C. U. SHAH UNIVERSITY, Wadhwan City
Name of Program : Master of Library and Information Science (M.L.I.Sc.)
Semester : I
W.E.F. – June 2014

Sr. No	Branch code	Subject Code	Subject Name	Teaching Hours/Week				Credits	Evaluation Scheme/Semester							
				Th	Tu	Pr	Total		Theory				Practical			Total Marks
									Sessional Exam		University Exam		Internal		University	
									Marks	Hours	Marks	Hours	Pr	TW	Pr	
1	11	5AH01RMT1	Research Methodology	5	-	2	7	6	30	1.5	70	3	-	-	---	100
2	11	5AH01EIM1	Electronic Information Management	5	2	-	7	6	30	1.5	70	3	-	-	---	100
3	11	5AH01IAR1	Information Analysis Repackaging and Consolidation – Theory & Practical	4	-	4	8	6	30	1.5	35	1.5		-	35	100
4	11	5AH01ICN1	Information and Communication	5	2	-	7	6	30	1.5	70	3	-	-	---	100
			TOTAL	**19**	**4**	**6**	**29**	**24**	**120**	**6**	**245**	**10.5**	**-**	**-**	**35**	**400**

Th- Theory, Tu-Tutorial/Seminar/Field Work, Pr-Practical, TW-Term Work

Note: - Theory- 1 hr = 1 Credit, Tutorial/Practical 2 hours = 1 credit

I/c Dean

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Semester : I
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FACULTY OF: - Arts and Humanities
DEPARTMENT OF: - Library and Information Science
SEMESTER: - I
CODE: - **5AH01RMT1**
NAME – **Research Methodology**

Teaching and Evaluation Scheme:-

Subject Code	Name of the Subject	Teaching Scheme (Hours)				Credits	Evaluation Scheme							
		Th	Tu	Pr	Total		Theory				Practical (Marks)			Total
							Sessional Exam		University Exam		Internal		University	
							Marks	Hrs	Marks	Hrs	Pr/Viva	TW	Pr	
5AH01RMT1	Research Methodology	5	-	2	7	6	30	1.5	70	3	-	-	---	**100**

Objectives: -

1. To provide an understanding of the nature of research and the common research and statistical methods applied in library and information science.

2. To get familiar to design, carryout, interpret and present a research study.

3. To enable students to undertake research work systematically.

Pre requisite: Knowledge of English Language

Course outline:-

Unit	Course Contents	Number of Hours
1	**Introduction to Research** * Foundations of research, Objectives , Motivations , Types of Research * Research Approaches & Significance * Research Methods v/s Methodology * Research Process, Criteria of Good Research ,	[16]

	* Research Design, Research Problem, Sample Design		
	* Significance of research in LIS; Areas of research in LIS		
2	**Research Methods, Tools and Techniques** * Scientific , Historical , Descriptive , Experimental and Delphi * Survey method and Case-Study method * Collection of Primary Data, Observation , Interview, Collection of Data through questionnaire and schedules, other Methods * Collection of Secondary Data, Selection of appropriate method for data collection, Case Study Method, Guidelines for developing questionnaire, successful interviewing	[16]	
3	Data Analysis and Interpretation * Descriptive Statistics, Processing Operations Data Analysis (Elements), * Statistics in Research Measures of Central Tendency Mean Mode, * Statistical Packages – SPSS * Hypothesis * Interpretation and Report Writing * Layout of the research report, types of reports, * Oral presentation, Mechanics of writing a research report, Precautions for writing research reports * Style Manual (Introductory): MLA, APA, CHICAGO, ISI	[14]	
4	Bibliometrics, Scientometrics, and Informetrics * Concept and Definition, Bibliometric Laws; * Bradford's; Zipf', Lotka, * Bibliographic Coupling, Obsolescence * Citation Studies Analysis, * Webometrics, Informetrics, Scientomatrics	[08]	

Learning outcomes:

1) To provide an understanding of the nature of research and the techniques & tools of research and statistical methods applied in library and information science.

2) To enable students to undertake research activities & work systematically.

