

Manonmaniam Sundaranar University
Library and Information Science - Syllabus
M.Lib.I.Sc. – Master of Library and Information Science
Effect from the Academic year 2018-2019

Course	Course Code	Name of the Course	Hrs/Week	Credits	Marks				
					Maximum			Passing Minimum	
					Int.	Ext.	Tot.	Ex t.	Tota l
Semester - I									
Core I		Knowledge Management	4	4	25	75	100	38	50
Core II		User studies and Informetrics	4	4	25	75	100	38	50
Core III		Advanced Knowledge Organisation -I (Classification Theory)	4	4	25	75	100	38	50
Core IV		Internship (Vacation)	4	4	25	75	100	38	50
Core Practical		Advanced Knowledge Organisation -I (Classification Practical)	2	2	50	50	100	38	50
Elective I		Optional Paper : Information Literacy application in LIS (or) Web based Information Resources	2	3	25	75	100	38	50
		Total	22	21					
Semester - II									
Core I		Marketing of Library sources and services	4	4	25	75	100	38	50
Core II		Research Methodology	4	4	25	75	100	38	50
Core III		Advanced Knowledge Organisation - II (Cataloguing Theory)	4	4	25	75	100	38	50
Core IV		Project	4	4	25	75	100	38	50
Core Practical		Advanced Knowledge Organisation -II (Cataloguing Practical)	4	2	50	50	100	38	50
Elective I		Optional Paper: Web Technologies (or) Digital Libraries	2	3	25	75	100	38	50
		Total	20	21					

Preamble:

1. To familiarize students with basic concepts of information and its communication in society.
2. To learn advanced information processing techniques and develop capability in retrieving information by applying different search techniques.
3. To acquaint students with the activities and services of different information systems and introduce the repackaging and consolidation techniques.
4. To introduce the different methods and techniques of research.
5. To identify and learn the major issues in the development of new technology in the libraries.
6. To develop skills in using computer and communication technology; and
7. To introduce modern management techniques to students to manage Libraries and Information Centres effectively.

Eligibility for Admission to the Programme**i) Qualification for Admission**

Candidates who have passed Bachelor of Library and Information Science (B.Lib.I.Sc) at least 50% marks in aggregate

ii) Entrance Examination

Candidates seeking admission to the program shall be required to appear for a 2 hours written examination conducted by the university. The written examination for 100 marks shall consist of multiple choice objective type questions to test the Library Classification, Cataloguing, Library Management, Sources. Services and Library knowledge

iii) Selection for Admission

The selection of candidates shall be made on the basis of the marks scored in the entrance examination.

iv) Intake

The total number of Candidates to be admitted to the programme would be 30 (Thirty) only.

v) Admission

All admissions shall be made provisionally and any candidate on scrutiny, if not found eligible shall be asked to leave the course. Normally admission process shall be over before the first Monday of July when classes will start or as per the schedule announced by the university from time to time.

Paper I - Core

Paper Code:

Title of the Paper: Knowledge Management

Preamble: This course makes possible an understanding regarding Knowledge Economy – Management - Knowledge Management-Strategies and Data mining

Unit 1 –Knowledge Economy

Features, characteristics, complex nature of knowledge, taxonomy of knowledge; Need for Knowledge Management. (14L)

Unit 2 -Knowledge Management

Basics, Meaning and definition of KM; Types of knowledge; KM Systems; Knowledge creation and knowledge architecture – Nonaka's model (11L)

Unit 3 –Knowledge Management-Strategies

Capturing tacit knowledge – methods; Knowledge codification – tools and procedures Knowledge Mapping; Knowledge testing; Knowledge transfer (12L)

Unit 4 –Knowledge Management System

Tools and Portals, Data visualization; (13L)

Unit 5 Data mining;

Managing knowledge workers. Knowledge - Management in Library and Information Centers. (10L)

Total – 60L

REFERENCES

Bultrini, Leda., McCallum, Sally., Newman, Wilda and Sempéré, Julien (2016). Knowledge Management in Libraries and Organizations.. IFLA Publications

Bhaskar Mukherjee and Mohammad Nazim (2016). Knowledge Management in Libraries: Concepts, Approaches and Tools. Chandos Publishing

Dalkir, Kimiz& Liebowitz, Jay (2015). Knowledge Management Theory & Practice. MIT Press

Easterby-Smith, Mark & Lyles, Marjorie A. (2016). Handbook of organizational learning and knowledge management. Wiley

Liebowitz, Jay (2014). Knowledge Management Handbook: Collaboration and Social Networking. Taylor and Francis.

Mohammad Nazim and Bhaskar Mukherjee (2016) Knowledge Management in Libraries Concepts, Tools and Approaches. Elsevier Ltd.

Paper II - Core

Paper Code:

Title of the Paper: User studies and Informetrics

Preamble: This course makes potential regarding Concept and Categories - user behavior - concept of Infometrics - Qualitative techniques and Citation Analysis

Unit-I Concept and Categories

User studies concept and Categories – Aims and objectives – Importance of user studies – Need for conducting user studies. Major user studies conducted in India (14L)

Unit – II User Behaviour

University and college library user behaviour – evolving a theory of user behaviour – Characteristics - patterns of user behaviour users and their influencing factors – Limitations in behavioural research in librarianship - User needs and user education: concepts – Aims and objectives – planning of user education – problems of user studies and user education. (11L)

Unit –III Concept of Infometrics

Evolution of the concept of Infometrics -Librametrics, Bliometrics, Scientometrics - Theory and Laws - Zipf's law, Lotka's Law, Bradford's Law. Price Theory and Circulation theory. (12L)

Unit – IV Quantitative and Qualitative Techniques

Quantitative and Qualitative techniques: Types, Multidimensional scaling, Cluster analysis, Correspondence analysis, Coword analysis and, media and audience analysis, SPSS.11.0 version (13L)

Unit –V: Analysis

Citation Analysis; Definition, Theory of citing, different forms of citations, Age of citation – citation counts, Self -citation - Application of Quantitative and Qualitative tools and techniques in LIS Research (10L)

References:

Devarajan. User Studies. Allied Publishers, New Delhi, 2017

Garfield (E) : Citation Indexing,

Kumar, PSG. Library and Users: Theory and Practice. BR Publications, New Delhi, 2014

RavichandraRao(2016): Quantitative Methods in Library and Information Science. Delhi: Wiley Eastern, 2016

Ravichandra Rao (IU) : Informatics, 2015.

Sridhar, MS. Library Use and User Research. Concept Publishing Co., New Delhi

Paper III - Core

Paper Code

Title of the Paper: Advance Knowledge Organization - I (Classification and Cataloguing Theory)

Preamble: This course makes possible regarding Universe of Knowledge - Theory of Library Classification – Cataloguing and Subject cataloguing

Unit - I Universe of Knowledge

Universe of Knowledge: Structure and attributes-Modes of formation of subjects (14L)

Unit-II Theory of Library

General theory of Library Classification: Normative Principles and their applications; Canons and Facet Analysis; fundamental Categories (11L)

Unit – III Schemes of Library Classification

Schemes of Library Classification: Introduction, Features and Application- CC, DDC, UDC and LC (12L)

Unit –IV : Library basic Cataloguing

Cataloguing: Purpose, structure, types; normative principles, Canons & Laws; Standard codes of Cataloguing –CCC and AACR (13L)

Unit – V Subject cataloguing

Subject cataloguing – subject heading lists-SLSH, LCSH. Bibliographic Control –ISBD(G) and UBC. (10L)

Total - 60L

REFERENCES

Dewey Decimal Classification and Relative Index.OCLC.

Universal Decimal Classification . UDC Consortium.

Gopinath, M.A , Ranganathan S R. Prolegomena to Library Classification EssEss Publication

Ranganathan, S R. Colon Classification Basic Classification - Ranganathan Series in Library Science 4: Madras Library Association Publication

Ranganathan, S R. Philosophy of Library Classification.EssEss Publication

Ranganathan, S R Classification and Communication EssEss Publication

Ranganathan, S R Elements of Library Classification South Asia Books

Paper IV - Core

Paper Code:

Title of the Paper: Internship

Preamble: To place students in a working Library & Information Centre environment approved / recommended by the Department to enable them to be exposed to the various sections / divisions to gain practical knowledge and to give them working experience.

Internship shall be for one month (30 days).

A Report shall be submitted by each student along with a certificate from the head of the library concerned for the completion of Internship. The Internship report will be evaluated by the department faculty and marks will be sent to the Controller of Examinations.

Total -60L

Paper V - Core

Paper Code:

Title of the Paper: Advance Knowledge Organization I (Classification Practical)

Preamble: This course makes through Knowledge about Dewey Decimal Classification and Universal Decimal Classification

DDC and UDC

Scheme 1:

Dewey Decimal Classification - Practical

Classification of Macro and Micro documents using specified edition of DDC.

Scheme 2:

Universal Decimal Classification - Practical

Classification of Macro and Micro documents using specified edition of UDC.

