BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024.

Master of Library & Information Science

Course Duration one year – Non Semester Pattern
(Applicable to the candidates admitted from the academic year 2011 - 2012 onwards)

Sl. No.	Title of the paper	Exam Hrs	Marks		Total
			IA	UE	
1.	Research Methods and Techniques	3	--	100	100
2.	Marketing of Information Products and Services	3	--	100	100
3.	Knowledge Management	3	--	100	100
4.	Digital Libraries and Web Technology	3	--	100	100
5.	User Studies	3	--	100	100
6.	Knowledge Organization Practice – I Classification and Cataloguing	3	40	60	100
7.	Application of ICT : Practice	3	--	100	100
8.	Project	--	20	80	100

Passing Minimum: Internal Assignment and University Examinations – 50

Course - 1.1   Research Methods and Techniques

Objectives:

To know the basic concepts of research, their types, planning and methods
To teach on research tools and techniques in analyze and reporting.

Unit-I

Research: Concepts, Definition, Objectives and Significance of Research. Types of Research and Research Problems.

Unit-II

Research Design: Definition, Need, Components: Types- Hypothesis; Definition, Formulation, Types and Testing – Sampling techniques.

Unit-III

Methods and tools of data collection: Survey, Experimental, Case-study, Observation, Questionnaire, Interview schedules and Delphi techniques.

Unit-IV

Processing and Analysis of Data: Editing, Classification, tabulation Graphical Presentation. Interpretation, inferences scaling Techniques.

Unit –V

Report Writing: Components of a Research Report; Style manuals

<u>Select Texts & References:</u>

1.Auger, Current trends in scientific research. UNESCO, Paris, 1961.
2.Bhandarkar. P.L & Wilkinson. T. S. Methodology & techniques of Social research Ed.9 Himalaya. Bombay, 1992
3.Bundy.M.L & Wasserman.P. Reader in research methods in libraianship; techniques and interpretation: academic, New York, .1970.
4.Busha, Charles, H. and Harter, Stephen, S. Research Methods in Librarianship. Techiques and Interpretation. Orlando, Academic press, 1980.
5.Chapin.F.S(1974): Experimental designs in sociological research Rev Ed. Greenwood Press, Westport.
6.Charles, H. et.al. Research Methods in Librarianship: Techniques and Interpretations. New Delhi, Sage, 1993.
7.Downs,R.B & Down,E. How to do library research university of illinois press, Urbana, 1966.
8.Fowler, F.J. Survey Research Methods. New Delhi, Sage, 1993
9.Goode.W.J & Hatt.P.K. Method of Social Research. McGraw Hill. Auckland, 1989
10.Gopal.M.H. An introduction to research procedudre in social sciences. Asia, Bombay, 1990.

11.Kothari.C.R.. Research methodology: Ed2 Wishwa. New Delhi, 1990.

12.Krishna Kumar: Research methods in library in social science. Vikas, New Delhi, 1992

13.Krishna Swamy, O.R. Methodology of research in social sciences. Himalaya, Bombay, 1993

14.Line,Maurice.B. Library surveys; An introduction to the use, planning procedure and presentation of survey. Ed2 Clive Bingley, London, 1982:.

15.Ravichandra Roa, I.K. Quantitative methods in library and information science, Wiley Eastern. New Delhi, 1988.

16.Slatter,Margaret, Ed. Research ,methods in library and information science. London, L.A, 1990.

17.Stevens, Rolland.E. Research methods in librarianship, Clive Bingley, London, 1971.

18.Tabuer, M.F and Stephens, I.R. Ed. Library surveys. Columbia University Press, New York, 1968.

19.Wilson, E.S. Introduction to scientific research McGraw Hill, New Delhi, 1952.

