

## SEMESTER IV

### LIBRARY SYSTEMS AND ITS APPLICATION

#### CORE PAPER I

**Instructional Hours: 90**

**Sub. Code: 12 MLPC411**

**Max Marks: CIA – 25; ESE - 75**

**Credits: 4**

#### **Objectives:**

1. To make students to understand the nature of the libraries and its users.
2. To teach the students to understand the need & purpose of various library systems.
3. To enable the students to understand the need of user education & user services.

#### **UNIT I : Library System**

**15 Hrs**

Definition, Meaning, Importance, Functions, Services and Types of Libraries: Public - Academic – Special.

#### **UNIT II : Academic Library System**

**15 Hrs**

History and development of Education in India – Primary- Higher –Research Institutions; Role of UGC in Development of Academic Libraries – NAAC – NBA

#### **UNIT III : Special Library System**

**20 Hrs**

Definition – Types – Functions – Services: CECRI – CLRI – CSIR – CIFPR- DRTC - CIEFL

#### **UNIT IV : Health Information System**

**15 Hrs**

Organizations & Institutions providing Health Education & Activities – Print – Electronic: E-Journals, Databases, E-books & Websites – Digital Sources

#### **UNIT V : User Studies**

**25 Hrs**

User Education: User education – Need – Purpose – Methods - online user education - Evaluation of User Education Programmes - Evaluation of user studies - criteria - Techniques of evaluation - Proforma method, interview method and record analysis method.

User Studies – Concept, definition, need & purpose – Types and Techniques.

#### **Texts & References :**

1. Kumar, PSG. Use and User studies Publication. New Delhi: BR Publication.2006.
2. Deverajan. User studies, New Delhi : Allied publishers, 1987.
3. Kumar, PSG. A student's Manual of Library and Information Science. New Delhi: BR. Publishers, 2002.
4. Kumar, PSG. Library and Users: Theory and Practice. New Delhi: BR. Publishers, 2004.
5. Sridhar, MS. Library use and user research (with twenty case studies). New Delhi: Concept Publishing Company, 2002.
6. <http://portal.unesco.org/edu>
7. <http://www.ifla.org>
8. Mittal, RL: Library Administration, Allied Publications, Chennai.

# SEMESTER IV

## CORPORATE LIBRARIES AND INFORMATION MARKETING

### CORE PAPER III

**Instructional Hours: 90**

**Sub. Code: 12 MLPC413**

**Max Marks: CIA – 25; ESE - 75**

**Credits: 3**

#### **Objectives**

- To create an understanding on the nature of corporate libraries
- To learn the different products and operations handled by corporate librarians.

#### **UNIT I : Corporate Libraries**

**15 Hrs**

Concept – Nature – Objectives – functions – structure

#### **UNIT II : Services and Products**

**15 Hrs**

Abstracting and Indexing Services – SDI – CAS - