BHARATI VIDYAPEETH
DEEMED UNIVERSITY, PUNE (INDIA)

Master of Library & Information Science (M.Lib & I.Sc.)
(CBCS 2018 COURSE)

Under : The Faculty of Arts, Social Sciences and Commerce
(To be implemented from June 2018)

M.LIB & I.Sc. SEMESTER – I
ML 11 : Information, Communication and Society

Total Credits: 04   **Total Lectures: 60**

Learning Outcomes:

After thoroughly studying this paper, students will be able to
1. Explain the concept of Information.
2. Explain in detail the concept of Communication.
3. Acquire deep understanding of Society, Information and Knowledge.
4. To know and understand information society.
5. Understand the concept of Economics of Information

Unit- 1: Information:
- Information Meaning &Concepts of Information
- Data, Information and Knowledge – Comparative study.
- Characteristics, types and scope of information.
- Information diffusion.
- Role of Library and Information Centres in context of information.

Unit- 2: Communication:
- Meaning &Concepts Definition
- Brief History of Communication.
- Communication Process and Media.
- Different Models of Communication by Aristotle, Shannon & Weaver.
- Barriers to Information.
- Theories by Dr. S.R. Rangnathan & Jessey H. Shera.
- Concept of KGEU.
- Role of Library in Communication.

Unit- 3: Society, Information and Knowledge:
- Meaning &Concepts Definition
- Information and knowledge in context of society.
- Information and Education and Learning.
- Social epistemology of Knowledge.

Unit- 4: Information Society:
- Concept of Information Society.
- Information as an economic resource.
- Economics of Information.

- ➢ Information Economics.
- ➢ Information Policies.
- ➢ Information Technology and Libraries.

Unit-5- Economics of Information

- ➢ Definition, Economic Role & Properties, National Policy, Micro/ Macro of Information
- ➢ National Policy Economic Values & Barriers ,Cost of Information , Information Economy

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- ➢ Shera, Jesse H.: Sociological Foundations of Librarianship, Bombay: Asia Publishing House, 1970.
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- ➢ Beal, G.M. (ed): Knowledge Generation, Exchange and Utilization, Boulder: Westview Press, 1986.
- ➢ Cundra, C.A. (et.al.) (eds.): Annual Review of Information Science and Technology, Washington D.C.: American Society for Information Science V 7-V 19, 1972-1984.
- ➢ 11th IASLIC Conference Proceedings Especially for Information Policy.

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M.LIB & I.Sc. SEMESTER – I
ML 12 : Information Sources, Services and Systems

Total Credits: 04   **Total Lectures: 60**

Learning Outcomes:

After thoroughly studying this paper, students will be able to

1. To know and understand the different types of information sources.
2. Acquire deep understanding of the nature and functions of various information systems / Programmes.
3. Understand the concept of Information Analysis.
4. Provide library services using sources such as literature search, technical enquiry, document delivery, and translation.
5. Explain in detail the concept of Information Products

Unit- 1: Media:
- Print.Media
- Non-print (electronic, optical, multimedia including hypertext).
- Online databases – types and uses.
- Information Centres – types and organization (data Centres, Referral Centres, Information Analysis and Consolidation Centres).

Unit- 2: Information Systems / Programmes:
- National (Subject wise representation).
- International.
- Commercial.
- Online Information Systems & Networks.

Unit- 3: Information Analysis:
- User Studies.
- Content Analysis.
- Citation Analysis and its uses.

Unit- 4: Information Services:
- Literature Searches, Bibliographies.
- Technical Enquiry Service.
- Document Delivery.
- Translation.
- Information Intermediaries.

Unit- 5: Information Products (Reprography, Consolidation):
- Newsletters, House Bulletins.
- Trade & Product Bulletins.
- State-of-the-Art Reports, Trend Reports.
- Technical Digests.

References List-

- Lambert, S. and Ropieznet, S. (eds.): CDROM – The New Papyrus Remond, U.S.A.: Microsoft Press, 619 pp. 1986.
- Shorrock, D. (ed): New Media: Communication Technologies for the 1990, London: Online Publications, 213 pp. 1988
- Cabeceiras, J.: The Multimedia Library: Materials Selection and Use, New York: Academic Press, 275 pp. 1978
- Sheely, E.R.: Guide to Reference Books, Chicago, ALA.
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- Encyclopedia of Information System Systems and Services, Detroit: Gale Research.
- Line, Mannice B. (et.al.): National Interlending System: A Comparative Study of Existing Systems and Possible models, Paris: UNESCO, General Information Program, 1980.
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- Kumar, P.S.G.: Information Sources and Service (Theory and Practice). B.R. Publication, Delhi, 2003.
- For the Reference use of Relevant Study Material Prepared by the IGNOU, New Delhi and YCMOU, Nasik.etc…

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ML 13 : Management of Library and Information Centre's

Total Credits: 04   **Total Lectures: 60**

Learning Outcomes:

After thoroughly studying this paper, students will be able to
1. To know and understand the various principles of management
2. Understand the School of Management Thought.
3. Explain in detail Systems Analysis and Design.
4. Acquire deep understanding of Manpower and HRD-Quality Improvement Programmes.
5. To know and understand library budget systems.

