

PARUL UNIVERSITY

FACULTY OF LIBRARY AND INFORMATION SCIENCE

Programme: M.Lib.I.Sc. (Part Time)

Semester: I (Admission Year – 2020-21) & Semester: III (Admission Year – 2019-20)

Syllabus with effect from: July – 2019-20

Subject Code – 13201101	Total Credit
Title of Paper: Information and Communication	5

Unit	Description in detail	Weightage (%)
I	Information & Communication: Information: Characteristics, Nature, Value & Use of Information Conceptual Difference Between Data, Information & Knowledge Communication of Information: Information Generation Communication Channels, Models: Aristotle's Model, Lasswell's Models, Michael Buchler Model, Shannon & Weaver Model Etc. & Barriers of Communication Trends In Information Communication	20%
II	Information Science: Library Science, Documentation & Information Science Definition, Scope And Objectives of Information Science Information Science As A Discipline & Its Relationship With Other Subjects	20%
III	Library, Information & Society: Genesis & Characteristics & Implications of Information Society Changing Role of Library And Information Centres In Society Information Industry-Generators, Providers & Intermediaries International & National Programmes & Policies [Naplis] IPR & Plagiarism, Concept of Freedom, Censorship, Data Security & Fair Use, RTI, UPA, UBC	20%
IV	Information: An Economic Resource: Substance of Economic Information Economics: Economic Characteristics of Information Economics of Information: Micro, Macro Information Economy Knowledge Economy: Characteristics of Knowledge Economy	20%

	Indian Economy & Workforce Economics of Information System & Services	
V	Information Management & Knowledge Management: Meaning, Definition, Need & Purpose Essentials of Knowledge Management: Data, Information & Knowledge Types of Knowledge Tools & Techniques	20%

Basic Text & Reference Books:-

- Abell (Angela) And Oxbrow (Nigel) Compelling With Knowledge: The Information Professional In The Knowledge Management Age. London: Facet Publish, 2001
- Atherton (Panline) Handbook For Information Systems And Service, Paris Unesco, 1977
- Allan (Barbra) E-Learning And Teaching In Library And Information Services, London: Facet Publishing, 2002
- Bikowitz (Wr) Knowledge Management, Delhi. Phi 2000
- Chowdhury (Gg) Introduction To Digital Libraries. London: Facet Publishing, 2003
- Elliott De Saez (Eileen). Marketing Concepts For Libraries And Information Services.2nd Ed. London, Facet Publishing, 2002.
- Dearnley (James) And Feather (Jhon). The Wired World: An Introduction to the Theory & Practice of the Information Society. London: Facet Publishing, 2001
- Peather (Jhon). The Information Society: A Study of Continuity And Change, 3rd Ed. London Concept Publishing, 2000.
- Khan (Mtm) Information Organization And Communication. New Delhi: Ess Ess Publishers 2001.
- Kumar (Psg) A Students: Manual of Library And Information Science (Two Volumes Bind In One) Delhi. B.R.Pub. Corporation. 2002
- Mahapatra (Pk) And Chakrabarti (B), Knowledge Management In Libraries, New Delhi. Ess Ess Publishers. 2002
- Mc. Garry (Kj) The Changing Context Of Information: An Introductory Analysis. London Bingley,1981
- Neelameghan (A). Lectures On Knowledge Management: Parailigm, Challenges & Opportunities.New Delhi: Ess Ess Publishers, 2002
- Pedley: Copyright For Library And Information Service Professionals, London: Aslib,2000
- Prasad (Hn) Information Need And Users. Varanasi: Indian Bibliographic Center, 1992
- Prasher (Rg) Information And Its Communication. New Delhi: Medallion Press, 1991
- Ranganathan (Sr) Ed. Documentation Of Thefracts, Bombay, Asia, 1983
- Roberts (Stephen A) Ed. Cost Management For Library And Information Services. London: Aslib,1984
- Shera (Jesse H) Documentation In Action. New York: Reinhold, 1956
- Shera (Jesse H) Documentation And The Organization Of Knowledge. London, Crosoy Lockwood,1966
- Visanathan (Cg) Elements Of Information Science. New Delhi, Today And Tomorrows 1976
- Wolpert (Sa) And Wolpert (Jf) Economics Of Information. 1986

Subject Code – 13201102	Total Credit
Title of Paper: Information Analysis, Repackaging & Consolidation	8

Section A: Theory

Unit	Description in detail	Weightage (%)
I	<p>Repackaging and Consolidation History, Definition and Meaning of Information Analysis, Consolidation, & Repackaging. Objective, use and importance of Repackaging. Justification for Information consolidation.</p> <p>Users & User Groups Types and levels of users. Need Assessment Users’ Studies - Methods User Studies to Information Consolidation - Products</p>	20%
II	<p>Methodology for the Preparation of Information Product Methodology for Information Consolidation Understating of subjects, Information Requirement Guiding Principles for Presentation of Idea in Helpful Sequence Information Consolidation products by Diffusion stages</p>	15%
III	<p>Preparation of Information Products Handbook Feasibility report Status report News letter Reviews –state –of-art report</p>	20%
IV	<p>Planning & Management of ICU, Information Analysis & Consolidation Centre Policy formulation Policy decision regarding Collection of Materials Services & Access to Materials Staff resources Management Style Organizational structure Manpower / Professionals Financial resources</p>	15%
V	<p>Marketing of Information Products & Services Information Products & Services as a marketable commodity</p>	15%

	Pricing, distribution channels & communication strategies E-marketing	
VI	Trends in Information Analysis, Repackaging and Consolidation, Including Electronic Content Creation	15%

Section B: Practical

Unit	Description in detail	Weightage (%)
I	Preparation & Presentation of Information Product	100%

Basic Text & Reference Books:-

Cronin. (1981): The Marketing of Library and information Services, London, ASLIB.
 Freeman, J.E. and Katz, R.M. (1978): information marketing, ARIST, 1978, 13, 79-101.
 Kotler, P. (1975): Marketing for Non-Profit Organization, New Jersey, Prentice-Hall.
 Neelmeghan, A and Seetharam, S.: Specialist group in the preparation & Consolidation Products.
 Saracevic, Telko (1986): Processes in information consolidation, Information Processing and Management, 22(1), 45-60.
 Harvey, J.M.: Specialist information Centres, London: Clive Bingley.
 Bhattacharya, G.: Information Analysis for Consolidation, DRTC Annual Seminar, 18: Paper IA.
 Seetharama, S.: Planning of information Analysis Centre: Some General Consideration DRTC Annual Seminar, 18 paper HD.
 UNSSCO/DSIR (1988); Regional Training Course on information consolidation. March 14-18, Course Material: Hyderabad: Institute of Public Enterprise