



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25)
Syllabus with effect from the Academic Year 2021-2022

Masters of Library & Information Science (Library and Information Science)
MLISc. Semester I

Course Code	PA01CLIB53	Title of the Course	Information Analysis, Repackaging & Consolidation – Theory
Total Credits of the Course	5	Hours per Week	5

Course Objectives	<ol style="list-style-type: none">1. To build skills of information analysis.2. To know the meaning, objectives, use and importance of Consolidation and Repackaging.3. To introduce the information repackaging and consolidation techniques.4. To introduce various information products and services.5. Understand the concept of marketing of information products & services.6. To be familiar with the current trends of user, user groups their need and need assessment.
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Course Content		
Unit	Description	Weightage (%)
1.	Repackaging and Consolidation History, Definition and Meaning of Information Analysis, Consolidation & Repackaging. Objective, use and importance of Repackaging. Justification for Information consolidation. Users & User Groups, Types and levels of users. Need Assessment Users' Studies – Methods including Digital Users User Studies to Information Consolidation – Products (Portion to be covered for Podcasts, Tube Content and alike products)	25
2.	Methodology for the Preparation of Information Product Methodology for Information Consolidation Understating of subjects, Information Requirement Information Consolidation products by Diffusion stages	25
3.	Preparation of Information Products Handbook, Feasibility report, Status report, Newsletter, Reviews: state –of-art report	25



4.	Planning & Management of ICU, Information Analysis & Consolidation Centre Policy formulation : Policy decision regarding Collection of Materials, Services & access to Materials, Staff resources Organizational structure : Manpower / Professionals, Financial resources, IT resources Marketing of Information Products & Services: E-marketing	25
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Teaching Learning Methodology	Class Room Teaching Practical Work through Computer Lab Use of Resources through Central Library .PPT Presentation Online Teaching Presentation Mode
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Evaluation Pattern

Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3.)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3.)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to

1.	Highlight salient features of Information Analysis, consolidation & repackaging.
2.	Explain various types and levels of users.
3.	Understand various traditional and modern information products and services.
4.	Prepare various information products and use of it.

Suggested References:

Sr. No.	References
1.	Bhattacharya, G. Information Analysis for Consolidation, DRTC Annual Seminar, 18: Paper IA.
2.	Cronin. (1981). The Marketing of Library and information Services, London, ASLIB.
3.	Freeman, J.E. and Katz, R.M. (1978). Information marketing, ARIST, 1978, 13, 79-101.
4.	Harvey, J.M. Specialist information Centers, London: Clive Bingley.
5.	Kotler, P. (1975). Marketing for Non-Profit Organization, New Jersey, Prentice-Hall.
6.	Neelmeghan, A. and Seetharam, S. Specialist group in the preparation & Consolidation Products.
7.	Saracevic, Telko (1986). Processes in information consolidation, information Processing and Management, 22(1), 45-60.
8.	Seetharam, S. Planning of information Analysis Centre: Some General Consideration DRTC Annual Seminar, 18 paper HD.
9.	UNESCO/DSIR (1988). Regional Training Course on information consolidation. March 14-18, Course Material: Hyderabad: Institute of Public Enterprise.



On-line Resources to be used if available as reference material

On-line Resources

<https://epgp.inflibnet.ac.in/>

<http://egyankosh.ac.in/>

<https://ndl.iitkgp.ac.in/>

<https://www.vmou.ac.in/slm>

<https://baou.edu.in/syllabus-slm-e-books>

http://spuvvn.edu/administration/service_centres/library/collection/index.php

<https://nios.ac.in/online-course-material/sr-secondary-courses/library-and-information-science.aspx>