REFERENCES

Dewey Decimal Classification and Relative Index.OCLC.

Universal Decimal Classification . UDC Consortium.

Gopinath, M.A , Ranganathan S R. Prolegomena to Library Classification EssEss Publication

Ranganathan, S R. Colon Classification Basic Classification - Ranganathan Series in Library Science 4: Madras Library Association Publication 26.

Ranganathan, S R. Philosophy of Library Classification.EssEss Publication

Ranganathan, S R Classification and Communication EssEss Publication

Ranganathan, S R Elements of Library Classification South Asia Books

Elective

Paper Code:

Title of the Paper: Information Literacy Applications in LIS

Preamble: This course makes possible regarding Fundamental of Information Literacy - Literacy Program - Methodology of Information Literacy - Application of Information Literacy and Trends in Information Literacy

UNIT – I : Fundamental of Information Literacy

Concept, Need and Objectives - Areas of Information Literacy - Standards in Information Literacy - Role of Institution in Information Literacy (8L)

UNIT - II : Information Literacy Programmes

Scope of Information Literacy Program - National Program in Information Literacy - International Program in Information Literacy (9L)

UNIT – III : Methodology of Information Literacy

Information Literacy Products: Library Brochure, Database Brochure, Web-based Access Instructions, Information Bulletin - Designing of Information Literacy Program - Implementation of Information Literacy Programs (10L)

UNIT- IV : Application of Information Literacy in Library and Information Centre's

Information Literacy for Users - Information Literacy for Professionals - Information Literacy for Research and Development (10L)

UNIT - V :Trends in Information Literacy

Web based Information Literacy System - OPAC Information Literacy System - Life Long Learning System (8L)

(Total -45L)

References:

Baldwin V A (2015). Information Literacy in Science & Technology Disciplines. Library Conference Presentation and Speech. University of Nebraska, Lincoln.

Eisenberg M B (2014), . Information Literacy: Essential Skills for the Information Age. 2nd ed. Libraries Unlimited ,Westport.

Grassian E S.(2015). Learning to lead and manage information literacy instruction Neil Schuman Publishers, New York

Grassin E S and Kaplowitz J R (2015). Information Literacy Instruction: Theory and Practice. . Neal Schuman, New York.

Elective

Paper Code:

Title of the Paper: Web based Information Resources

Preamble: This course makes knowledge regarding Characteristics of Information - Electronic Information Resources - Open Course Ware - Search tools - Reference Sources

Unit 1: Characteristics of Information

General Introduction - Nature and characteristics of information; Role of electronic resources in - scholarly communication; trends in scholarly communication (8L)

Unit 2: Electronic Information Resources

Electronic Information Resources - Definition, characteristics and types; Information Resources on the Internet – E-books, E-journals, information gateways (9L)

Unit 3: Open Course Ware

Open Course Ware, MOOC , DRM, DOI, Link resolvers, open access resources, open data initiatives , preprints, discussion forums, technical reports, OPACs, ETDs, Patents, reference sources, (10L)

Unit 4: Search tools

Search tools, subject directories, courseware, software - Prominent sources in different subjects
Databases: Bibliographic, Full-text, numeric, (10)

Unit 5: Reference Sources

Ready Reference Sources – dictionaries, encyclopaedias, yearbooks, directories, biographical sources, geographical sources, handbooks and manuals and statistical sources (8L)

(Total-45L)

REFERENCES

Andrew C. White & Eric Djiva Kamal. (2014). E-metrics for Library and Information Professionals: How to Use Data for Managing and Evaluating Electronic Resource

Cathy De Rosa et al. (2015). Perceptions of libraries and information resources: a report to the OCLC membership. OCLC Online Computer Library Center,

Frank Rennie & Robin Mason. (2017). e-Learning and Social Networking Handbook: Resources for Higher Education. Routledge

Pitschmann, Louis. (2017). Building sustainable collections of free third-party Web resources. Washington, D.C.: Digital Library Federation, Council on Library and Information Resources.

Siemens, Raymond George, & Schreibman, Susan. (2017). A companion to digital literary studies. Blackwell Publishing.

Semester II
Paper I –Core
Paper Code:

Title of the Paper: Marketing of Library Sources and Services

Preamble: This course makes knowledge regarding Marketing Environment - Strategic Planning - Marketing Research - Promotion of LIS Products and Services - Management Consultancy and Information Analysis, Consolidation.

UNIT – I: Fundamental Concepts

Needs, Objectives and Philosophy - Marketing Environment: Producer, Consumer – Buyer Behavior - Marketing Information System - Market Segmentation - Marketing Mix (14L)

UNIT – II: Strategies and Techniques

Strategic Planning - Marketing Research - Marketing Process (11L)

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(12L)

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 (13L)

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 (10L)

(Total-60L)

References:

Bakewell (K G). (2017) Managing user-centred libraries and information services. Ed. 2. . Maxwell, London.

Carpenter (J) and Davies (R). (2015). Research and Development, British Library, London.

Coote (Helen) and Batchelor (Bridget).(2017). How to market your library services effectively. Ed. 2. Aslib, London.

Helinsky (Z). (2018) A short-cut to marketing the library. Chandos Publishing, Oxford.

Kotler (Philip).(2016) Marketing management. Ed.12. Prentice Hall, Delhi.

Paper II –Core

Paper Code:

Title of the Paper: – Research Methodology

Preamble: This course makes awareness regarding Research Concept - Research Methods - Research Techniques - Statistics and its Applications and Metric Studies and Style Manuals

UNIT – I: Introduction to Research

Research Concept, Need and Purpose ,Research Problem and Research Design Literature Review Hypothesis: Definition, Types, Sources and Functions (14L)

UNIT –II: Types of Research Methods

Historical, Survey and Experimental,Case Study, Scientific Research and Statistical Research, etc. (11L)

UNIT – III: Research Techniques

Research Techniques and Tools: Questionnaire, Interview, Observation, Schedule and Check-list, etc. Library Records and Reports (12L)

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. (13L)

UNIT – V: Metric Studies and Style Manuals

Scientometrics, Infometrics and Webometrics Manual Structure, Style, Contents- ISI, MLA, APA, CHICAGO,(10L)

(Total -60L)

References:

Alvesson M and SkoldbergK.(2015) Reflexive methodology: new vistas in qualitative research. Ed. 2 Rev. Sage Publication, London.

Busha C H. (2016). Research methods in librarianship. Academic Press, New York.

Goode W J and Hatt P K (2016). Methods in social research. McGraw-Hill, New York.

Greenfield T. (2017) Research methods: guidance for postgraduates.. Hodder Arnold, London.

Krishan Kumar. (2015). Research methods in library and information science. Rev. Ed. Har-Anand Publications, New Delhi.

Powell R R and Silipigni C L.(2014). Basic research methods for librarians. Ed. 4. Libraries Unlimited, Westport.

Paper III –Core

Paper Code:

Title of the Paper: Advanced Knowledge Organization – II (Cataloguing Theory)

Preamble: This course makes understanding regarding Cataloguing of different kinds of documents - Main and Added Entries of Documents - Subject cataloguing and Cataloguing of all Documents

UNIT - 1

Cataloguing of different kinds of documents – Print and E-resources using - appropriate standards – AACR-2 (14L)

UNIT II.

Main and Added Entries of Documents: Single Author, Joint Authors, Editors - Corporate author, Continuing Resources (Serials),Pseudonyms Author and Anonymous Books, Non-Book Materials (e-resources), Assigning Subject Heading to Documents-Sear’s List of Subject Heading (11L)

UNIT III

Cataloguing: Purpose, structure, types including - Normative principles,Canons & Laws; Standard codes of Cataloguing AACR 2 (12L)

UNIT IV:

Subject cataloguing subject heading lists; thesauri and vocabulary control (13L)

UNIT V

Cataloguing of Documents: Print and Non-Print using AACR-2 (10L)

(Total-60L)

References:

Anglo American Cataloguing Rules. 2nd Edition Rev. New Delhi, Oxford, 2015

Barbara M Westby, Ed. Sears List of Subject Headings, New York, HW Wilson,2016.

Byrne, Deborah J. MARC Manual: Understanding and Using MARC Record.Englewood, Libraries Unlimited, 2015.

Chernyi, A.I. Introduction to Information Retrieval Theory. London, ASLIB, 2017.

Fritz, Deborah A. Cataloguing with AACR2 and US-MARC Records. Chicago,ACA, 2016.

**Paper IV - Core
Project**

Dissertation = 80 Marks [2 Reviews – 20+20=40 Marks, Report Valuation = 40 Marks]-Viva= 20 Marks

(Total – 60L)

Paper V – Core

Paper Code:

Title of the Paper: Advanced Knowledge Organisation – II (Cataloguing Practical)

Preamble: This course makes thoughtful knowledge regarding Cataloguing of Books and Periodicals in CCC and AACR II

Exercise

1. Cataloguing of Books and Periodicals according to CCC (15L)
2. Cataloguing of Documents: Print and Non-Print using AACR – II (15L)

(Total-30L)

References:

Anglo American Cataloguing Rules. 2nd Edition Rev. New Delhi, Oxford, 2015

Lal, C and Kumar, K. Practical Cataloguing AACR-2. ESS Publications, New Delhi. 2006.