20.Young,P.V.Scientific social surveys and research. Ed4. Prentice Hall of India, New Delhi, 1982

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Course - 1.2 Marketing of Information products and services

Objectives:

To know the basics of marketing, principles and models of marketing.
To teach the marketing strategies of information products and services

Unit-I

Information as a Resource: Economics of Information; Marketing concepts; - Corporate Mission; Marketing Strategies

Unit-II

Portfolio Management: BCG Matrix Model; Product Market Matrix; Product Life Cycle, Pricing Information

Unit-III

Marketing Mix; Kotler's Four C's; McCarthy's Four P's

Unit-IV

Marketing Plan & Research: Corporate Identity, Market Segmentation and Targeting; Geographic and Demographic Segmentation; Behavioral and Psychographics Segmentation; User Behavior and Adoption

Unit-V

Information industry: Marketing information Products & Services.

Select Texts & References:

1. Anderson A R. Advancing library marketing. Journal of Library Administration. 1(3), 1980, pp. 17 – 32.
2. Anderson, W. T. Jr., Bentley, C. C. and Sharpe, L K IV. Multi-dimensional marketing: Managerial, societal, philosophical. Austin TX: Austin Press 1976.
3. Bellardo, T. and Waldhart, T J. Marketing products and services in academic libraries, Libri. 27(3), 1977. pp. 181 – 194.
4. Berry J. The test of the marketplace. Library Journal. 104. Sept. 1979. pp. 1605.
5. Dragon, A C. Marketing the library. Wilson library bulletin. 53, 1979, pp. 498 – 500.
6. Eisner, J, ed. Beyond PR: Marketing for libraries. A Library Journal Special Report, 1981.
7. Ferguson, D. Marketing online services in the university. Online 1, Jul. 1977. pp. 15–23.
8. Kelley E. J. Marketing : Strategy and functions. N J. Prentice Hall, 1965.
9. Kotler, P. Marketing for non-profit organizations. Englewood Cliffs, New Jersey : Prentice Hall, 1975.
10. Kotler, P. Marketing decision making: A model building approach. New York : Holt, Rinehat and Winston, 1971.

11. Massey, M E. Marketing analysis and audience research for libraries. Library Trends. 24(3), 1976, pp. 473 – 481.
12. Moulton, B. Marketing and Library cooperatives. Wilson Library Bulletin. 55, Jan 1981, pp. 347-352.
13. Seetharama. S. ed. Libraries and information centres as profit making organizations. (DRTC Workshop. 9 – 11 Aug. 1995). Bangalore : DRTC Indian Statistical Institute, 1995.
14. Wasserman, P. and Ford F T. Marketing and marketing research : What the library manager should learn. Journal of library administration. 1(1), 1980, pp. 23 – 30.
15. Weingand, Darlene E. Marketing for information agencies. New Jersey : Ablex Publishing, 1984.

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1.3 Knowledge Management

Objective:

To know the concepts and types of knowledge management
To familiar the knowledge management practices and process in libraries.

Unit –I

Knowledge Management: Concept and definitions – Need for Knowledge Management in the emerging and changing business environment – Understanding knowledge; Types of Knowledge – explicit and tacit Knowledge – changing role of Library and Information Professionals.

Unit-II

Knowledge creation and capturing: Knowledge creation model – Capturing tacit knowledge

Unit –III

Knowledge codification and organization: Knowledge base - knowledge mapping, decision trees, decision tables, frames etc.

Unit - IV

Tools and techniques of knowledge management: Neural networks, Data Mining, knowledge management

Unit –V

Knowledge workers – skills requirement – Ethical and legal issues.

Select Texts & References:

1. Argyris, C. "Organizational Learning and Management Information Systems," *Accounting, Organizations and Society*, 2(2), 1977, pp. 113-123.
2. Arthur, W. B. "Increasing Returns and the New World of Business." *Harvard Business Review,* July-August 1996, 74(4), pp. 100-109.
3. Baatz, E.B. "Making Brain Waves," *CIO*, 9(7), pp. 23-29.
4. Bartlett, C.A. & Ghoshal, S. "Changing the Role of the Top Management: Beyond Systems to People," *Harvard Business Review*, May-June 1995, pp. 132-142.
5. Bikowitz, W. R.. Knowledge Management. Delhi: PHI, 2000.
6. Birkett, B. "Knowledge Management," *Chartered Accountants Journal of New Zealand*, Feb 1995, 74(1), pp. 14-18.
7. Boland, R.J. "The In-formation of Information Systems," In R.J. Boland and R. Hirschheim (Eds.), *Critical Issues in Information Systems Research*, pp. 363-379, Wiley, Chichester, 1987.
8. Candlin, D.B. & Wright, S. "Managing the Introduction of Expert Systems," *International Journal of Operations & Production Management*, 12(1), 1992, pp. 46-59.