Unit- 1: Principles of Management.
➢ Management: Meaning, Definition, Objective, Scope, History
➢ Management: Science, Arts
➢ Basic Function of Management and other management functions
➢ Management Roles.
➢ Quality Management Roles.
➢ Hierarchy of Management.

Unit- 2: School of Management Thought.
➢ Nature, History, Objectives, Scope
➢ Theory in Management
➢ Classification of Management theories
➢ Classical Management theory (1880s – 1920s)
➢ Non – Classical Theory (1920s – 1950s)
➢ Modern Management theory
➢ Other Schools of thought or styles or approaches

Unit- 3: Systems Analysis and Design.
➢ Nature, Meaning, Definition, Objectives,
➢ System life cycle
➢ Phases of system development life cycle
➢ Flexibility Analysis

Unit- 4: Manpower and HRD-Quality Improvement Programmes.
➢ Nature, Meaning, Objectives
➢ Defining Manpower
➢ Manpower Managemnt
➢ The HRD Challenge
➢ HRD – Practice & Policies
➢ Continuing Education
➢ Quality Improvement Program (QIP)

Unit- 5: Budgeting: Types and Control Systems.
➢ Nature, Meaning, Objectives, Scope, types
➢ Budget Basics
➢ Creating Budget

- ➢ Income budget
- ➢ Budgeting Guidelines
- ➢ Budget Format
- ➢ Types of Format
- ➢ Budgetary control and methods Cost Analysis.

References List-

- ➢ Koontz, Harold and O'Donnell, Cyril: Essentials of Management, Ed.2, 1978.
- ➢ Evans, S.E.: Management Techniques for Librarians, Ed.2, 1978.
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- ➢ Kumar, P.S.G.: Management of Library and Information Centres, B.R. Publication, New Delhi, 2003.
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- ➢ Buwa,G.A.: Granthalya va Mahitshastra Vavasthapanache Nave Pravah Marathi:Banda Sawantwadi,Shir Sai Prakashan 2007
- ➢ Mahajan,S.G.: Vidyapeeth aani Mahavidyalayeen Granthalayanche Vyavathapan(Academic Library Management) Marathi, Pune: Universal Publication, 2013

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ML 14 : Academic and Public Library Systems

Total Credits: 04   **Total Lectures: 60**

Learning Outcomes:
After thoroughly studying this paper, students will be able to
1. Understand the nature and functions of academic library and public library systems.
2. To know and understand the collection development.
3. Acquire deep understanding of Staffing and Staff Development for Academic Library
4. Explain in detail the concept of Resource Sharing.
5. To know the Public Library System in India.

(A): Academic Library System:
Unit- 1: Academic Library and its development
- Objectives, Nature and Meaning.
- Academic Library and its Development in India
- The Educational System of India
- Library Scenario in India
- The National Library Sector
- Library Networks
- Theory of Library Service
- Taxonomy of Library Service
- Cost of Library Services

Unit- 2: Collection Development.
- Objective, Definition, Meaning, Purpose
- Collection Development Policy, Guidelines, Programmes, and Elements
- Weeding Out Policy, Meaning, Purpose, Guidelines
- Why A Written Collection Development Policy
- Problems in collection development
- Acquisition Programme
- Stock Verification

Unit- 3 Staffing and Staff Development for Academic Library.
- Objectives
- Staffing and Staff Development for Academic Library
- Staffing Pattern
- Qualification of Library Staff,
- Recruitment and Selection
- Staff Recruitment and Selection
- Teleconferencing

Unit- 4: Resource Sharing Programs.
- Objective
- Resource Sharing Programs
- Definition and Objective
- Areas of Resource Sharing
- Per-requisites for Resource Sharing

- ➢ Barriers to Resource Sharing
- ➢ Resource Sharing: Case Studies
- ➢ National Information Policy on Library and Information System
- ➢ INFLIBNET Resources

(B): Public Library Systems
Unit 1Public Library System: Basic Concepts
- ➢ Objective.
- ➢ Public Library: Basic Concepts
- ➢ Information Literacy Standard and Indicators
- ➢ Information Literacy and Reading Habits
- ➢ Public Libraries in India

