RANI CHANNAMMA UNIVERISTY, BELAGAVI

Vidyasangama

P.B.N.H. – 4, Belagavi-591156

Two Years Integrated

Degree Course

in

MASTER OF LIBRARY AND IFNORMATION SCIENCE (M.L.I.Sc)

(Choice-based Credit System- Semester Scheme)

IV SEMESTER

COURSE STRUCTURE

and

Detailed Syllabus

2015-16 & Onwards

COURSE STRUCTURE

Master of Library and Information Science (MLISc)

SEMESTER – IV						
4.1	Internet Resources and Web Technology	80	20	100	4	4
4.2	Digital Library and Information Management	80	20	100	4	4
4.3	Library and Users	80	20	100	4	4
4.4	Scientometrics	80	20	100	4	4
4.5	**Electives** A. Technical Writing B. Content Management Systems C. Marketing of Information Product & Services	80	20	100	4	4
4.6	Internship Report & Viva-Voce	80	20	100	4	4
4.7	Study Tour & Report (All India)	25	25	50	1	1

RANI CHANNAMMA   **UNIVERSITY, BELGAVI**

DEPARTMENT OF LIBRARY & INFORMATION SCIENCE

MLISc

SYLLABUS

SEMESTER-IV

Paper- 4.1. Internet Resources & Web Technology

Unit- 1   Internet:

- Genesis, Components and Development
- WWW, Relevant W3 Standards
- Network Protocols: TCP/IP, FTP etc.
- Web 2.0 and Semantic Web.

Unit – 2   Internet Software Tools

- Web Browsers,
- Search Engines- Meta Search Engine, Federated Search Engines
- Web Servers (IIS, TOMCAT, Apache etc.)
- Protocols URL, Open URL, IP Address, ISP (BSNL etc.)

Unit-3 Internet/Network Based Information Services

- E-mails, Tele Conferencing, Tele Text, Video Text,
- LIS Forum, Use Net, BBS etc
- Building and Maintenance of Internet Resources.

Unit-4 Web Designing Tools

- Mark-up Languages (HTML, DHTML, XML, Java)

Unit-5. Web designing software

Unit-6.   Evaluation of Web Sites and Web Resources

- Website evaluation
- Compilation of web resources
- Webometrics

Unit-7. Internet and Web security

- Internet and web Security
- Cyber laws

a) Textbooks

1. Allen C. B. Complete Internet companion for librarians. NY, Neal-Schuman, 1995.

2. Pandian, M. Paul and Jabhekar, Ashok: Internet for libraries and Information centers, New Delhi, McGraw Hill, 2001.

3. Susan, Estrada. Connecting to the Internet. London, Orilly, 1993.

4. Winship, I. and Menab, A. The Students guide to the Internet, London, LA, 1999.

5. Darnell, R. and others. HTML 4 Unleashed: The Comprehensive solution. New Delhi, Techmedia, 1999.

6. Goodman, D.: Dynamic HTML: Definitive reference. Cambridge, O'Reilly, 1998.

7. Dawson, A. The Internet for Library and Information Professionals. London, Library Association Publishing, 1997.

8. Parekh, Harsha, Internet in the scholarly communication process. Mumbai, Mukherjee Knowledgeware Association, 1999.

9. Thulasi, K and Rajashekar, T.B. Web resources for Internet use in libraries. NACLIN99, New Delhi, DELNET, 1999.

Paper 4.2: Digital Library and Information Management

Unit – 1   :   Digital Library

- Development, trends of Digital Information

- Nature, Objectives

- Characteristics, Born Digital

- Advantages, Disadvantages

Unit – 2   :   Digital Technologies
- Design and Organizations

- Architecture

- Interoperability, Compatibility

- Protocols and standards

Unit – 3   :   Digital Library Initiatives

- National and International initiative

- Development with reference to libraries.

- Electronic thesis and Dissertations (ETD) Scholarly communication

Unit – 4   :   Digital Resource Management

- Identifying, accessing and processing
- Storage and retrieval - usage of digital resource
- Metadata Harvesting OAI-PMH
- Digital Preservation and Conservation
- DRM issues

Unit – 5   :   Digital Library Software

- Digital Library Softwares in detail

- Open Source Softwares

- Digital Library open course were

- DL in networked world

Unit – 6   Digital preservation and archiving

- Digital Data formats

- Digital Preservation issues

Unit – 7   Developing a digital library using Dspace/Greenstone/Eprints

Selected Readings:

1. C. Xavier. World Wide Web Design with HTML. New Delhi : TMH, 2000.

2. Cooper. Michael D. Design of Library Automation System: 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. Coln, 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 Prescott. Towards the Digital Library. London : LA, 1998.

8. Lovecy, Ian. Automating library procedures: a survivor's handbook. 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.

Paper – 4.3. Library and Users

Unit – 1.Information Users and their Information Needs

- Categories of Information Users Academic Community - Teachers and Students scientists and Technologists R & D Personnel, Other Professionals, Planners, Policy Makers, Ethnic Groups etc.,
- Information Needs – Definition, and Models
- Information Seeking Behaviour: Models and Procedures.

Unit – 2.User Studies

- Importance, Planning and Organization of User Studies in different environments.
- Methods, Techniques and strategies of user studies
- Sampling, interview, questionnaire, diary and observation methods.

Unit –3 .Techniques of Library and Information Centres Use studies

- Use studies in different types of Libraries: different user groups and disciplines.
- Quantitative and qualitative techniques, Information studies.
- Survey methods – proforma method, interview and record analysis methods including citation studies.

Unit – 4 .Information Literacy

- Definition, need and scope
- History and evolution – Library / bibliographic instructions, library tour, initiation to a freshman, library orientation and user education.

Unit – 5.Methods and Techniques – Lectures, Tutorials

- Use of A-V aids, programmed instructions in specified disciplines, resource based instructions etc.
- Information Literacy models

Unit – 6.Global perspectives

- National and International standards, guidelines and policies.
- Selective study of Information Literacy missions, forums and task forces.

Unit – 7 .Information Literacy and Lifelong Learning

- Integration of information literacy in different levels of education – current trends.

Selected Readings:

1. American Library Association: Information for a new age: Redefining the librarian. Chicago: ALA, 1995.

2. Eisenberg, Michael B., Lowe Carrie, A. and Spitzer Karthleen, L. Information Literacy: Essential Skills for the information age. London: Libraries Unlimited, 2004.

3. Gaur, Ramesh C. Re-engineering Library and Information Services: Process, People and Technology. Mumbai: Allied, 2003.

4. Grassian, E.S. and Kaplowitz, J.R. Information Literacy Instruction: Theory and practice. Edison NJ; Neal Schuman, 2001.

5. http://fiste.jrc.es/

6. http://www.presidentofindia.nic.in/scripts/sllatest1.jsp?id=20

7. http://www.unesco.org/courier/1998_12/uk/dossier/txt21.htm

8. Jukes, I., Dosaji, A. and Macdonald, B.F.Net savvy: Building information literacy in the classroom 2nd Ed. Thousand Oaks: Crowin press, 2000.

9. Krishna Gopal. Digital Libraries in electronic information era. New Delhi: Authors, 2000.

10. Landbook for the 21st century. Englewood: Libraries unlimited, 1994.

11. Prasher, R.G. Ed. Indian Libraries in IT envionment. Ludhiana: Medallion, 2003.

12. The Puzzle of the knowledge society. European Foundation of the Improvement of Living and Working Conditions. Papers presented at the Irish Presidency Conference Foresight for innovations – thinking and debating the future: shaping and aligning policies. Dublin, 14-15 June 2004.

Paper – 4.4. Scientometrics

Unit - 1   Concept of Scientometrics

- Concept, Meaning, Definition, Scope, Need and Purpose of Librametrics to Cybermetrics: an overview

Unit - 2   Citation Analysis

- Meaning and Definition
- Origin of Citation and Citation Studies
- Bibliographic coupling, co-citation
- SCI, SSCI, A&HCI, Google Scholar

Unit - 3   Bibliometrics/scientometrics

- Genesis, Scope, Definitions and Applications
- Science Indicators
- Mapping of Science
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Unit - 4   Bibliometric Laws

- Bradford's Law
- Zipf's Law
- Lotka's Law

Unit - 5   Growth of Literature Studies

- Growth of Literature
- Growth Models: Exponential Model, Logistic Model, Power Model, and Gompertz Model
- Obsolescence of Literature

Unit - 6   Science Productivity

- Authorship Studies
- Collaboration Studies
- Techniques of Authorship Studies

Unit - 7   Informatics and Webometrics

- Informetrics: Genesis, Scope and Definitions
- Webometrics: Genesis, Scope, and Applications
- Application in the evaluation of websites and evaluation parameters

Textbooks

1. Nicholas D. and Ritchi, M. Literature & Bibliometrics. London, Clive Bingley, 1979.

2. Ravichandra Rao, I.K. Quantitative Methods for Library and Information Science, New Delhi, Wiley Eastern, 1985.

3. Egghe, Leo and Rousseau, Ronald: Elementary statistics for effective library and information services management. London, Aslib, 2001.

4. Garfield, Eugene: Citation Indexing : Its theory and applications in science, technology and humanities. New York, John Wiley, 1979.

5. Meadows, A.J. : Communication in science. London, Butterworths, 1974.

6. Thelwall, Michael: Introduction to Webometrics: Quantitative Web Research for the Social Sciences. Morgan and Claypool Publishers, 2009.

