C.S.J.M.UNIVERSITY , KANPUR
MASTER OF LIBRARY AND INFORMATION SCIENCE
(M.Lib.I.Sc.)
One Year Post Graduate Course
COURSE CONTENTS

Paper No.	Paper Title	Sessional Marks	Exam Marks	Total
I	Knowledge, Information and Communication	20	80	100
II	Information Storage and Retrieval (Theory)	20	80	100
III	Knowledge Organisation – Practice I (Depth Classification)	20	80	100
IV	Information Processing & Retrieval– Practice II (Advance Cataloguing)	20	80	100
V	Marketing of Information Products and Services	20	80	100
VI	Information Systems and Organisations	20	80	100
VII	Research Methodology and Statistical Techniques	20	80	100
VIII	Information Technology Applications: Theory	20	80	100
IX	Information Technology Applications: Practical	20	80	100

PAPER –I

KNOWLEDGE, INFORMATION AND COMMUNICATION

UNIT –I
- Information : Nature, Properties, Types and Scope
- Conceptual difference between Data, Information and Knowledge
- Information Generation: Modes and forms
- Information Theory, Information Diffusion Process
- Intellectual Property Rights Act

UNIT –II
- Knowledge Management: Definition, concept , need, types& models
- Components and process of Knowledge Management
- Types of Knowledge
- Information Management Vs Knowledge Management

UNIT –III
- Communication :Genesis and Characteristics
- Communication Process, Types and Media
- Communication Channels and Models
- Communication of Information and Barriers to I.C.
- Trends in Scientific Communication

UNIT –IV
- Information Society: Concept & Definition
- Socio-economic implication of information
- Changing role of Library and Information Centres in Modern Information Society
- Information Industry: An overview

UNIT –V
- Information Policies: National Programmes and Policies
- National Information Policy (NIP)
- National Policy on Library and Information System (NAPLIS)
- National Knowledge Commission (NKC)
- National Mission on Libraries(NML)

Recommended Books:

1. Khan, M.T.M. (1998). Information organization and communication. New Delhi: EssEss Publications.

2. Parashar, R.G. (2003). Information and its communication. New Delhi: Medallion Press.

3. Rikowski,R.(2007). Knowledge Management: Social, cultural and theoretical perspective. U.K.: Chandos Publishing.

4. Sharma,S. &Gopal S.(2011). Applications of Knowledge Management in digital era. New Delhi: GNOSIS.

PAPER –II

INFORMATION STORAGE AND RETRIEVAL (THEORY)

UNIT –I

- IRS: Concept & Definitions
- Objectives, operations and design of information retrieval systems(IRS)
- Compatibility of information retrieval system
- IRS evaluation

UNIT –II

- Information retrieval tools: classification cataloguing, indexing, abstracting and online retrieval, Universal Bibliographical Control
- Standardization activities of bibliographic description, ISBD, MARC I, MARC II , UNIMARC, CCF,MARC21, DublinCore

UNIT –III

- History and development of subject indexing,
- Pre-coordinate indexing, Post-coordinate indexing
- Special type of indexing – citation indexing , Key word indexing
- Indexing languages: Thesaurus, Vocabulary control,
- Evaluation of indexing system

UNIT –IV

- Abstract and Abstracting: Concept & Definitions
- Uses and Techniques of abstracting
- Abstracting services in different disciplines: LISA, ISA, CA, BA
- Indexes in abstracting services: IndexMedicus etc.

UNIT –V

- Search Process; Search strategies
- Multiple information retrieval process
- Database searching, Internet searching, Meta searching, Data Harvesting

Recommended Books:

1.Chowdhury, G.G. (2010). Introduction to model information retrieval system (3rded.). London: Facet Publishing.

2.Lancaster, F.W. (2003). Indexing and abstracting in theory and practice. Urabana: University of Illions.

3. Rajan, T.M. (1981). Indexing Systems: concepts, models and techniques. Calcutta: IASLIC.

4. Salton G. & McGill, M.J. (1983). Introduction to modern information retrieval. New York: McGraw-Hill.

PAPER III

KNOWLEDGE ORGANISATION PRACTICE-1(DepthClassification)

- Classification By UDC(Abridged Rev .English Ed.1961
- Introduction of scheme: History, Structure, Principles
- Introduction to common Auxiliaries and Special Auxiliaries
- Adequate Number of titles From All Disciplines
- Use of common and special Auxiliaries

Candidates will be required to Classify 20 titles in all

PAPER IV

INFORMATION PROCESSING & RETRIEVAL PRACTICE-2(Advance Cataloguing)