Unit 2-: Public Library System in India
- ➢ Objective and Introduction
- ➢ Public Library System in India
- ➢ Library Legislation: Current Status
- ➢ National Policy on Public Libraries in India

References List-

1. S.P. Usha Devi: University and College Library, Ess and Ess Publication, New Delhi, 1999, 147pp.
2. R.S. Saxena: Academic and Special Librarian Their Works, Problems and Solution, Y.K. Publications, 1989, 174pp.
3. R. Sreepathy Naidu: Academic Librarianship: A Perspective Gian Publication House, New Delhi, 1989.
4. Anil K. Dhiman and Suresh C. Sinha: Academic Libraries, Ess and Ess Publications, New Delhi, 2002, 540pp.
5. Pandey and Sharma: Public Libraries in India, Ess and Ess Publications, New Delhi, 1985, 202pp.
6. Gardner Frank M.: Public Library Legislation: A Comparative Study Pairs, UNESCO, 1971.
7. Rangnathan, S.R. and Neelmegham, A. (eds.): Public Library System, Sarada Rangnathan Endowment for Library Science, 1972.
8. Sadhu, S.N. and Saraf: Library Legislation in India, Historical and Comparative Study, 1967.
9. Kauna, P.N. (ed.): Library Movement in India, 1958.
10. Sahai,S.N.(2nd.ed.) Academic Library System, New Delhi:Ess Ess Publication,2009
11. For the Reference use of Relevant Study Material Prepared by the IGNOU, New Delhi and YCMOU, Nasik.etc…

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ML 15 : Technical Writing Development

Total Credits: 02   **Total Lectures: 30**

Learning Outcomes:

After thoroughly studying this paper, students will be able to

1. Explain in detail the concept of Communication Process.
2. To know and understanding the Structure and Functions of Technical Communication
3. Acquire deep understanding of Technical Editing and Editing Tools.
4. Understanding of Content Analysis.
5. Acquire deep understanding of Report Writing.

Unit- 1 Communication Process
- Overview of Communication Process
- Characteristic Features of Technical Writing
- Target Group in written Communication
- Reader-writer Relationship
- Linguistic as medium of Expression of Thought

Unit - 2 Structure and Functions of Technical Communication
- Structure: Definition, Purpose, Characteristics and Functions
- Collection, Organisation and presentation of data including illustration
- Case Studies: Preparation of short Communication, Review Articles, Technical
- Reports, Monographs, Dissertation, and House Bulletins

Unit - 3 Technical Editing and Editing Tools
- Editor: Function, Qualification and special Skills
- Editorial Process: Evaluation Process, Editor-Author Reference Relationship in
- Quality control Editorial Tools: Dictionary, Marketing's etc.

Unit - 4 Content Analysis
- Content Analysis-Applications (generation of Information Services and products)

Unit-5: Report Writing.
- Meaning, Nature, Purpose and Objective
- Research Report
- Presentation and Stricture of the Report
- Style Manual
- Citation Style

References List-
- BOOTH V: Communicating in science: Writing a scientific paper and speaking at scientific meetings. 2nd ed. 1993.
- CHRISTOPHER, T :Effective writing: Improving Scientific,technical & Business
- Communication,1989
- HICKS T G, VAORIE C M: Handbook of effective technical communications. 1989.
- LANNON J M :Technical Writing.
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- SARAVANAVEL P: Research and report writing. 1993.
- TURK M T: Effective writing. 1982.
- VANALSTYNE J S & MADDISON G R: Professional and technical writing strategies. 1994.

ML 16 : Multimedia Application Development

Total Credits: 02   **Total Lectures: 30**

Learning Outcomes:

After thoroughly studying this paper, students will be able to
1. Explain in detail the concept of Multimedia.
2. To know and understanding of Computer Fonts and Hypertext.
3. Acquire deep understanding of Audio fundamentals and representations.
4. Understanding of Image fundamentals and representations.
5. Acquire deep understanding of Video and Animation.

Unit-1- Introduction to Multimedia

What is multimedia, Components of multimedia, Web and Internet multimedia applications, Transition from conventional media to digital media.

Unit-2- Computer Fonts and Hypertext Usage of text in Multimedia, Families and faces of fonts, outline fonts, bitmap fonts International character sets and hypertext, Digital fonts techniques.

Unit-3- Audio fundamentals and representations Digitization of sound, frequency and bandwidth, decibel system, data rate, audio file format, Sound synthesis, MIDI, wavetable, Compression and transmission of audio on Internet, Adding sound to your multimedia project, Audio software and hardware.

