ET Theory: 80
	Max. Marks IA Theory: 20
	Duration of Theory Exam: 3 Hrs.

Objectives

- To develop an understanding of the basic concept, types, and process of collection building of e-resources;
- To familiarize with the issues related to licensing, negotiation and access of eresources;
- To introduce to the collaborative environment for better resource access and delivery with examples from leading consortia in India; and
- To make aware of various usage related standards, guidelines and services.

Course Outcomes: After completing this course, students shall be able to:

MLIS-203.1	Understand the basic concept, types, and process of collection building of
	e-Resources;
MLIS-203.2	Grasp the issues related to licensing, negotiation, access, and use;
MLIS-203.3	Work in collaborative environment for better resource access and delivery
	with leading consortia in India; and
MLIS-203.4	Know the various usage related standards, guidelines and services.

Internal Assessment: 20 Marks (Presentation/Assignment/Test - 10 + Attendance - 5+ Class test/Assignment - 5)

Note for the Paper Setter

The paper is divided into 4 Units. The examinees will be required to attempt *Five* questions in all, including Question 1, which is compulsory and selecting *One* question from each Unit (I - IV). Question 1 will consist of 8 short Answer (2 marks each) questions (having no internal choice) spread over the whole syllabi. The Examiner will set *Two* questions from each Unit.

UNIT I: E-Resources: Collection Development

- Concept, Need, Characteristics, Benefits and Drawbacks of E-resources
- Types of E-Resources: E-books, E-journals, Databases, Electronic Theses & Dissertations etc.
- Collection Building Process –Electronic Resource Development Policy
- Budgeting, Pricing, Licensing, Ordering and Receiving, Evaluation of e-Resources
- Archiving and Preservation of E-Resources

UNIT II: E-Resources: Negotiations, Licensing, and Access

- Model Licenses and Guidelines for Collection Building
- Negotiation: Concept and Need
- Copyright in the Digital Environment/Digital Rights Management (DRM) and User Training
- Delivery of E-Resources & Access Management and Authentication
- Off-campus and Integrated Access

UNIT III: E-Resources: Consortia

- Concept, Need and Purpose of Consortia
- Growth and Development of Consortia
- Collection Building of E-Resources through Consortia
- Consortia: e-ShodhSindhu, CeRA, NKRC, OCLC

UNIT IV: E-Resources: Usage

- Usage Statistics, E-Resource Usage Analysis
- Standards and Guidelines (COUNTER); Processing, Analysis and Presentation of Data
- Discovery based Services
- Usage Enhancement Measures

Recommended Readings

- 1. W Pattie, L. Y., Cox, B. J. (2020). Electronic Resources: Selection and Bibliographic Control. United States: CRC Press.
- 2. Patra, N. K. (2017). Digital Disruption and Electronic Resource Management in Libraries. United Kingdom: Elsevier Science.
- 3. Halaychik, C. S., Reagan, B. (2018). Licensing Electronic Resources in Academic Libraries: A Practical Handbook. United Kingdom: Elsevier Science.
- 4. Stachokas, G. (2019). The Role of the Electronic Resources Librarian. United Kingdom: Elsevier Science.
- 5. Lal, J., Tripathi, A. (2016). Library Consortia: Practical Guide for Library Managers. Netherlands: Elsevier Science.
- 6. Talbott, H., Zmau, A. (2018). Electronic Resources Librarianship: A Practical Guide for Librarians. United States: Rowman & Littlefield Publishers.
- 7. Conger, J. E. (2004). Collaborative Electronic Resource Management: From Acquisitions to Assessment. Westport: Libraries Unlimited.
- 8. Curtis, D., &Scheschy, V. M. (2005). E-journals: A how-to-do-it manual for building, managing, and supporting electronic journal collections. New York: Neal-Schuman Publishers.
- 9. Fenner, A. (2014). Managing digital resources in libraries. New York: Routledge.
- 10. Fowler, D. C. (2004). E-serials collection management: Transitions, trends, atechnicalities. New York: Haworth Information Press.
- 11. Garibyan, M., McLeish, S., &Paschoud, J. (2017). Access and identity management for libraries: Controlling access to online information. London: Facet Publishing.
- 12. Hanson, A., & Levin, B. L. (2003). Building a virtual library. Hershey: Information Science Pub.
- 13. Jones, W. (2014). E-journals access and management. New York: Routledge.
- 14. Katz, L. S. (2003). Collection Development Policies: New Dimension for Changing Collections. London: Routledge.
- 15. Kemp, R. (2008). E-resource evaluation & usage statistics: Selector's choices. Saarbrücken: VDM Verlag Dr. Müller.
- 16. Lee, S. D. (2004). Building an electronic resource collection: A practical guide. London: Facet Publishing.

- 17. Lee, S. H. (2012). Electronic Resources and Collection Development. Hoboken: Taylor and Francis.
- 18. Webster, P. M. (2008). Managing electronic resources: New and changing roles for libraries. Oxford: Chandos.
- 19. Verminski, A., &Blanchat, K. M. (2017). Fundamentals of electronic resources management. Chicago : Neal-Schuman
- 20. Lee, Sul H. (2003). Electronic Resources and Collection Development. London: Routledge.
- 21. Yu, H., & Breivold, S. (2008). Electronic resource management in libraries: Research and practice. Hershey: Information Science Reference

SKILL BASED COURSES

MLIS – 204: DIGITAL LIBRARY & CONTENT MANAGEMENT SYSTEMS (PRACTICE)

Total Credit: 4 Total Marks: 100 Max. Marks ET Practical: 80 Max. Marks IA Practical: 20 Duration of Theory Exam: 3 Hrs.

Objectives

- To develop skills in the installation process of GSDL / DSpace
- To enable to use, apply and customize Digital Libraries and Institutional Repositories through GSDL / DSpace
- To develop skills in the installation process of open-source Content Management System
- To enable to use, apply and customize Content Management Systems through Joomla / Drupal / WordPress, etc.

Course Outcomes: After completing this course, students shall be able to:

MLIS-204.1	Install the GSDL / DSpace							
MLIS-204.2	Use, apply and customize Digital Libraries and							
	Institutional Repositories through GSDL / DSpace							
MLIS-204.3	Install the open-source Content Management System							
MLIS-204.4	Use, apply and customise open-source Content							
	Management System through Joomla / Drupal /							
	WordPress, etc.							