Use of AACR-2 (R) (2002)

- Cataloguing of Multi Volume Books
- Cataloguing of Composite Books
    - With collective Title (Ordinary Composite books)
    - Without Collective Title (Artificial Composite books)

- Cataloguing of documents related to corporate authorship
    - Government Publications
    - Institution publications
    - Conference /congress/seminar /Workshop Publications

- Cataloguing of serial/ journal Publication
- Cataloguing of Non –Book Materials
    - Cartographic Materials
    - Manuscripts
    - Sound Recordings
    - Motion Pictures And Videorecordings
    - Microforms

Library of Congress List of Subject Headings will be followed.

Candidates will be required to catalogue 5 Titles in all.

PAPER-V

MARKETING OF INFORMATION PRODUCTS AND SERVICES

UNIT-1

- Marketing: Concept,Definitions, Need, Functions
- Information Products: Concept, Nature, Definitions, Design and Types
- Information Analysis and Consolidation
- Packaging and Repackaging of Information

UNIT-2

- Distribution Channels
- Marketing Mix
- Marketing Strategy:SWOT Analysis, PERT/CPM
- Techniques and Tools of Market Analysis
- Content Analysis: Techniques , Methods and Purpose

UNIT-3

- Information as a Marketable Commodity
- Demand and Supply of Various Information Services
- Factors affecting Demand and Supply
- Distribution and Marketing of Information

UNIT-4
- Information Analysis Centres (IAC)
- Information Centres: Types & their organisation
- Referral Centres: Need & functions
- Data Centres: Concept, Definitions, typesand functions
- Planning and Organisation of Information Analysis and Consolidation Centres

UNIT-5

- E-Marketing: Concept, strategies, Use, Advantages
- Information Audit: Role, Scope, Methodology
- Market Segmentation.
- Trends in Information Analysis
- Electronic Content Creation

Recommended Books:

1. Gupta, D. K., et al.(2006). Marketing Library and Information service: International perspectives. Munich: K. G. Saur.

2. Kotter, Philip.(2002). Marketing Management. Delhi: Prentice Hall.

3. Chopra, H.S.(1996). Information marketing. Jaipur: Rawat Pub.

4. Jain, AbhinandanK,et.al.(1999). Marketing information products and services: A primer for libraries and information professionals. New Delhi: Tata Mcgraw Hill.

PAPER –VI

INFORMATION SYSTEMS & ORGANISATIONS

Unit-1

- Information Systems: Concept, Definition, Characteristics, Objectives, Types and constraints
- Data Banks, Clearing Houses
- National Information System: Concept, Components, Objectives, Requirements, Planning and Designing

Unit-2

- National and International Organizations and Programs: Functions, Features and Services
- CSIR, ICSSR, DRDO, DST, UGC, ICAR, ICMR
- UNESCO, IDRC
- IAEA, ILO

Unit 3
- National and International Information Systems: Functions and Features
- NASSDOC, NISCAIR, DESIDOC
- SENDOC, ENVIS, NIC
- AGRIS, INIS, MEDLARS

Unit-4

Professional Organizations Promoting Information System
- ILA, ALA,SLA
- IASLIC, IFLA
- IATLIS, ASLIB, CILIP

Unit-5
- Organisation promoting Information Systems
- UNESCO, UNIDO
- IFLA, FAO, UNISIST
- ICSU, IDRC, OECD

Recommended Books:

1. Grassian, E.S. (2005). Learning to lead and manage information literacy instruction. New York: Schuman Publishers.

2. Vickery, B.C. (1987). Information Systems. Washington: Butterworths.

3. Baman,P.(1993).Studies on Information Systems, Services and Programmes in India and abroad. Delhi: Ajnata.

4. Atherton, Pauline.(1997). Handbook of Information System and Services. Paris: UNESCO

PAPER –VII

RESEARCH METHODOLGY AND STATISTICAL TECHNIQUES

UNIT –I: Introduction to Research
- Concept, meaning, need and process of Research
- Ethical aspect of research
- Types of research: Fundamental & Applied
- Research Problem and Research Design
- Hypothesis: Definition, Types, Sources and Functions
- Literature search : Print & Non-Print

UNIT –II: Research Methods, Tools and Techniques
- Research Methods: Scientific Method (Spiral of Scientific Method), Historical Method, Descriptive Methods(Survey and Case Study Methods), Experimental method
- Research Techniques & Tools : Questionnaire, Schedule, Interview, Observation, Scales and check lists
- Sociometric Techniques
- Sampling Techniques

