MASTER OF LIBRARY AND INFORMATION SCIENCE

ONE YEAR FULL TIME PROGRAMME

SYLLABUS - FIRST SEMESTER

Paper – M-101 - INFORMATION SYSTEMS AND PROGRAMMES

PAPER – M-102 – ADVANCED KNOWLEDGE ORGANISATION:
           CLASSIFICATION (Practical)

Paper – M-103 - ADVANCED KNOWLEDGE ORGANISATION:
           CATALOGUING (Practical)

Paper – M-104 – INFORMATION AND COMMUNICATION TECHNOLOGY
           APPLICATIONS IN LIS (Theory)

Paper – M-105 - RESEARCH METHODOLOGY

Paper – M-106 - MARKETING OF LIBRARY AND INFORMATION PRODUCTS
           AND SERVICES

Department of Library and Information Science
Faculty of Arts,
UNIVERSITY OF DELHI
DELHI – 110007

2009

COMPULSORY COURSES

Paper – M-101 - INFORMATION SYSTEMS AND PROGRAMMES

UNIT – I : Information Systems and Organisations

Information Organisation as a System: Basic Concepts, Types and Characteristics of an Information System

Kinds of Information System: Libraries, Documentation Centres and Information Centres

Data Centres, Information Analysis Centres, Referral Centres and Clearing Houses

Archives and Translation Pools: Functions and Services

UNIT – II : National Information System and Policy

Planning and Design of National Information System

National Information Policy

National Information Systems: NISCAIR, DESIDOC, NASSDOC, SENDOC, NDCMC, ENVIS, etc.

UNIT – III : Global Information Systems

Programmes and Activities of UNESCO, UNISIST and IFLA, etc.

INIS, AGRIS, INSPEC and MEDLARS, etc.

UNIT – IV : Resource Sharing, Library Networks and Library Consortia

Programmes and Activities of INFLIBNET and DELNET

CSIR E-Journals Consortium, UGC-INFONET Digital Library Consortium

UNIT – V : Information Services and Information Products

Information Services

Literature Search

Documentation Services, Translation Services

CAS, SDI, Document Delivery Service, Alert Services and INTERNET Services

Information Products: Newsletter, In-house Journal, State of the Art Report, Trend Report, etc.

Recommended Books

1. **ATHERTON (Pauline)**. Handbook for information system and services. 1997. UNESCO, Paris.

2. **BAMAN (P)**. Studies on information systems, services and programs in India and abroad. 1993. Ajanta, Delhi.

3. **BARUA (B P)**. National policy on library and information systems and services for India: perspectives and projections. 1992. Popular Prakashan, New Delhi.

4. **BURCH (J G)** and **GRUDNITSKI (G)**. Information systems: theory and practice. 1986. Wiley, Singapore.

5. **KENT (A)**. Resource sharing in libraries: why, how, when next action step. 1974. Marshal Dekker, New York.

6. **KOCHTANEK (T R)** and **MATTHEWS (J R)**. Library information systems: from library automation to distributed information access solutions. 2002. Libraries Unlimited, West Westport.

7. **NEELAMEGHAN (A)** and **PRASAD (K N), Eds**. Information systems, networks and services in India. 2 vols. 1998. Ranganathan Centre for Information Studies, Chennai.

8. **ROWLEY (J)**. The basics of information system. Ed 2. 1996. Library Association, London.

9. **VICKERY (B C)**. Information systems. 1973. Butterworths, Washington.

PAPER – M-102 – ADVANCED KNOWLEDGE ORGANISATION:
CLASSIFICATION (Practical)

UNIT- I: Fundamentals of UDC

Introduction to *Universal Decimal Classification* (Latest Edition): Structure, Principles and Organisation

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

Recommended Books

1. **FOSKET (A C)**. Universal Decimal Classification. 1973. Clive Bingley, London.

2. **McLLWAINE (I C)**. The Universal Decimal Classification: a guide to its use. 2007. UDC Consortium, The Hague, Netherlands.

3. **UNIVERSAL DECIMAL CLASSIFICATION**. (Latest Edition). British standards institution, London.

Paper – M-103 - ADVANCED KNOWLEDGE ORGANISATION: CATALOGUING (Practical)

Cataloguing of Non Book Material and Electronic Resources According to AACR (Latest Edition)

UNIT – I: Non-Book Materials

Complexities of Periodicals

Manuscripts

Cartographic Materials

Microforms

Graphic Materials

UNIT – II: Electronic Resources

Sound Recordings

Motion Pictures

Video Recordings

Computer Files

Web Resources

Recommended Books

1. **AMERICAN LIBRARY ASSOCIATION**. Anglo-American Cataloguing Rules. (Latest Edition). Library Association, London.

2. **LIBRARY OF CONGRESS SUBJECT HEADINGS** (Latest Edition). Library of Congress, Washington.

3. **WILKIE (Chris**). Managing film and video collections. 1999. ASLIB, London.

Paper – M-104 – INFORMATION AND COMMUNICATION TECHNOLOGY APPLICATIONS IN LIS (Theory)

UNIT – I : Web Technologies in Libraries

Implication of WWW on Library Websites, Web OPACs

Web 2.0 and Web 3.0: Features and Functions

Web Directories, Subject Gateways, Library Portals, etc.

Weblogs (blogs), Podcasts, RSS Feeds, Instant Messaging, Wikis, Flickr, etc.