Unit-4- Image fundamentals and representations. Colour Science , Colour, Colour Models, Colour palettes, Dithering, 2D Graphics, Image Compression and File Formats :GIF, JPEG, JPEG 2000, PNG, TIFF, EXIF, PS, PDF, Basic Image Processing [Can Use Photoshop], Use of image editing software, White balance correction, Dynamic range correction, Gamma correction, Photo Retouching

Unit-5- Video and Animation. Video Basics , How Video Works, Broadcast Video Standards, Analog video, Digital video, Video Recording and Tape formats, Shooting and Editing Video (Use Adobe Premier for editing), Video Compression and File Formats. Video compression based on motion compensation, MPEG-1, MPEG-2, MPEG-4, MPEG-7, MPEG-21, Animation: Cell Animation, Computer Animation, Morphing. 6. Multimedia Authoring 12 Hrs. Multimedia Authoring Basics, Some Authoring Tools, Macromedia Director & Flash.

Reference List-
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- Rajneesh Aggarwal & B. B Tiwari, " Multimedia Systems", Excel Publication, New Delhi, 2007.
- Li & Drew, " Fundamentals of Multimedia" , Pearson Education, 2009
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- Anirban Mukhopadhyay and Arup Chattopadhyay, "Introduction to Computer Graphics and Multimedia", Second Edition, Vikas Publishing House.

ML 17 : Information Analysis, Repackaging and Consolidation

Total Credits: 02   Total Lectures: 30

Learning Outcomes:

After thoroughly studying this paper, students will be able to
1. Explain in detail the concept of Abstracting.
2. To know and understanding of Repackaging and Consolidation
3. Acquire deep understanding of Information Products.
4. Understanding of Trends of Information Analysis, Repackaging and consolidation, including Electronic Content Creation.
5. Acquire deep understanding of Processing Methods and Techniques.

Unit-1- Abstracting
- Abstracting: Types and guidance in preparing Abstract

Unit-2- Repackaging and Consolidation
- Content Analysis
- Repacking Formatting Consolidation

Unit-3- Information Products
- Information Product: Nature, Concepts, Types, Design; and Development and Marketing

Unit-4- Trends of Information Analysis, Repackaging and consolidation, including Electronic Content Creation.

Unit- 5- Processing Methods and Techniques
- Information Products: Types and Methodology for Preparation.
- Role of various specialists in Design and Development of Information Products. - Methodology for preparation of House Journals, Newsletters, Technical Digests,
- Trend Reports, Reviews and related products. –
.

Reference List-:
- UNSCO:- A course in information consolidation: a handbook for education and training in analysis, synthesis and repackaging of information (Preliminary version)
- Information Analysis Consolidation & Repackaging by Sewa Publishers, Atlantic Publisher & Distributiors,2014
- Information Analysis Consolidation & Repackaging Laxmi Publication (P) Ltd
- Information Analysis Consolidation & Repackaging Tata Book House
- Information Analysis Consolidation & Repackaging Dr. P.S.G.Kumar B. R. Publishing Corportation
- Elements of Information organization & Dissmination By Chatterjee Amitabha

ML 18 : Use of Social media in LIS

Total Credits: 02   **Total Lectures: 30**

Learning Outcomes:

After thoroughly studying this paper, students will be able to

1. Understand the concept of social media.
2. To know and understand the purposes, ethics, advantages and disadvantages of social media.
3. Acquire deep understanding of various types of social media.
4. Understanding of how to apply social media in library and information centers.
5. To know the nature and roles of librarians in social media.

UNIT – I :Introduction of Social Media
- Definition & Concept,
- Purposes of Social Media Usage in Libraries
- Ethics in Social Networking
- Advantage of use of Social Media
- Disadvantage or Problems use of Social Media

UNIT – II : Social Media and online resources
- **Social Bookmaking**. (Del.icio.us, Blinklist, Simpy) Interact by tagging websites and searching through websites bookmarked by other people
- **Social News**. (Digg, Propeller, Reddit) Interact by voting for articles and commenting on them.
- **Social Networking**. (Facebook, Hi5, Last.FM) Interact by adding friends, commenting on profiles, joining groups and having discussions.
- **Social Photo and Video Sharing**. (YouTube, Flickr) Interact by sharing photos or videos and commenting on user submissions.
- **Wikis**. (Wikipedia, Wikia) Interact by adding articles and editing existing articles.

UNIT – III : Use of Social Media in Library
- Facebook
- MySpace
- Blogs
- Wikis
- LinkedIn
- Twitter
- YouTube
- Flickr
- Library Thing

UNIT – IV : Social Networking Opportunities for Libraries
- Marketing of library services
- Reference Services

UNIT – V : Roles of Librarians
- Awareness
- Technophobia
- Lack of maintenance culture
- Lack of training of staff
- Copyright Issue

Reference :
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