UNIT –III: Data Analysis and Interpretation
- Descriptive Statistics :Measures of central tendency- mean, median, mode
- Tabulation and Generalization
- Measures of dispersion, Standard Deviation
- Graphical presentation of data – bar, pie, line graph, histograms
- Inferential statistics: Correlation, Regression- linear &non linear,   chi-square test,
- Statistical package: SPSS

UNIT – IV: Bibliometrics, Scientometrics&Informetrics
- Concept and definition,
- Bibliometric laws (Bradford, Zipfs,Lotka), Bibliographic coupling, Citation analysis, Impact factor
- Webometrics
- Informetrics
- Scientometrics

UNIT –V: Research Reporting & Style Manuals
- Structure, Style, contents, guidelines for research reporting
- Style Manuals: Chicago, MLA, APA

Recommended Books:

1. Alvesson, M &Skoldberg, K. (2009). Reflexing Methodology: new vistas in qualitative research (2nd rev. ed.). London: Sage Publications.

2. Devrajan, G. (2011). Prolegomena to Research Methodology. New Delhi: EssEss Publishing.

3. Das,S. (2012). Research Methodology: methods, tools & techniques. Jaipur: Yking books.

4. Sharma, C.K. & Jain, M.K. (2009). Research Methodology. New Delhi: Shree Publishers.

INFORMATION TECHNOLOGY APPLICATION (Theory)

UNIT - I: Information Technology
- Information Technology: genesis,definition ,need and objectives.
- Computer Technology : Processor Technology, Storage technology,
- Software:Meaning , definition Types, operating system Windows all version,Linux, Number system, Electronic Publishing: E-Journals , E- Books

UNIT -II: Network and Communication Technology
- Network: concept , meaning, Types of Network: LAN, MAN, WAN
- Modes of Communication: Simplex, Half Duplex, Full Duplex
- Network Topologies: Bus, Ring, Star, Hybrid
- Transmission Media: Twisted Pair, Coaxial cable,Optical fibers,Microwave, communication Satellite etc .
- Switching Techniques: Circuit switching, Message switching, Packet switching.
- Open system inter connection (OSI) model of networking, OPAC , Web OPAC

UNIT –III: Internet and Its services
- Internet: Origin , meaning , development and services
- Internet Protocols : Meaning, Different protocols-TCP/IP;FTP;HTTP; Z39.50
- Internet working tools: Bridges, Routers, Gateways, WebBrowsers
- Search Engines, meta search engine, Subject directories, Intranet , Extranet
- Bar coding Emergingtechnology:RSS, Smart Card, RFID

UNIT -IV: Database Concept and Components

- Database : concept ,meaning , features,Databasearchitecture
- DBMS: meaning ,Types,merit& demerits
- Databases in LIS: Web of Science, Google scholar, Scopus
- Dataware house, Dublin core metadata

UNIT -V: Digitization and Library Automation

- Digital Library:Concept ,Meaning, Definition, Objectives,Need and Functions
- Digitization:concept, needs and steps of digitization.
- Open source software v/sproprietary software
- Open sourceSoftware:DSpace,GSDL,KOHA
- Virtual Library:Meaning ,Definitions, Objectives,Need and Functions.

Recommended Books:

1. Singh, Prem and Khanna,JK.(1994). Information technology in the Libraries. Delhi: Pragati

2. Frye, Curtis. (2002). Microsoft Access Version 2002.Delhi: Prentice Hall.

3. Parashar,R.G.(1991). Indian Library in IT environment. Ludhiana:Medallian press.

4. Blake.U Computer network:protocols, standard and interfaces 2ndedition, New Delhi: Prentice hall

5. Kresh,D.(2000).The Whole Digital Library:Handbook. New Delhi: Indiana Publishing.

PAPER – IX

INFORMATION TECHNOLOGY APPLICATION: PRACTICE

- HTML programming: Web Page Creation
- Library Automation Softwares : KOHA, SOUL, Greenstone
- Content Management System :Joomla

Recommended Books:

1. Powell, Thomas A. (2001). HTML: The Complete Reference. USA: McGraw-Hill.

2. Mishra, L. &Srivastava V. (2008). Automation and Networking of Libraries: A Manual of Library Management Software and Application of Computer Technology in Libraries. New Delhi: New Age International Pub.

3. Lynch, P.J. & Horton, S. (2009). Web style guide: basic design principles for creating web sites. London: Yale University Press.