UNIT - II: Integrated Library Automation and Networking Software

Open Source Library Software and Applications

Web based Library Management Software

Library Software Securities Parameters

Virtual Library

UNIT – III: Multimedia and Institutional Repositories

Multimedia Applications in Libraries

Image Creation using Photoshop and CorelDraw, etc.

Institutional Repositories: Greenstone Digital Library, Dspace, and E-prints, etc.

UNIT – IV: Introduction of Networks

Types of Networks: Network Components, Categories, LAN Standards and Inter-Network

Wireless Networking and Emerging Networking Technologies

Data Networks: Integrated Services Digital Network (ISDN), Digital Subscribers Line (DSL), Asynchronous Transfer Mode (ATM), etc.

Network Software: Network Operating Systems, Domain Name System and Network Management Systems, etc.

OSI Network Model and TCP/IP Reference Model

UNIT – V: Emerging Technologies in Libraries

RSS Feeds Technology and Libraries

Library Security Technology: RFID, Barcode, Smart Card and CCTV, etc.

Video Conferencing and Audio Conferencing

Functional Requirements for Bibliographic Records (FRBR)

Digital Content Management System

Federated Search and Multimedia Databases Search

Protocols: Z39.50 Standard for Retrieval and OAI-PMH

Artificial Intelligence and Libraries

Expert Systems in Libraries

Recommended Books

1. **BRADLEY (Phil)**. How to use web 2.0 in your library. 2007. Facet Publishing, London.
2. **CLYDE (Laurel)**. Weblogs and libraries. 2004. Chandos Publishing, Oxford.
3. **EVANS (Woody)**. Building library 3.0: issues in creating a culture of participation. 2009. Chandos Publishing, Oxford.
4. **GRIFFITHS (Peter)**. Managing your internet and intranet services: the information professional's guide to strategy. Ed.2. 2004. Facet Publishing, London.
5. **JANCZEWSKI (Lech)**. Internet and intranet security management: risks and solutions. 2000. Idea, Hershey.
6. **KROSKI (Ellyssa)**. Web 2.0 for librarians and information professionals. 2008. Neal Schuman Publishers, New York.
7. **LIU (Jia)**. Metadata and its applications in the digital library: approaches and practices. 2007. Libraries Unlimited, Westport.
8. **PRIMARY RESEARCH GROUP STAFF**. Academic library websites benchmarks. 2008. Primary Research Group, New York.
9. **VINCE (J)**. Introduction to virtual reality. 2004. Springer, London.
10. **WISE (Richard)**. Multimedia: a critical introduction. 2000. Routledge, London.

Paper – M-105 - RESEARCH METHODOLOGY

UNIT – I: Introduction to Research

Research: Concept, Need and Purpose

Research Problem and Research Design

Literature Review

Hypothesis: Definition, Types, Sources and Functions

UNIT –II: Types of Research Methods

Historical, Survey and Experimental

Case Study

Scientific Research and Statistical Research, etc.

UNIT – III: Research Techniques

Research Techniques and Tools: Questionnaire, Interview, Observation, Schedule and Check-list, etc.

Library Records and Reports

UNIT – IV: Statistics and its Applications

Descriptive Statistics – Measures of Central Tendency: & Dispersion, Correlations and linear regression, Chi-Square test, t-test, z-test, f-test.

Presentation of Data: Tabular, Graphic, Bar Diagram and Pie Chart, etc.

Report Writing

Statistical Packages – MS Excel, SPSS, and Web-based Statistical Analysis Tools, etc.

UNIT – V: Metric Studies and Style Manuals

Scientometrics, Infometrics and Webometrics

Manual Structure, Style, Contents- ISI, MLA, APA, CHICAGO, etc.

Recommended Books

1. **ALVESSON (M)** and **SKOLDBERG (K)**. Reflexive methodology: new vistas in qualitative research. Ed. 2 Rev. 2009. Sage Publication, London.

2. **BUSHA (C H)**. Research methods in librarianship. 1990. Academic Press, New York.

3. **GOODE (W J)** and **HATT (P K)**. Methods in social research. 1982. McGraw-Hill, New York.

4. **GREENFIELD (T)**. Research methods: guidance for postgraduates. 1996. Hodder Arnold, London.

5. **KRISHAN KUMAR**. Research methods in library and information science. Rev. Ed. 1999. Har-Anand Publications, New Delhi.

6. **LANCASTER (F W)** and **POWELL (R R**). Basic research methods for librarians. 1985. Ablex publishing, New Jersey.

7. **POWELL (R R)** and **SILIPIGNI (C L)**. Basic research methods for librarians. Ed. 4. 2004. Libraries Unlimited, Westport.

8. **SINGH (S P)**. Research methods in social sciences: a manual for designing questionnaires. 2002. Kanishka, New Delhi.

9. **SLATER (M), Ed**. Research methods in library and information studies. 1990. Library Association Publishing, London.

10. **YOUNG (P V)**. Scientific social survey and research. Rev. Ed. 4. 1984. Prentice Hall, New Delhi.

Paper – M-106 - MARKETING OF LIBRARY AND INFORMATION PRODUCTS AND SERVICES

UNIT – I: Fundamental Concepts

Needs, Objectives and Philosophy

Marketing Environment: Producer, Consumer – Buyer Behaviour

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

E-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 Schools

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. **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.