Internal Assessment: 20 Marks (Class test/Assignment – 5 Presentation/Assignment/Test - 10 + Attendance - 5)

Note for the Examiner

The paper shall be divided into two parts-A&B and will be intended to know practical skills in the use and application of software.

Part-A (30 Marks)

Unit-I

- Installation of DSpace/ GSDL

Unit-II

- Use, Application and Customisation of DSpace/ GSDL

Part-B (50 Marks)

Unit-III

 Installation of Open Source Content Management Systems Joomla / Drupal / WordPress, etc.

Unit-IV

- Use, Application and Customisation of CMS Joomla / Drupal / WordPress, etc.

Suggested Readings

- Aberdour M. (2013). *Moodle for mobile learning*. Packt Publishing. Retrieved May 17 2023 from <u>http://www.myilibrary.com?id=523876</u>
- Büchner Alex G. (2022). Moodle 4 administration : an administrator's guide to configuring securing customizing and extending Moodle (Fourth). Packt Publishing. Retrieved May 17 2023 from <u>https://www.oreilly.com/library/view/-/9781801816724/</u>
- 3. Leary S. (2013). Wordpress for web developers : an introduction for web professionals (2nd ed.). Apress. <u>https://doi.org/10.1007/978-1-4302-5867-4</u>
- 4. Coombs K. A. & Hollister A. J. (2010). *Open source web applications for libraries*. Information Today.
- 5. Haefele C. (2015). *Wordpress for libraries*. Rowman and Littlefield. Retrieved May 17 2023 from <u>https://search.ebscohost.com/</u> login.aspx?direct=true&scope=site&db=nlabk&AN=1021211
- Marzo L. & Crom A. de. (2023). Joomla! 4 masterclass : a practitioner's guide to building rich and modern websites using the brand-new features of joomla 4. Packt Publishing Limited. Retrieved May 17 2023 from <u>https://www.oreilly.com/library/view/-/9781803238975/</u>
- Sipos D. (2020). Drupal 9 module development : get up and running with building powerful drupal modules and applications (Third). Packt Publishing. Retrieved May 17 2023 from

http://www.vlebooks.com/vleweb/product/openreader?id=none&isbn=9781800200548

 Bhandari, M. (2020). Comparison of Wordpress, Joomla and Drupal. Retrieved May 17 2023 from

https://www.theseus.fi/bitstream/handle/10024/338983/mahesh_thesis.pdf?sequence=2

- Bishop A. P. Van House N. A. & Buttenfield B. P. (2003). Digital library use : social practice in design and evaluation. MIT Press. Retrieved May 17 2023 from <u>http://site.ebrary.com/id/10225273</u>
- 10. Todaro, J. B. (2014). Library management for the digital age: A new paradigm. Lanham: Rowman & Littlefield.
- 11. Witten, I. H., Bainbridge, D., & Nichols, D. M. (2010). How to build a digital library. Burlington, MA: Morgan Kaufmann Publishers.
- 12. Zhang, A. &Gourley, D. (2009). Creating Digital Collections: A Practical Guide. Oxford: Chandos Publishing.
- 13. King M. A. (2008). Implementation of dspace at the intercontinental hotels group : implementation of dspace at the intercontinental hotels group. Idea Group. Retrieved May
 17
 2023
 2020427

http://public.ebookcentral.proquest.com/choice/publicfullrecord.aspx?p=3309437

- Massachusetts Institute of Technology & Hewlett-Packard Company. (2002). Dspace
 : durable digital depository. MIT Libraries. Retrieved May 17 2023 from http://dspace.org/
- 15. Witten I. H. & University of Waikato. (2005). *Stoned : a bridge between greenstone and dspace*. Dept. of Computer Science University of Waikato.
- 16. Kruk S. R. & McDaniel W. D. (2009). Semantic digital libraries. Springer. https://doi.org/10.1007/978-3-540-85434-0

DISCIPLINE SPECIFIC ELECTIVE COURSES

MLIS – 205 (a): INFORMATION RESOURCES IN SOCIAL SCIENCES

Total Credit: 4 Total Marks: 100 Max. Marks ET Theory: 80 Max. Marks IA Theory: 20 Duration of Theory Exam: 3 Hrs.

Objectives

- Discuss the development of Social Sciences as disciplines;
- Evaluate the different information sources in Social Sciences;
- Study the role of various Social Science information institutions; and
- Study the different documentation centres, systems and networks in Social Sciences.

Course Outcomes: After completing this course, students shall be able to:

MLIS-205(a).1	Understand the structure and development of different disciplines of Social Sciences;
MLIS-205(a).2	Critically analyse the various information sources in Social Sciences;
MLIS-205(a).3	Assess the functions of social science information institutions; and
MLIS-205(a).4	Evaluate the information systems and networks in Social Sciences.

Internal Assessment: 20 Marks (Presentation/Assignment/Test - 10 + Attendance - 5+ Class test/Assignment - 5)

Note for the Paper Setter

The paper is divided into 4 Units. The examinees will be required to attempt Five questions in all, including Question 1, which is compulsory and selecting **One** question from each Unit (I - IV). Question 1 will consist of 8 short Answer (2 marks each) questions (having no internal choice) spread over the whole syllabi. The Examiner will set **Two** questions from each Unit.

Unit 1: Structure and Development of Social Sciences:

- Growth and Development of Social Sciences.
- Definition, Scope, Landmarks and Research Trends in the Disciplines of: Political Science, Economics, History, Sociology and Psychology.
- Study the contributions of Eminent Social Scientists.

Unit 2: Social Sciences Information Sources

- Social Science (print) Literature- Format, Popular and Scholarly Literature, Derived and Bibliographical Literature.
- Web based Information Sources: E-journals, Databases- Bibliographic and Full-text Subject Gateways, Institutional Repositories, Digital Libraries.
- Evaluation of: International Encyclopaedia of Social and Behavioural Sciences, International Bibliography of the Social Sciences, EconLit, PsycINFO, Indian Citation Index, ProQuest, Web of Science, Scopus, JSTOR

Unit 3: Social Sciences Information Institutions

- Institution connected with Social Science Information Generation to Dissemination.
- Study of the activities of: ICSSR, ICWA, National Council for Applied Economic Research, TISS, ICHR, United Nations- ECOSOC, UNESCO.