Teaching and learning methodology:

Board teaching, Class interaction, group discussion, Multimedia tools, through Power Point Presentation LCD projector, via seminar and assignments, quiz contest etc…

Recommended Books/Study resources

1. Baker, Robert K. **Doing Library Research: an introduction for community college students. Colorado**:Webview Press, 1981

2. Downs, Robert B. **How to do Library Research**. Urbana: University of Illinois Press, 1966

3. Gosh, G.B. **Trends of information service in India**. Cucutta: World Press, 1974

4. Kumar, P.S.G. **Research in Library and Information Science in India**. New Delhi: Concept Publishing Co.1987

5. Mishra, J.K**. Indian research in library and information science**. Ludhiana: Meballion Press, 2001

6. Busha, Achrles H. and Harter, Stephen P. **Research methods in librarianship: techniques and**

interpretation. New York: Academic Press, 1980

7. Kothari, C.R. **Research Methodology: methods and techniques**. Ed.2.New Delhi: New Age International

Publishers, 2004

8. Nirnjan, A.N. **Research in LIS schools of Indian Universities**. Ludhiana: Meballion Press, 2002

9. Sahegal, R.L. **Applied statistics for library science research**. New Delhi: Ess Ess Publications, 1998

10. Swanson, Don R. **Operations research implication for library**. Chicago: University of Chicago Press, 1972

11. Sinha, Suresh C. **Citation analysis of research field and information technology development**. New Delhi: Ess Ess Publication, 2001

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FACULTY OF: - Arts and Humanities
DEPARTMENT OF: - Library and Information Science
SEMESTER: - I
CODE: - **5AH01EIM1**
NAME – Electronic Information Management

Teaching and Evaluation Scheme:-

Subject Code	Name of the Subject	Teaching Scheme (Hours)				Credits	Evaluation Scheme							
		Th	Tu	Pr	Total		Theory				Practical (Marks)			Total
							Sessional Exam		University Exam		Internal		University	
							Marks	Hrs	Marks	Hrs	Pr/Viva	TW	Pr	
5AH01EIM1	Electronic Information Management	5	2	-	7	6	30	1.5	70	3	-	-	---	100

Objectives: -

1**.** Management issues in the electronic publishing industry

2**.** The structure of the electronic information industry

3**.** Management issues in handling digital materials and importance of the development of policies for managing electronic information

4**.** The implications of Open Access.

Pre requisite : Knowledge of English Language

Course outline:-

Unit	Course Contents	Number of Hours
1	**Information Industry** * Information Age * Development of Information Industry * Genesis of Information Industry * Characteristics and Importance of Information Industry * Role of librarian in Information Industry	[12]

2	**Electronic Information Generation** * Introduction to electronic information * Structure and features of electronic information * E-Publishing * Categories of E-publishing: commercial, No – fee distribution, electronic self – publishing * Print on demand publishing	[16]
3	**Kinds of E-publishing products and its issues** * E-Books, E-Journals, E-zine, E-Reference Sources, Digital Documents (Born and legacy documents) * Electronic Theses and Dissertation: major ETD initiatives, NDLTD, Role of UGC and INFLIBNET * Peer reviewing, Editing and Proof reading, Designing and Typesetting, Printing * Sales and Marketing * Warehousing and Distribution	[12]
4	**Network Publishing and Open Access** * Network Publishing Technology * Network Publishing Technology Providers * Future of E-Publishing and Network Publishing * Open Access initiatives (OAI) * Institutional Repository	[14]

Learning outcomes:

1) Students are able to prepare a business plan for an electronic information product.

2) To get knowledge about electronic information management.

Teaching and learning methodology:

Board teaching, Class interaction, group discussion, Multimedia tools, through Power Point Presentation Presentation, LCD projector, via seminar and assignments, quiz contest etc…

Recommended Books/Study resources

1. Brynjolfsson, Eric and Kahin, Brian (Ed.) **Understanding the digital economy: data, tools and research.Massachusetts**: MIT Press,   2002

2. Chandrashekar, S. Electronic Publishing with **SGML.** *In Digital Libraries: dynamic store house of*

digitalised information, Edited by M.N.Malwad et al. New Delhi: New Age International Publishers, 1996.pp.5-14

3. Dru, M. Seven years of tracking electronic publishing: t**he ARL directory of electronic journals,newsletters and academic discussion in** *Library Hi-Tech, 17(1), 17-25.*1999

4. Kasdorf, Willium E.*(Ed)*. **The Columbia Guide to Digital Publishing**. New York: Columbia University Press,2003

5. Kumbar, T.S. and Karisiddappa, C.R. **Electronic Journals.** *In: Information Technology Application in Libraries: a text book for beginners.* Edited by M. Mahapatra and D.B.Ramesh. Bhubaneswar: Reproprint.pp 293-97.2004

6. Mahapatra, M. and Ramesh,D.B. **Electronics Publishing and media.** *In: Information TechnologyApplication in Libraries: a text book for beginners.* Edited by M. Mahapatra and D.B.Ramesh.Bhubaneswar: Reproprint. pp 496-509.2004

7. Mahapatra, M. and Ramesh,D.B.(*Ed.*) **Information Technology Application in Libraries: a text book for beginners**. Bhubaneswar: Reproprint.2004

8. Merilin and Rose,Tom. **Self publish and keep all the profits. 2003 http://www.about_books.com/self%20pub%20books.html**

9. Mrtinez, Micheal L. **The e-publishing channels. 2005 http://www.micheal-martinez.com**

10. Panigrahi, Pijushkranti. **Markup Languages in Web authoring.** *In: Information Technology Application inLibraries: a text book for beginners.* Edited by M. Mahapatra and D.B.Ramesh. Bhubaneswar: Reproprint. pp 496-509.2004

FACULTY OF: - Arts and Humanities
DEPARTMENT OF: - Library and Information Science
SEMESTER: - I
CODE: - 5AH01IAR1
NAME – Information Analysis, Repackaging and Consolidation: Theory & Practical

Teaching and Evaluation Scheme:-

Subject Code	Name of the Subject	Teaching Scheme (Hours)				Credits	Evaluation Scheme							Total
							Theory				Practical (Marks)			
		Th	Tu	Pr	Total		Sessional Exam		University Exam		Internal		University	
							Marks	Hrs	Marks	Hrs	Pr/Viva	TW	Pr	
5AH01IAR1	Information Analysis, Repackaging and Consolidation : Theory & Practical	4	-	4	8	6	30	1.5	35	1.5	-	-	35	100

Objectives: -

1. To design and develop marketing views

2. Analysis information products and services

3. To sensitize students to the need for changing philosophy of LIS - from Free to

Fee based services

Pre requisite   : Knowledge of English Language

Course outline:-

Unit	Course Contents	Number of Hours
1	**Information and Society** * Information Society, Information Economics and Economics of Information	[06]

	* Information Management * Knowledge management		
2	**Information Consolidation** * Information consolidation; Consolidation Products: Trend Reports, State-of-the Art Reports,Reviews, Conference proceedings etc. * Compilation of products: Annual Reports, Manuals, Handbooks, Directories, Abstracts Bulletin,Bibliographies * Information Products/Services: Newsletter, Digests, Dossier, Technical Inquiries, Press Clipping Services, Indexing Bulletin, Subject Bibliographies * Analysis of Information products and services	[06]	
3	**Marketing** * Marketing of information product and services * Information as marketable commodity, cost of information provision, pricing, promotion techniques, marketing strategies * Marketing of Information Products/Services	[10]	
4	**Repackaging of Information** * Research in progress * Backup Services * Electronic Document Delivery * UAP (Universal Availability of publications) * Database Support Services * Database type and use; database intermediaries (searchers, editors etc.)	[08]	
5	**Practical** * Preparation of Information Product	[24]	

Learning outcomes:

1) To prepare information products.

2) To know about Analysis of information products and services

Teaching and learning methodology:

Board teaching, Class interaction, group discussion, Multimedia tools, through Power Point Presentation, LCD projector, via seminar and assignments, quiz contest etc…

Recommended Books/ Study resources

1. Coote, Helen and Bachlor, Bridget. **How to market your library services effectively**. Ed.2 London: Aslib, 1997

2. Gupta,D.K.et al**. Marketing Library and information services: international perspectives**. Munich: K.G.Saur, 2006

3. Helinsky, Z. **A short-cut to marketing the library**. Oxford: Chandos Publishing, 2008

4. Jain, Abhinanadan K., et al. **Marketing information product and services: a prime for libraries and information professionals**. New Delhi: Tata McGraw-Hill, 1999

5. Kotler, Philip. **Marketing Management**. Ed.12. Delhi: Prentice Hall, 2002

6. Kotler, Philip and Armstrong, Gary**. Principles of Marketing**. Ed.7. New Delhi Prentice Hall of India, 1996

7. Rowley, Jenifer. **Information Marketing**. London: Ashgate, 2001

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FACULTY OF: - Arts and Humanities
DEPARTMENT OF: - Library and Information Science
SEMESTER: - I
CODE: - 5AH01ICN1
NAME – **Information and Communication**

Teaching and Evaluation Scheme:-

Subject Code	Name of the Subject	Teaching Scheme (Hours)				Credits	Evaluation Scheme							Total
							Theory				Practical (Marks)			
		Th	Tu	Pr	Total		Sessional Exam		University Exam		Internal		University	
							Marks	Hrs	Marks	Hrs	Pr/Viva	TW	Pr	
5AH01ICN1	Information and Communication	5	2	-	7	6	30	1.5	70	3	-	-	---	100

Objectives: -

1. Educate library and information specialists who can respond to the changing information needs of the society.

Pre requisite: Knowledge of English Language

Course outline:-

Unit	Course Contents	Number of Hours
1	**Information and Communication** * Information: Characteristics, Nature, Value and Use of Information * Conceptual difference between Data, Information and Knowledge * Communication of Information: Information generation * Communication Channels, models and barriers	[14]

	* Trends in Scientific Communication	
2	**Information Science** * Definition, Scope and Objectives * Information Science as a discipline and its relationship with other subjects	[8]
3	**Library, Information and Society** * Genesis and Characteristics and Implications of Information Society * Changing Role of Library and Information Centers in Society * Information Industry-Generators, Providers and Intermediaries * Intellectual Property Act, Right to Information Acts * Concept of freedom, censorship, data security and fair use * Policies relating to information, Right to Information including Science and Technology, Education * International and National Programmes and Policies (NAPLIS) IT and Library UAP, UBC	[14]
4	**Economics of Information,** * Information Management, * Knowledge Management	[18]

Learning outcomes:

1) To acquaint the students with the role of information in society.
2) To Educate library and information specialists who can respond to the changing information needs of the society.

Teaching and learning methodology:

Board teaching, Class interaction, group discussion, Multimedia tools, through Power Point Presentation, LCD projector, via seminar and assignments, quiz contest etc…

Recommended Books/ Study resources

1. ATHERTON (Paulino) : **Handbook for Information**

2. ALLAN (Barbara) : **E-learning and Teaching in Library and Information Services**, London :

   Facet Publishing, 2002.

3. CHOWDHURY (G.G.) : **Introduction to Digital Libraries,** London : Facet Publishing, 2003.

4. KHAN (MTM) : **Information Organization and Communication**, New Delhi : Ess Ess

Publishers, 2001.

5. KUMAR (P S G) : **A Students Manual of Library and Information Science** (Two Volumes

    Bound in One), Delhi : B. R. Pub. Corporation, 2002.

6. MAHAPATRA (P K) and CHAKRABARTI (B) : **Knowledge Management in Libraries**,

    New Delhi : Ess Ess Publishers, 2002.

7. McGARRY (K J) : **The Changing Context of Information : An Introductory Analysis**, London

    : Bingley, 1981.

8. PRASAD (H N) **: Information Needs and Users, Varansi : Indian Bibliographic Centre**, 1992.

9. PRASHER (R G) : **Information and Its Communication**, New Delhi : Medallion Press, 1991.

10. RANGANATHAN (S R) : Ed**. Documentation and Its Facets**, Bombay : Asia, 1983.

11. SHERA (Jesse H) **: Documentation and the Organisation of Knowledge**, London : Crosoy

     Lockwood, 1960.

12. VISHWANATHAN (C G) **: Elements of Introduction Science**, New Delhi : Today and

     Tomorrows, 1975.