S.R. Ranganathan (2006) . Classified Catalogue Code with Additional Rules for Dictionary Catalogue Code .EssEss Publications

Elective

Paper Code:

Title of the Paper: – Web Technologies

Preamble: This course makes knowledge regarding Web Design Principles – Social Media - Search Engines and Web Security

Unit 1: WWW: An Overview

Evolution and growth of Web; The Invisible Web; Internet Architecture: H/W & S/W Components, Client/Server Principle, Routers, Connection Types, ISP, Protocols, Uniform Resource Locator, IP Address; Domain Name System; Web servers: Apache etc. (8L)

Unit 2: Web Design Principles

Mark-up Languages: SGML, HTML, XML; Web Browsers: Internet Explorer, Mozilla Firefox, and Google Chrome. Communication Tools: E-mail, Discussion Groups, (9L)

Unit 3: Social Media

Basic principles and practices in developing websites - Tools and technologies associated to website designing, concept of web browsers-Page design and layout , design concepts , Mark up languages SGML, HTML, XML, CSS , Dream weaver, Web publishing and hosting. (10L)

Unit 4: Search Engines

Search Tools: Search Engines and Meta Search Engines; Intranet and Extranet: Components, Prerequisites and Services; Design and evaluation of Search engines. (10L)

Unit 5: Web Security

Internet Security: Worms, Viruses, Malware, Spyware, phishing, Cyber Crime: Provision in the Indian IT Act; Firewalls, Anti-Virus, Anti-Spyware. (8L)
(Total- 45L)

References:

Duckett, Jon .(2014). HTML and CSS: Design and Build Websites Paperback .Wiley

Hartl, Michael &Prochazka, Aurelius. (2017). RailsSpace: Building a Social Networking Website with Ruby on Rails. Addison-Wesley Professional.

Kalbach, James. (2017). Designing Web Navigation: Optimizing the User Experience. O'Reilly Media.

Morville, Peter & Rosenfeld, Louis. (2016). Information Architecture for the World Wide Web: Designing Large-Scale Web Sites. 3rd Ed. O'Reilly Media.

Robbins, Jennifer Niederst. (2017). Learning Web Design: A Beginner's Guide toHTML, CSS, JavaScript, and Web Graphics. 4th Ed. O'Reilly Media.

Paper VI - Elective

Paper Code:

Title of the Paper:: Digital Libraries

Preamble: This course makes knowledge regarding Digital Libraries - Digital Library Management - Building the digital library and Web Technology

Unit – I Digital Libraries

Concept of Digital Libraries - Transition of libraries from traditional to digital-: Definitions, Characteristics, Theoretical Fundamentals, merits, demerits and challenges(8L)

Unit – II Digital Library Management

Digital Library Management - Design and Organization of Digital Libraries: Architecture, Interoperability, Protocols and Standards; User Interfaces (9L)

Unit – III Digital content creation

Digital content creation: organization and Management, files & formats - Overview of Major Digital Library Initiatives- Open Archives Initiative (OAI) and similar developments (10L)

Unit – IV Building the digital library

Building the digital library - Digitization – process and methods – Planning for Digitization - Institutional Repositories- Open Source Software for digital libraries: GSDL -DSpace – EPrints, Access to and Use of Digital Libraries; Storage, Archiving and Preserving Digital Collections. (10L)

Unit – V Web Technology

Web Technology: An overview; Web Browsers and Search Engines, Web sites and Web portal Tools and Techniques – Webpage design using HTML (8L)

(Total- 45L)

Reference Books:

Gorman, G.E.(2015) The Digital Factor in Information and Library Services. London: Facet Publications

Lankes, R. D.(2016) Implementing Digital Reference Services: Setting Standards and making it real. London: Facet

International Conference on Digital Libraries. ICDL 2004. TERI, New Delhi.2018.

Upadhaya, J.L. Information Retrieval and Digital Libraries New Delhi, Shree Publishers and Distributors, 2017

G.G. Chowdhury. Introduction to Digital Libraries. London: Facet Publishing, 2016.

John M. Cohn, Ann L. Kelsey and Keith Michael Fiels, Planning for Library automation: A Practical Handbook – London: Library Association, 2016.