Unit 4: Documentation Centers and Networks

- Planning of Social Science Research Libraries.
- Study of existing Documentation Centres, Information Systems and Networks in Social Sciences at National and International level
- INFLIBNET, DELNET, DEVSIS, NASSDOC, SENDOC, DEVINSA, APINESS, Social Science Research Network (SSRN).

Recommended Readings (List of suggested readings to be provided by concerned faculty)

MLIS – 205 (b): INFORMATION RESOURCES IN SCIENCES	Total Credit: 4 Total Marks: 100 Max. Marks ET Theory: 80
	Max. Marks IA Theory: 20
	Duration of Theory Exam: 3 Hrs.

Objectives

- Discuss the development of Sciences as disciplines;
- Evaluate the different information sources in Sciences;
- Study the role of various Science information institutions; and
- Study the different documentation centres, systems and networks in Sciences.

Course Outcomes: After completing this course, students shall be able to:

MLIS-205(c).1	Understand the structure and development of different disciplines of Sciences;
MLIS-205(c).2	Critically analyse the various information sources in Sciences;
MLIS-205(c).3	Assess the functions of Science information institutions; and
MLIS-205(c).4	Evaluate the information systems and networks in Sciences.

Internal Assessment: 20 Marks (Presentation/Assignment/Test - 10 + Attendance - 5+ Class test/Assignment - 5)

Note for the Paper Setter

The paper is divided into 4 Units. The examinees will be required to attempt *Five* questions in all, including Question 1, which is compulsory and selecting *One* question from each Unit (I – IV). Question 1 will consist of 8 short Answer (2 marks each) questions (having no internal choice) spread over the whole syllabi. The Examiner will set *Two* questions from each Unit.

Unit 1: Structure and Development of Sciences:

- Definition, Scope and Landmarks in the Disciplines of
 - Physics
 - o Chemistry
 - Mathematics
 - o Biology
- Significant contributors in Growth and Development of Disciplines of Sciences

Unit 2: Sciences Information Sources

- Science Information System: Components
- Literature of Sciences- Format, Popular and Scholarly literature, Derived and Bibliographical Literature.
- Web based Information Sources: E-Books, E-journals, Databases- Bibliographic and Full-

text, Subject Gateways, Institutional Repositories, Digital Libraries

 AccessScience, Medline, PubMed, SciFinder, ProQuest, INSPEC, Web of Science, Scopus, BIOSIS, Google Scholar

Unit 3: Science Information Institutions

- Institutions connected with Sciences from Information Generation to Dissemination
- Study of the activities of Indian Institute of Sciences (IIScs), Indian Institutes of Science Education and Research, National Centre of Biological Sciences, Jawaharlal Nehru Centre for Advanced Scientific Research, Royal Society of Chemistry, Indian Council of Medical Research (ICMR), Council of Scientific & Industrial Research (CSIR)

Unit 4: Documentation Centers and Networks

- Planning of Science Research Libraries
- Study of existing Information Systems and Networks of Sciences at National and International level: NIScPR, DESIDOC, INFLIBNET, Biotechnology Information System (BIS), ICMR Consortium, HELINET, arXiv, International Science Council (ISC), etc.

	Total Credit: 4
MLIS 205 (a). METDIC STUDIES	Total Marks:100
MILIS = 205 (C): MIETRIC STUDIES	Max. Marks ET Theory: 80
	Max. Marks IA Theory: 20
	Duration of Theory Exam: 3 Hrs.

Objectives

- Become familiar with the fundamentals of Bibliometrics, Scientometrics, Informetrics Webometrics, and Altmetrics; and know about the basic bibliometric/Scientometric laws and their applications in the present time;
- Know the theoretical foundations of citation analysis and various evaluative bibliometric measures;
- Know about various bibliometric data sources like Web of Science, SCOPUS, Google Scholar, and impact measurement tools and techniques; and
- Know the advanced learning tools/ softwares for conducting metric Studies.

Course Outcomes: After completing this course, students shall be able to:

MLIS-205.1	Understand the fundamentals of Bibliometrics, Scientometrics,
	Informetrics Webometrics, and Altmetrics; and know about the basic
	bibliometric/Scientometric laws and their applications in the present time;
MLIS-205.2	Understand the theoretical foundations of citation analysis and various
	evaluative bibliometric measures;
MLIS-205.3	Understand the various bibliometric data sources like Web of Science,
	SCOPUS, Google Scholar, and impact measurement tools and techniques;
	and
MLIS-205.4	Understand the use advanced learning tools/ softwares for conducting
	metric Studies.

Internal Assessment: 20 Marks (Presentation/Assignment/Test - 10 + Attendance - 5+ Class test/Assignment - 5)

Note for the Paper Setter

The paper is divided into 4 Units. The examinees will be required to attempt Five questions in all, including Question 1, which is compulsory and selecting **One** question from each Unit (I - IV). Question 1 will consist of 8 short Answer (2 marks each) questions (having no internal choice) spread over the whole syllabi. The Examiner will set **Two** questions from each Unit.

UNIT I: Introduction to Bibliometrics, Scientometrics, and Informetrics, and related Laws

- Concept and Definition of Librametrics, Bibliometrics, Scientometrics, Informetrics, Webometrics and Altmetrics.
- Theoretical foundation of Bibliometrics and Scientometrics; Limitations of Bibliometrics, Scientometrics, Informetrics and Webometrics
- Classical Laws of Bibliometrics Broadford's Law, Zipf s Law, Lotka's Law, Brookes, Leimkhler, Bookstein Formulation, Bradford-Zipf Distribution; Price

Theory, Ortega Hypothesis.

• Garfield's Law of Concentration, Mathew effect, Other models of Scientific Communications

UNIT II: Evaluative Bibliometrics

- Theoretical foundations of Citation Analysis Merton's Normative Frameworks, Social Constructivist Theory, Cronin's Micro-sociological view and other views.
- Historical Perspectives of Evaluative Bibliometrics
- Publication Productivity Dynamics Journal level, Institutional level, Regional level, National level, Global level, Discipline level publication
- Research Collaboration Dynamics-individual, Institution, Regional, National and Global level.

UNIT III: Bibliometrics/ Scientometrics Indicators and Emerging Trends

- Bibliometric Data Sources: Scopus, Web of Science
- Bibliometric Data Sources Google Scholar; Crossref, Demensions, Lens and Scite.ai.
- Journal citation measures Simple measures: Journal Immediacy Index, Journal Impact Factor, Journal Citation Indicator, CiteScore, SNIP, Cited Half-life/ Citing Half Life.

Weighted Factor: Eigenfactor, SJR.

• Individual Impact Measures-H-Index, g-index, i10-indexetc; Co-Citation Analysis, Bibliographic Coupling.

UNIT IV: Advanced Learning in Metric Studies

- Scientometrics Analysis Tools- R Software -Bibliometrix, Publish or Perish, Bibexcel, etc.;
- Network Visualization Software VoSviewer; Pajek, Sci²Tools, CiteSpace, etc
- Altmetrics and Webometric Data Source and Analysis
- Altmetric Tools: Altmetric.com, ImpactStory,
- Responsible Research Metrics DORA declaration, Leiden Manifesto, etc.

Recommended Readings

- 1. Bornmann, L., & Daniel, H. D. (2008). What do citation counts measure? a review of studies on citing behavior. *Journal of Documentation*, 64(1), 45 80.
- 2. Cronin, B. & Sugimoto, C. (Eds). (2014) Beyond Bibliometrics : Harnessing Multidimensional Indicators of Scholarly Impact. Massaschussets, MIT Press
- 3. Cronin, B. (1984). The citation process: the role and significance of citations in scientific communication: Taylor Graham.
- 4. Cronin, B., & Atkins, H.B. (Eds.). (2000). The Web of Knowledge: A Festschrift in Honor of Eugene Garfield: Information Today Inc.

- 5. De Bellis, N. (2009). Bibliometrics and Citation Analysis: From the Science Citation Index to Cybermetrics. Lanham: Scarecrow Press.
- 6. Egghe, L. (2005). Power Laws in the Information Production Process: LotkaianInformetrics: Emerald Group Publishing Limited.
- 7. Glänzel, W., Moed, H.F., Schmoch, U., Thelwall, M. (Eds.) (2019) Springer Handbook of Science and Technology Indicators. Cham, Switzerland: Springer Nature
- 8. Haustein, S. (2012). *Multidimensional journal evaluation: Analyzing scientific periodicals beyond the Impact Factor*. Berlin : De Gruyter.
- 9. Moed, H. F. (2005). Citation analysis in research evaluation. Dordrecht,: Springer.
- 10. Sugimoto, C. R. (Ed.)(2016), Theories of Informetrics and Scholarly Communication: A festschrift in honor of Blaise Cronin
- Thelwall, M. (2016). Web indicators for research evaluation: A practical guide. Synthesis Lectures on Information Concepts, Retrieval, and Services. San Rafael, CA: Morgan & Claypool Publishers.
- 12. Vinkler, P. (2010). The Evaluation of Research by Scientometric Indicators. Oxford: Chandos.
- 13. Waltman, L. (2016). A review of the literature on citation impact indicators. *Journal* of *Informetrics*, 10(2), 365–391. <u>https://doi.org/10.1016/j.joi.2016.02.007</u>.
- 14. Wilsdon, J. (2016), Towards Metric Tide: Independent Review of the Role of Metrics in Research Assessment and Management, Sage publication/ HEFCE, UK

OPEN ELECTIVE COURSE FOR OTHER FACULTY STUDENTS

LIS-OE-2: INFORMATION LITERACY

Total Credit: 2 Total Marks: 50 Max. Marks ET Theory: 40 Max. Marks IA Theory: 10 Duration of Theory Exam: 2 Hrs.

Objectives

- To Introduce the students with the concept of information literacy and its importance;
- To Introduce the students with main characteristics of various types of information sources;
- To introduce the students with literature search process and techniques; and
- To acquaint the students with techniques of evaluation and ethical use of information.

Course Outcomes: After completing this course, the students will be able to:

LIS-OE-2.1	Understand the concept of information literacy and its importance;
LIS-OE-2.2	Distinguish among different types of information sources;
LIS-OE-2.3	Conduct literature search using different search techniques; and
LIS-OE-2.4	Evaluate and ethically use the information sources.

Internal Assessment: 10 Marks (Assignment–10)

Note for the Paper Setter

The paper is divided into 4 Units. The examinees will be required to attempt *One* question from each Unit (I - IV). The Examiner will set *Two* questions from each Unit.

Unit-I: Information Literacy and Information Needs

- Information and its need, importance
- Information Literacy: Concept, Definition, Types
- Information Literacy and Lifelong Learning
- Information Needs and their Expression

Unit-II: Information Sources

- Information Sources- Documentary and Non-documentary
- Human and Institutional Information Sources-Sahitya Academy, IGNCA
- Primary, Secondary and Tertiary Information Sources
- E-resources- e-books, e-journals, databases Full text and Bibliographic. DOAJ, DOAB, OpenDOAR

Unit-III: Information Search Process and Technique

- Literature Search Process and Search Statement.
- Search in Print and Electronic Sources
- Literature Search Techniques: Boolean search, Truncation, Phrase search, etc.
- Library OPAC Searching, Database searching

Unit-IV: Information Evaluation and Information Ethics

- Evaluation of information sources
- Ethical use of information
- Plagiarism- Concept and Types
- Citation styles- MLA style

Recommended Books

(List of suggested readings to be provided by concerned faculty)

SEMESTER – II CORE COURSES

	Total Credit: 4
MLIS – 206: Research Methods & Statistical	Total Marks: 100
Techniques	Max. Marks ET Theory: 80
1	Max. Marks IA Theory: 20
	Duration of Theory Exam: 3 Hrs

Objectives

- To make aware about the concept, types, methods and process of research;
- To introduce with the different aspects of research process;
- To familiarise in the use of descriptive statistical tools and techniques of data presentation; and
- To develop research reporting skills.

Course Outcomes: After completing this course, students shall be able to:

MLIS-206.1	Understand the basic concept of research and be familiar with its different types, methods of conducting research and the process of research;
MLIS-206.2	Know the different aspects of research process such as research design, hypothesis, sampling techniques, and data collection methods;
MLIS-206.3	Analyse, present and interpret the qualitative and quantitative data with proper statistical tools; and
MLIS-206.4	Develop research reporting skills such as report writing, citation management, evaluation of research report; as well as know the current trends in LIS research.

Internal Assessment: 20 Marks (Presentation/Assignment/Test - 10 + Attendance - 5+ Class test/Assignment - 5)

Note for the Paper Setter

The paper is divided into 4 Units. The examinees will be required to attempt *Five* questions in all, including Question 1, which is compulsory and selecting *One* question from each Unit (I – IV). Question 1 will consist of 8 short Answer (2 marks each) questions (having no internal choice) spread over the whole syllabi. The Examiner will set *Two* questions from each Unit.

Unit 1: Concept of Research

- Research Concept, Characteristics, Scope and Research Ethics.
- Types of Research Basic and Applied, Interdisciplinary and Multidisciplinary.
- Research Methods: Historical, Descriptive, Experimental and Delphi.
- Research Process
- Research Proposal

Unit 2: Research Tools and Techniques

- Research Design, Hypothesis
- Sampling Techniques.

- Methods of Data Collection (Qualitative and Quantitative): Questionnaire, Interview, Observation, Library Records, Scales and Checklist.

Unit 3: Statistical Technique

- Statistics: Data and Variables.
- Measure of Central Value Mean, Mode, Median and SD
- Correlation, Regression and Cross Tabulation. Statistical Packages Spreadsheet, SPSS
- Graphical presentation of data: Bar, Pie, Line graphs, Histograms

Unit 4: Research Report Writing

- Report Writing
- Citation and Reference Management Tools.
- Evaluation of Research Report.
- Trends in Library and Information Science Research

Recommended Readings

- 1. Busha, C H. and Harter, S P (1980). Research methods in librarianship. New York: Academic Fowler, F J Jr (1993). Survey research methods. New Delhi: Sage
- 2. Glazer, J D and Powell, R R (1992). Qualitative research in information management. Englewood: Libraries Unlimited
- 3. Goode, W J. and Hatt, P K (1981). Methods in social science research. Auckland: McGraw Hill
- 4. Kin, Robert K (1989). Case study research: Design and methods. New Delhi: Sage Publications
- 5. Kraft, D H and Royce, B R (1991). Operations research for libraries and Information Agencies. San Diego: Academic Press
- 6. Krishnaswamy, O R (1993). Methodology for research in social sciences. Delhi: Himalayan Publishing House
- 7. Lancaster, F W (1993). If you want to evaluate your library. London: LA
- 8. Line, M B (1967). Library surveys. London: Clive-Bingley
- Savanur, S K (2008). Research methodology for information sciences. Pune: Universal Prakashan Simpson, I S (1990). How to interpret statistical data. London: LA
- 10. Alasuutari, P., Bickman, L. & Brannen, J. (Eds.) (2008). The SAGE Handbook of Social Research Methods. London: Sage Publication.
- 11. Atkinson, P & Delamont, S. (Ed.) (2011) Sage Qualitative Research Methods. (Vols. 1-4). New Delhi: Sage Publication.
- 12. Bedi, S., & Webb, J. (Eds.). (2020). Visual Research Methods: An Introduction for Library and Information Studies. Facet Publishing.
- 13. Berger, A. A. (2018). Media and communication research methods: An introduction to qualitative and quantitative approaches. Sage Publications.
- 14. Burton, D. & Bartlett, S. (2009). Key Issues for Education Researchers. California: Sage Publication
- 15. Connaway, L. S., & Radford, M. L. (2016). Research methods in library and information science. ABC-CLIO.
- 16. Cooper, H. M. (2006). Synthesizing research: A guide for literature reviews. Thousand Oaks, Calif: Sage.
- 17. Creswell, J. W. (2014). Research design: Qualitative, quantitative, and mixed methods

approach. (4th ed.). California: Sage Publication

- 18. Fetterman, D. M. (2010). Ethnography: step-by-step (3rd Ed). (Applied social research methods series; v. 17). California: Sage Publication
- 19. Goon, A M. (2000). Fundamental of Statistics. Calcutta: World Press.
- 20. Julie McLeod, J. & Thomson, R. (2009). Researching Social Change: Qualitative Approaches. London: Sage Publication.
- 21. Leo, E. and Rousseau, R. (2001). Elementary Statistics for Effective Library and Information Service Management. London: Aslib.
- 22. Oliver, P. (2010). Understanding the Research Process. New Delhi: Sage Publication.
- 23. Powell, R. R.&Connaway, L. S. (2010). Basic Research methods for Librarians. 5th ed. Westport: Libraries Unlimited.
- 24. Powell, R. R., &Connaway, L. S. (2010). Basic research methods for librarians. Santa Barbara California: Libraries Unlimited
- 25. Wildemuth, B. M. (Ed.). (2016). Applications of social research methods to questions in information and library science. ABC-CLIO.

MLIS – 207: LIBRARY AND INFORMATION CENTRE MANAGEMENT

Total Credit: 4 Total Marks:100 Max. Marks ET Theory: 80 Max. Marks IA Theory: 20 Duration of Theory Exam: 3 Hrs.

Objectives

- To provide the basic concepts related to library management;
- To develop an understanding of human resource management;
- To enable students to understand financial management, its tools as well as quality management approaches; and
- To make aware about latest trends in library management.

Course Outcomes: A	After	completing this	course st	tudents sh	all be able to	••
Course Outcomes.	11tOI	completing tins	course, si	iudents sn		· •

MLIS-207.1	Understand the basic concepts related to library management;
MLIS-207.2	Understand the essential aspects of human resource management;
MLIS-207.3	Know the sources of finance and budgeting techniques as well as quality management concepts and tools; and
MLIS-207.4	Execute/create the Project or field assignment as per the knowledge gained in the course and be aware of how to manage change, time, stress and disaster.