9. Daft, R.L. & Weick, K.E. "Toward a Model of Organizations as Interpretation Systems," *Academy of Management Review*, 9, pp. 284-295.
10. Davenport, T.H. "Saving IT's Soul: Human-Centered Information Management," *Harvard Business Review*, Mar-Apr 1994b, pp. 119-131.
11. Davenport, T.H. "Think Tank: The Future of Knowledge Management," *CIO*, December 15, 1995a.
12. Dragoon, A. "Knowledge Management: Rx for Success," *CIO*, 8(18), July 1995, pp. 48-56.
13. Due, R.T. "The Knowledge Economy," *Information Systems Management*, 12(3), Summer 1995, pp. 76-78.
14. Ford, N. "From Information- to Knowledge-Management," *Journal of Information Science Principles & Practice*, 15(4,5), 1989, pp. 299-304.
15. Garvin, D.A. "Building a Learning Organization," *Business Credit*, 96(1), January 1994, pp. 19-28.
16. Gopal, C. & Gagnon, J. "Knowledge, Information, Learning and the IS Manager," *Computerworld (Leadership Series)*, 1(5), 1995, pp. 1-7.
17. Hamel, G. & Prahalad, C.K. *Competing for the Future*, Harvard Business School Press, Boston, MA, 1994.
18. Hannabuss, S. "Knowledge Management," *Library Management*, 8(5), 1987, pp. 1-50.
19. Harari, O. "The Brain-based Organization," *Management Review*, 83(6), 1994, pp. 57-60.
20. Hildebrand, C. "Information Mapping: Guiding Principles," *CIO*, 8(18), July 1995, pp. 60-64.
21. Jarvenpaa, S. L. & Ives, B. "The Global Network Organization of the Future," *Journal of Management Information Systems*, 10(4), Spring 1994, pp. 25-57.
22. Kanter, R.M. *The Change Masters: Innovation & Entrepreneurship in the American Corporation*, Simon & Schuster, New York, NY, 1984.
23. Kerr, S. "Creating the Boundaryless Organization: The Radical Reconstruction of Organization Capabilities," *Planning Review*, Sep-Oct 1995, pp. 41-45.
24. Manville, B. & Foote, N. "Harvest your Workers' Knowledge," *Datamation*, July 1996, v42 n13, pp. 78-80.
25. Morgan, G. "Toward Self-Organization: Organizations as Brains," In *Images of Organization*, Sage, Newbury Park, CA, 1986, pp. 77-110.
26. Nonaka, I. "The Dynamic Theory of Organizational Knowledge Creation," *Organization Science*, 5(1), February 1994, pp. 14-37.
27. Nonaka, I. and Takeuchi, H. *The Knowledge-Creating Company*, Oxford University Press, New York, NY, 1995.
28. Quinn, J.B. *Intelligent Enterprise: A Knowledge and Service Based Paradigm for Industry*, Free Press, New York, NY, 1992.
29. Shen, S. "Knowledge Management in Decision Support Systems," *Decision Support Systems*, 3(1), 1987, pp. 1-11.
30. Strapko, W. "Knowledge Management," *Software Magazine*, 10(13), 1990, pp. 63-66.
31. Zeleny, M. "Management Support Systems," *Human Systems Management*," 7(1), 1987, pp. 59-70.

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Course – 1.4 Digital Libraries and Web Technology

Objective:

To teach the concepts of digital library, organization of digital information, latest web tools used in digital information access.

To know the methods and practices involved in digital libraries.

Unit-I

Digital Libraries: Definitions, Fundamentals and Theoretical Aspects; Characteristics of Digital Libraries and nature of Digital Library collections - Major Digital Library Initiatives, Open Archives Initiative (OAI) and similar developments

Unit-II

Design and Organization of Digital Libraries: Architecture, Interoperability, Protocols and Standards; Metadata User Interfaces

Unit-III

Digital content creation: organization and Management, Institutional repository, digital Software's.

Unit- IV

Digital Resources Management; Access to and Use of Digital Libraries; Storage, Archiving and Preserving Digital Collections

Unit-V

Web Technology: An overview; Web Browsers and Service; Mark-up Languages
Web sites: Tools and Techniques; Search Engines

Select Texts & References:

1. C. Xavier. World Wide Web Design with HTML, New Delhi: TMH, 2000.
2. Cooper, Michael D. Design of Library Automation Systems: File Structure, Data Structures and Tools, New York: John Wiley, 1996.
3. G.G. Chowdhury. Introduction to Digital Libraries. London: Facet Publishing, 2003.
4. John M. Cohn, Ann L. Kelsey and Keith Michael Fiels, Planning for Library automation: A Practical Handbook – London: Library Association, 1998.
5. John M. Colon, Annl Kelsey, Keith Michael Fiels. Planning for Automagtion: A How-to-do-it for Librarian. 2nd ed.(S.I.): Neal-Schuman, 1997.
6. Kausik Bose Information Networks in India: Problems and Prospects / New Delhi: Ess Ess Publications, 1994.
7. Leona Carpenter, Simon Shaw & Andrew Prescot. Towards the Digital Library. London: LA, 1998.

8. Lovecy, Ian. <u>Automating Library procedures: a survivor's handbook.</u> London: Library Association, 1984.
9. Paul Pedley. The invisible Web: Searching the hidden parts of the Internet. London: Aslib, 2001.
10. Reynolds, Dennis. Library automation: Issues and applications. New York: Bowker, 1985.
11. Satyanarayana, N.R. A Manual of Computerization of Libraries. New Delhi: Viswa Prakashan, 1995.

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1.5 User Studies

Objectives

1. To understand users behaviours and information need and thus to design library services
2. To understand the techniques of assessing user needs and behaviours

UNIT I

User Studies – Concept, definition, need & purpose – Types of users - Types of user Studies – techniques of user studies.

UNIT II

Information needs – Types of Information needs - Models - Information seeking behavior.

UNIT III

Information Literacy - Concept definition - need - methods and sources used - evaluation of Information Literacy programmes.

UNIT IV

User education - Goals and objectives, levels, Techniques and Methods or online user education - Evaluation of user education programmes.

UNIT V

Evaluation of user studies - criteria - Techniques of evaluation - Proforma method, interview method and record analysis method.

Reference(s):

1. Kumar, PSG. Use and User studies Publication. New Delhi: BR Publication.2006.
2. Deverajan. User studies, New Delhi :Allied publishers, 1987.
3. Kumar, PSG. A student's Manual of Library and Information Science. New Delhi: BR. Publishers, 2002.
4. Kumar, PSG. Library and Users: Theory and Practice. New Delhi: BR. Publishers, 2004.
5. Sridhar, MS. Library use and user research (with twenty case studies). New Delhi: Concept Publishing Company, 2002.
6. http://portal.unesco.org/edu
7. http://www.ifla.org

Course - 1.6   Knowledge Organization Practice-I:
Classification and Cataloguing

Objective:

To make familiar the students on indexing and cataloguing and data entry using AACR II & UDC

Classification: UDC
Cataloguing of Documents: Print and Non-Print using AACR-2

Course - 1.7   Application of ICT: Practice

Objective:

To make familiar the various ICT practices applied in Library services.

Hands-on experience with the following Softwares:

1: Library Automation Softwares: WINISIS, Koha, NEWGENLIB

2: Digital Library Softwares: Greenstone, Dspace and E-Prints.

3: Web blog designing

1.8 Project

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