7. Neuendorf, K. The content analysis guidebook. London: Sage. 2002.

PAPER 4.5A: TECHNICAL WRITING

Unit-1: Technical writing basics

- Definition, Overview, Purpose, Types, Characteristics, Functions, Target groups and their requirement

Unit-2: Technical Writing Process

- Planning, drafting editing, finishing and producing the documents
- Use of additional tools viz, Dictionaries, Style Manual, Standards and specification

Unit-3: Technical writing style

- Language and technical skills, styles, semantics, syntax, Diction, Sentence, Structure, Readability and aberrations

Unit-4: Technical Writing Techniques

- Information searching and gathering skills; Summarizing
- Designing pages: Elements of page design, basic design guidelines, developing a style sheet
- Using Visual aids: Tables, Line graphs, Bar graphs, Pie charts, Charts and illustrations
- Defining Describing and providing set of instruction including footnotes and notes

Unit-5: Technical Communications

- Structure and format of journal articles, seminar/ conference papers, review articles, technical reports, informal and formal repports, recommendation and feasibility reports, research proposals, monographs, dissertations/ theses

Unit-6: Software packages

- Use of PagMaker and MS-Office for the preparation, production and presentation of scientific and technical communication

Unit-7: Technical Presentations and evaluation

- Preparation and use of multimedia facilities for presentation
- Criteria for evaluation of scientific and technical communication and presentation

Unit-8: Trends in Technical writing

- Marketing Communication- company white papers, reference manuals, user manuals, on-line help files, application notes, data sheet, errata, newsletters:
- Documentation support to software products: Business tools to technical writers, Robo help, on-line help, Adobe France work and its allied products

Selected Readings:

1. Anderson,Paul V and Brockamn, R John and Miller, Carolyn (ed), New essays in Technical and scientific communication: Research, theory and Pracice, Farmingdale: N Y Baywood 1997
2. Day. Robert A Writing scientific papers in English Ed 2. Philadelphia: ISI 1989
3. Joshi Yateendra. Communicating in style. New Delhi: TERI: 2003
4. Riodarn, Daniel f and Pauley, Steven E. Technical report writing today. Ed 8, New Delhi: Biztantra,2004
5. Society for Technical Communication, Code for Communicators. Washington D C, STC, 1998
6. Staples, Catherine and Ornatowski, Cezar (Ed), Foundations for teaching technical communications: Theory , Practice and Program Design. Greenwitch, CT: Ablex, 1997
7. Xerox Publishing standards: A manual of style and design, New York: Xerox press 1988.

Paper -4.5B: Content Management System

Unit-1: Understanding the content Management System

- Concept, Definition
- Branches of CMS
- Issues and challenges
- Functionality and interactions issues
- Information Architecture, Content tagging and metagging and interactions

Unit-2: Overview of CMS software:

- CMS software platforms;
- Joomla
- Drupal
- Wordpress and Moodle

Unit-3: Practical approach to CMS software:

- Features and platform, Joomla;

Unit-4: Practical approach to CMS Software;

- Future and platform Drupal

Unit-5: Practical approach to CMS Software;

- Future and platform Moodle

Unit-6: Practical approach to CMS Software;

- Future and platform Word press

Unit-7: Evaluation of content management system

Paper 4.5C : Marketing of Information Product & Services

Unit-1: Information Economics and Economics of Information

Unit-2: Basic concept of Marketing

- Marketing overview and definition
- Need for marketing of libraries
- Steps of marketing process
- Market research

Unit-3: Library marketing planning process

- Marketing the libraries, learn mission & purpose of your library
- Strategies for promotion of library products
- Development of marketing plan
- Evaluation of market plans

Unit-4: Web Marketing

- Internet marketing
- Marketing of Libraries through website
- Products features of the website
- Product design of the website
- Promotion of library on the website

Unit-5: Promoting the Library and Library Public Relation

- Advertising and publicity
- Promotion through press & media
- In-house promotion: Publication, Display
- Promotion outside the library: promotion through electronic media

Unit-6: Public relations and its methods

- Meetings, negotiation strategies, library lobbying

Unit-7: Evaluation and usability of the public relation methods

- Evaluation of library websites
- Evaluation of negotiation methods

Textbooks:
1. Cronin, B: Marketing of library and information services. London: ASLIB, 1981.
2. Kotler, P: Marketing for non-profit organization. Prentice-Hall, 1975.
3. Saez, E.E: Marketing concepts for libraries and information services. 1993.
4 Marketing of library and information services, 13th IASLIC Seminar, Calcutta, 1988.
5. Cawkell, A.E., Ed. Evolution of an Information Society. London : ASLIB, 1987.
6. Eileen Elliott de Saez: Marketing concepts for libraries and information services. 2nd Ed. London: Facet Publishing, 2002.
7. Jain, Abhinandan K and others (Ed): Marketing of Information Products and Services. Ahmedabad: IIM, 1995

Paper – 4.6 : Internship Report & Viva-Voce

Paper – 4.8 : Report of Study Tour (All India)

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