Internal Assessment: 20 Marks (Presentation/Assignment/Test - 10 + Attendance - 5+ Class test/Assignment - 5)

Note for the Paper Setter

The paper is divided into 4 Units. The examinees will be required to attempt Five questions in all, including Question 1, which is compulsory and selecting **One** question from each Unit (I - IV). Question 1 will consist of 8 short Answer (2 marks each) questions (having no internal choice) spread over the whole syllabi. The Examiner will set **Two** questions from each Unit.

UNIT 1: ADVANCED MANAGEMENT

- Management: Concept, Administration vs. Management & Functions of Management (POSDCORB)
- Management Schools of Thought: Classical, Neoclassical and Modern Management Theory
- Principles of Management: Scientific Principles & Administrative Principles
- Application of Management Principles in Libraries
- Management Information System (MIS)

UNIT 2: HUMAN RESOURCE MANAGEMENT

- Human Resource Management: Concept and Importance
- Human Resource Planning: Estimating Manpower Requirements

- Methods of Manpower Planning Job Analysis, Job description, Recruitment, Selection, Induction & Deployment
- Human Resource Development: Performance Appraisal, Training & Development

UNIT 3: FINANCIAL MANAGEMENT AND TQM

- Sources of Finance
- Budgeting: Concept, Types of budgets: Line, ZBB, PPBS
- Library planning: Types of Plans, Factors and Techniques of Library Planning.
- MBO: Definition, Process and Advantages
- Total Quality Management (TQM): Its Concept, Contribution of TQM Pioneers
- Quality Indicators in LIS: LibQUAL, ISO-9000

UNIT 4: LATEST TRENDS IN LIBRARY MANAGEMENT

- Stress Management
- Time Management
- Project Management
- Change Management
- Disaster Management

Recommended Readings

- 1. Evans, G. Edward, Ward, Patricia Layzell, & Rugaas, Bendik (2000).
- 2. Management basics for information professionals. New York, Neal-Schuman
- 3. Krishan Kumar. (2007). Library management in electronic environment. New Delhi: Har- Anand Publications.
- 4. Mittal, R. L. (2007). Library administration: Theory and practice. 5 ed. New Delhi: Ess Ess. Panwar,
- 5. B. S. & Vyas, S. D. (1986). Library management. Delhi: R. R. Publishing. Ranganathan, S. R. (2006). Library administration. 2nd ed. New Delhi: Ess Ess.
- Singh, M. (1983). Library and information management: Theory and practice. Delhi: IBT. Singh, R. S. P. (1990). Fundamentals of library administration and management. Delhi: Prabhat Publications. Stueart
- 7. R. D. & Moran, B. B. (2013). Libraries and information center management. 8 th ed. London: Libraries Unlimited.

	Total Credit: 4
	Total Marks: 100
	Max. Marks ET Theory : 50
	Max. Marks IA Theory : 10
MLIS-208: INFORMATION ANALYSIS,	Duration of Theory Exam: 3 Hrs.
CONSOLIDATION AND REPACKAGING	Max. Marks ET Practical : 30
	Max. Marks IA Practical : 10
	Duration of Practical Exam: 2 Hrs.

Objectives

- To orient students on how to critically analyze, evaluate and repackage information and to get awareness about presentation of information;
- To train the students with practical skills in preparing information consolidation products; and
- To familiarize with information analysis and consolidation centre and the marketing of information products and services.

Course Outcomes: After completing this course, the students will be able to:

MLIS-208.1	Understand the concept of Information Analysis, Consolidation and
	Repackaging (IACR);
MLIS-208.2	Acquaint with different products and services and methodology of their
	preparation;
MLIS-208.3	Acquaint with managing IAC Centres and marketing of information
	products and services; and
MLIS-208.4	Develop practical skills in preparation of specific information products.
MLIS-208.4	products and services; and Develop practical skills in preparation of specific information products.

Part-I: Theory

Internal Assessment: 10 Marks (Attendance– 5 (Includes attendance of practical classes also) + Class Test/ Assignment – 5).

Note for the Paper Setter

The paper is divided into 3 Units. The examinees will be required to attempt *Four* questions in all, including Question 1, which is compulsory and selecting *One* question from each Unit (I – III). Question 1 will consist of 7 short answer (2 marks each) questions (having no internal choice) spread over the whole syllabi. The Examiner will set *Two* questions from each Unit.

Unit – I: Information Analysis, Consolidation and Repackaging (IACR).

- Information Analysis, Consolidation and Repackaging: Need, Purpose and Advantages.
- IACR Processes: Pre-requisites and Steps.
- Packaging and Repackaging of Information.
- Modes of Presentation: Textual and Non-Textual Presentation.
- Technical Writing: Characteristics, Pre-requisites and Guiding Principles.

Unit – II: Processing Methods of IACR Products and Services.

- IACR Products: Types and Steps for preparation.
- Role of various Specialists in design and development of IACR Products.
- Methodology for the preparation of: State-of-the-art Reports, Trend Reports, House Journals, Newsletters, Technical Digest, Abstract and Directory.

Unit –III: Organization and Management of Information Analysis and Consolidation Centers (IAC).

- Information Analysis and Consolidation Center (IAC): Need, Characteristics and Functions.
- Organization and Management of IAC Centre.
- Marketing: Definitions, Scope and Importance.
- Marketing of Information Products and Services.

Part – II: Practice

Section-A

Total: 40 Marks

Credit: 02

Internal Assessment: 10 Marks (Presentation/ Class Test – 5 + Class test/Assignment – 5 Marks)

Syllabus:

Preparation of Indicative and Informative Abstract, Directory and Book Review.

Section-B

Practical Examination:30Marks

Time: 2 Hours

ote: There will be two questions for each examinee from the following:

- 1. The examinees will be required to prepare Abstracts (Indicative and Informative) of Research Article given by the Examiner.
- 2. The examinees will be required to prepare Directory of Educational Institutions (10Entries).
- 3. The examinees will be required to prepare a Book Review on Specified Subject.

Recommended Books

- 1. Atherton, Pauline. (1977). Handbook for Information Systems and Services. Paris: UNESCO.
- 2. Basu, B. N. (2007). Technical writing. New Delhi: Prentice Hall of India.
- 3. Chatterjee, Amitabha (2013). Elements of Information Analysis, Consolidation and Repackaging (IACR). Kolkata: Prova Prakashani.
- 4. Chopra, H.S. (1996). Information Marketing. Jaipur: Rawat Publications.
- 5. Cooper, B. M. (1986). Writing Technical Reports. New York: Penguin.

- 6. Kotler, P. and Armstrong, G. Principles of Marketing, Ed.10, New Jersey.
- Kumar, P.S.G. (2003). Information Analysis, Repackaging consolidation & Information retrieval (Paper X and XI of UGC Model Curriculum). Delhi: B.R.Pub.
- 8. Rowley, J.E (1982). Abstracting and Indexing. London: Clive Bingley.
- 9. Rowley, J E (19960. The Basics of Information Systems. London: Facet Publishing.
- Saracevic, T. and Wood, J. S. (1981). Consolidation of Information: A Handbook of Evaluation, Restructuring and Repackaging of Scientificand Technical Information. Paris: Unesco.
- 11. Seetharama, S. (1997). Information Consolidation and Repackaging: Framework, Methodology, Planning. New Delhi: Ess Ess Pub.
- 12. Seetharama, S. Modes of Presentation of Information in Information Consolidation Products. *Library Science with a Slant to Document*, 22; 1985; PaperE.
- 13. Sewa Singh. (2014).Information Analysis, Consolidation and Repackaging. New Delhi: Atlantic.

DISCIPLINE SPECIFIC ELECTIVE COURSES

MLIS-210: CONTENT CREATION & DESIGN (PRACTICE)

Total Credit: 4 Total Marks: 100 Max. Marks IA Practical:20 Max. Marks Practical Exam: 80 Duration of Practical Exam: 3 Hrs.

Objectives

- To enhance students' web content creation skills and competencies for websites and blogs.
- To sensitize the students to various styles and techniques of content writing for Web 2.0 platforms, including Social Networking Sites.
- To train the students in designing websites, blogs, podcasts, infographics, and webinars, by providing practical classes
- To expose and prepare students for employment opportunities in the information industry and Librarianship in web content writing and editing for marketing Information products and services.

Course Outcomes: After completing this course, the students will be able to:			
MLIS-210.1	Create content for Websites, blogs, and video-sharing sites.		
MLIS-210.2	Create content for Web 2.0 platforms, including Academic Social		
	Networking Sites.		
MLIS-210.3	Design and development of websites, blogs, videos, and infographics.		
MLIS-210.4			
	Edit multimedia content using image editors, video editors, and text		
	editors.		

Internal Assessment: 20 Marks (Attendance: 5 + Class Test/ Assignment: 5). Note for the Paper Setter

The paper is divided into two parts (Part-A & Part B). It provides practical skills for creating and applying web platform content and development tools. The internal examiner shall apprise the external examiner about the specific content creation and development tools used in the classes and provide the course syllabus.

Part-A (40 Marks)

Unit – I: Content Creation for Web Platforms

- Creation of content for Websites and Blogs
- Creation of content for Video Sharing Platforms

Unit – II: Content Creation for Web 2.0 Platforms

- Creation of content for Web 2.0 Tools, including Academic Social Networking Sites
- Creation of content for Webinars and Web Tutorials
- Creation of content for Podcasts and Infographics

Part-B (40 Marks)

Unit –III: Web Design and Development Tools

- Designing Websites using various Content Management Systems
- Designing Blogs using various Blogging Tools
- Design and Development of Video Content (Tutorial) for Video Sharing Sites
- Design and Development of Infographics

Unit –IV: Content Editing Tools

- Multimedia Content creation and editing using Video Editors
- Image Creation and Editing using Image Editors
- Text Editing using Text Editors

Recommended Books: The concerned faculty member will provide a list of books.

MLIS-211: MARKETING OF INFORMATION PRODUCTS AND SERVICES

Total Credit: 4 Total Marks: 100 Max. Marks ET Theory : 80 Max. Marks IA Theory : 20 Duration of Theory Exam: 3 Hrs.

Objectives

- To orient students on how to market the information product and service to library patrons;
- To train the students with practical skills in preparing for marketing library services; and
- To familiarize with the best practices of marketing of information products and services.

Course Outcomes: After completing this course, the students will be able to:

MLIS-211.1	Acquaint with managing and marketing of information products and
	services;
MLIS-211.2	Understand the marketing strategies and techniques;
MLIS-211.3	Acquaint with different aspects of marketing of information products and
	services; and
MLIS-211.4	Understand the marketing strategies adopted by important libraries in India.

Part-I: Theory

Internal Assessment: 20 Marks (Presentation/Assignment/Test - 10 + Attendance - 5+ Class test/Assignment - 5)

Note for the Paper Setter

The paper is divided into 3 Units. The examinees will be required to attempt *Four* questions in all, including Question 1, which is compulsory and selecting *One* question from each Unit (I – III). Question 1 will consist of 7 short answer (2 marks each) questions (having no internal choice) spread over the whole syllabi. The Examiner will set *Two* questions from each Unit.

UNIT – I: Fundamental Concepts

- Needs, Objectives and Philosophy
- Marketing Environment: Producer, Consumer Buyer Behaviour
- Market Segmentation and Product Differentiation
- Service Marketing Mix

UNIT – II: Strategies and Techniques

- Strategic Planning
- Marketing Research
- Marketing Process
- Evaluation of Marketing Efforts

UNIT – III: Promotion of LIS Products and Services

- LIS Products and Services as a Marketable Commodity
- Pricing, Distribution Channels and Communication Strategies
- Information Product Design & Development
- Public Relations
- E-Marketing

UNIT – IV: Best Practices in Library Marketing (IFLA International Marketing Award & Others)

Recommended Books

- 1. BAKEWELL (K G). Managing user-centred libraries and information services. Ed. 2. 1997. Maxwell, London.
- 2. BUTCHER (Helen). Meeting manager's information needs. 1998. ASLIB, London.
- 3. CARPENTER (J) and DAVIES (R). Quantification of the overseas consulting market for professional consultancy services in librarianship and information science and information management. 1992. Research and Development, British Library, London.
- 4. COOTE (Helen) and BATCHELOR (Bridget). How to market your library services effectively. Ed. 2. 1997. Aslib, London.
- 5. GUPTA (D K), et al. Marketing library and information services: international perspectives. 2006. K.G. Saur, Munich.
- 6. HELINSKY (Z). A short-cut to marketing the library. 2008. Chandos Publishing, Oxford.
- 7. JAIN (Abhinandan K), et al. Marketing information products and services: a primer for libraries and information professionals. 1999. Tata McGraw-Hill, New Delhi.
- 8. KOTLER (Philip). Marketing management. Ed.12. 2002. Prentice Hall, Delhi.
- 9. KOTLER (Philip) and ARMSTRONG (Gary). Principle of marketing. Ed. 7. 1996. Prentice- Hall of India, New Delhi.
- 10. ROWLEY (Jenifer). Information marketing. 2001. Ashgate, London.

