

**SARDAR PATEL UNIVERSITY  
VALLABH VIDYANAGAR**



**SYLLABUS EFFECTIVE FROM: 2017-18  
M. PHIL IN LIBRARY & INFORMATION SCIENCE**

**SEMESTER: I**

**PAPER-I INFORMATION SOURCES, SERVICES,  
MANAGEMENT OF INFORMATION SYSTEM**

**UNIT-1 SOCIAL IMPACT OF INFORMATION & COMMUNICATION  
TECHNOLOGY**

- Concept
- Security of Information
- Computer Crime
- Intellectual property right
- Fair use Right to Information
- National Knowledge Commission

**UNIT-2 ECONOMICS OF INFORMATION AND INFORMATION ECONOMICS:**

- Information as a commodity, cost, price & value of Inf. Economy
- Information as resources and factors of production
- Economics of information, sources and production: Inf. Economy- Inf. Topologies & Industry.

**UNIT-3 MARKETING OF INFORMATION PRODUCTS AND SERVICES:**

- Definition Needs, functions, objectives
- Difference between Marketing & Selling
- Marketing commodity
- Marketing Management, elements of Marketing Mix
- Planning, Market Strategy
- Product Marketing
- Identify needs design of products, services, costing, publicity, selling and Marketing

**UNIT- 4 INFORMATION SYSTEMS:**

- Information System: Objectives and types, functions, and services of different component.
- Introductions of system analysis and design
- System development life cycle
- Management of Information System
- National Information systems NATIS, NISSAT, etc.
- International Inf. Systems INIS, INSPEC, MEDLARS, AGRIS, DEVSIS

### **SELECTED READING LIST:**

1. John Cowley, Personnel Management in Libraries. London: Bingley, 1982.
2. Blaise Cronin, Information Management; from strategies to action. London: Aslib, 1985.
3. G. Edward Evans, Management Techniques for Librarians. 2<sup>nd</sup> ed. New York: Academic Press, 1983
4. Noragh Jones & Peter Jordan, Staff Management in library and information work. Aldershot: Gower, 1982.
5. Donald Mason, Information Management. Stevenage: Paregrinus, 1978.
6. Donald W King, ed. Key Papers in the design and evaluation of information systems. White Plains: Knowledge Industry, 1978.
7. Narayan, G.J. Library and Information Management. New Delhi: PHI, 1991.
8. Chapman, Edward A. Pierre, Paul L. St. and Lubans, John, Jr, Library systems Analysis Guidelines. New York: Wiley Inter Science, 1970.
9. Bryson, Jo. Effective Library and Information Centre Management Aldershot: Gower, 1990.
10. Roberts, Stephens A. Ed. Costing and the economic of library and information services. London: Aslib, 1998.
11. Rizzo, J.R. Management for Librarians : Fundamentals and issues. Westport: Green Wood Press, 1980.
12. Lancaster, F.W. The Measurement and Evaluation of library Services, Washington : Information resource Press, 1977.
13. Lancaster, F.W. If You Want to evaluate Library. London: LA, 1988.
14. Ellis, Debbie and Norton Bob. Implementing BS5750 ISO9000 In Libraries. London: Aslib, 1993.
15. Underwood, Peter G. Managing change in libraries and information services : A System Approach. London : Clive Bingley, 1990.
16. Maclachlan, Liz. Making project management work for you. London : LA, 1996.
17. Thornhill, Adrians and Others. Managing Change. Delhi : Addison Wesley Longman, 2000.
18. Stephen P. Robbins & David A. Decenzo. Fundamentals of Management. Delhi : Pearson Education, 2001.
19. Roshan, Raina. TQM in Library & information Services. New Delhi : Infuse, 1999.
20. V. Rama Raman. Analysis and Design of Information Systems. New Delhi: PHI, 1991.
21. Elias M Awad. Systems Analysis and Design. New Delhi : Galgotia, 1995.
22. Barbara Allan. Project Management : Tools and Techniques for Today's LIS Professional. London : Facet Publishing, 2003.
23. John M Cohn. Planning for Integrated Systems and Technologies : A how to do it manual for Librarians. 2<sup>nd</sup> rev. ed. London: Facet Publishing, 2002.

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[EFFECT FROM: 2017-2018]  
SEMESTER: I

**PAPER -II INFORMATION TECHNOLOGY APPLICATION**

**UNIT-1      ARTIFICIAL INTELLIGENCE & EXPERT SYSTEM**

- The Turing test
- Artificial intelligence fields
- Expert system
- Areas of Application of AI in LIS

**Unit – 2 Resources Sharing with Website**

- RSS: Introduction and Usage, RSS Reader
- CMS (Content Management Systems):
  - o Introduction to CMS
  - o Usage (online and offline) and Examples (Word Press, Drupal, Joomla)
  - o Word Press:
    - Installation and Usage
    - Managing Dashboard
    - Features
- Cloud Computing: Introduction and Models

**Unit – 3 Web and Search Engine Optimization (SEO)**

- Introduction to Web 2.0 and Web 3.0
- Search Engine Optimization (SEO):
  - o What is Search and Intention of it?
  - o Techniques to search content
  - o How Search Engine works?
  - o Search Engine Result Page (SERP)
  - o Horizontal and Vertical (Blended) Search
  - o Examples of Popular Search Engines
  - o Studying User Eyeballs and Clicks over Search Engine
  - o Introduction to SEO
  - o What Search Engine can see?
  - o What Search Engine can't see?
  - o On-page Optimization
  - o Off-page Optimization
  - o Do's and Don'ts for Web Page with respect to SEO

#### **UNIT-4      DIGITAL TECHNOLOGY:**

- Introduction
- Hardware, Software for Digital Technology
- Mechanisms of Digitization
- Storage & Access of Digital Material
- E-print
- DSPACE
- KOHA
- GREENSTONE
- Standard Backup Practices
- Digital Content Conversion Format: Scanning and OCR, Image Editing Software

#### **UNIT-5      PROJECT**

#### **SELECTED READING LIST:**

1. Dowling, K. The Electronic Library. New York: Neal Schuman, 1984.
2. Forester's. Ed. The InformationTechnologyRevolution. Oxford Blackwell, 1985.
3. Kelleher,Kathleen& Cross. Thomas B. Teleconferencing: Linking Propel together electronically. Englewood Cliffs: Prentice –Hall, 1985.
4. King,DonaldW.Ed. Telecommunications and libraries: A Primer for libraries and informationmanagers. WhitePlains:Knowledge Industry,1981.
5. Vervest,Peter.ElectronicMail&Message handling. London: Printer, 1985.
6. Zorkory,Peter and Heap,Nicholas.InformationTechnology : An Introduction,
7. The Hindu Speaks on InformationTchnology.Madras:Kasturi& Sons,1993.
8. Groucher,Phill.Communication& Networks. 2<sup>nd</sup>ed. New Delhi:Affiliated East-west,1995.
9. Ric, Elaine and knight,Kevin.Artificial Intelligence. 2<sup>nd</sup> ed.New Delhi: TMI-t, 1994.
10. Kaul, H.K.Information Networks: An Indian experience. New Delhi: Virgo, 1992.
11. Chad, R.K. and Gupta, S.R. Ed. Information Technology. New Delhi: Santa, 1995.
12. Black, U. Emerging Communication Technologies. New Delhi: PHI, 1994.
13. Jeffcote, J.Multimedia in practice.New Delhi: PHI, 1994.
14. Ford, Nigel.Expert Systems and Artificial Intelligence.