MLIS – 211(b): RESEARCH DATA MANAGEMENT	Total Credit: 4 Total Marks: 100 Max. Marks ET Theory: 80 Max. Marks IA Theory: 20 Duration of Theory Exam: 3 Hrs.

Objectives

- Introduce the concept of research data, its types, importance, curation and preservation, sharing, reuse and management;
- Introduce the data management plans and tools;
- Provide an overview of research data management services and their evaluation; and
- Develop understanding of ethical, legal and security issues related to research data management.

Course Outcomes: After completing this course, students shall be able to:

MLIS-211(d).1	Understand the concept of research data, its types, importance, curation
	and preservation, sharing, reuse and management;
MLIS-211(d).2	Know how to create data management plans and understand the different
	data management tools;
MLIS-211(d).3	Organize, store, and preserve research data using appropriate strategies and
	tools; and
MLIS-211(d).4	Understand various research data management services in libraries and
	information centres and evaluate as well as address the issues related to
	data privacy, security, and ethical considerations in data management.

Internal Assessment: 20 Marks (Presentation/Assignment/Test - 10 + Attendance - 5+ Class test/Assignment - 5)

Note for the Paper Setter

The paper is divided into 4 Units. The examinees will be required to attempt *Five* questions in all, including Question 1, which is compulsory and selecting *One* question from each Unit (I – IV). Question 1 will consist of 8 short Answer (2 marks each) questions (having no internal choice) spread over the whole syllabi. The Examiner will set *Two* questions from each Unit.

Unit I

- Introduction to Research Data Management: Types of Data and Sources, Types of research data and research data lifecycle.
- The importance of Research Data Management.
- Overview of Data Management Planning Principles.
- Curation and Preservation of Research Data: Documentation and Metadata.
- Data Sharing and Reuse.

Unit II

- Creating Data Management plans: Components, Examples and related tools.
- FAIR Principles. Data Privacy and Ethics.
- Data Management Tools: Types of Data Management Tools, Comparison of Data Management Tools

Unit III

- Research Data Management Services: Concept Need and benefits.
- Data repositories: Concept, Need and Uses
- Research Data Management Services. Planning, organising and Promoting
- Evaluating and Refining the RDM services.

Unit IV

- Issues in Data Management: Data Privacy and Security Considerations
- Ethical considerations in Data Management
- Legal and Policy Issues related to Data Management.
- Applying Research Data Management Principles
- Case Studies and Real-World Scenarios in Research Data Management.
- Development of a Data Management Plan for a Research Project.

Suggested Readings

- 1. Bhardwaj, R. K., & Banks, P. (2019). *Research Data Access and Management in Modern Libraries*. New York: IGI Global.
- 2. Ray, J. M. (Ed.). (2014). *Research data management: Practical strategies for information professionals*. Purdue University Press.
- 3. Willinsky, John. (2006). Access *Principle: Case for Open Access to Research and Scholarship*. Cambridge: MIT Press, Digital Libraries and Electronic Publishing.
- 4. Cox, A., & Verbaan, E. (2018). *Exploring Research Data Management*. Facet Publishing.
- 5. Whyte, A., & Tedds, J. (2011). *Making the Case for Research Data Management*. DCC.

MLIS – 211(C): STANDARDS IN THE FIELD OF LIBRARY AND INFORMATION SCIENCE

Total Credit: 4 Total Marks: 100 Max. Marks ET Theory: 80 Max. Marks IA Theory: 20 Duration of Theory Exam: 3 Hrs.

Objectives

- Awareness of the concept of standards and standardization process;
- Overview of activities of standardization institutions;
- Awareness of various standards in the area of library infrastructure; and
- Awareness of various standards in the area of library and information activities.

Course Outcomes: After completing this course, students shall be able to:

MLIS-211(c).1	Understand the concept of standards, and how standards are made;
MLIS-211(c).2	Know the standards prepared by different national and international
	standardization institutions;
MLIS-211(c).3	Understand the areas of standardization related to library infrastructure and
	different standards prepared on these areas; and
MLIS-211(c).4	Understand the areas of standardization related to library and information
	activities and services and standards prepared on these areas.

Internal Assessment: 20 Marks (Presentation/Assignment/Test - 10 + Attendance - 5+ Class test/Assignment - 5)

Note for the Paper Setter

The paper is divided into 4 Units. The examinees will be required to attempt *Five* questions in all, including Question 1, which is compulsory and selecting *One* question from each Unit (I – IV). Question 1 will consist of 8 short Answer (2 marks each) questions (having no internal choice) spread over the whole syllabi. The Examiner will set *Two* questions from each Unit.

Unit-1: Standards: An Overview

- Standards: Definition, Types, Importance and Usefulness.
- Specifications, Guidelines, and other related terms.
- The process of Standardization at National and International level
- ISO Certifications: Information and Documentation Quality Assessment; Quality-Statistics and Performance Evaluation

Unit-2: National & International Standards

- Activities of Standardization Institutions: ISO, BIS, ANSI, W3C, IFLA, LOC, ALA

Unit-3: Standards related to Library Infrastructure

- Standards for Library Infrastructure: Material, Building & Interiors, and Staff.

Unit-4: Standards related to Library and Information activities and services

- Standards for various Library and Information Activities:
- Knowledge Organization and Representation, Bibliographical Style
- ICT related Standards

Suggested Readings

(List of suggested readings to be provided by concerned faculty)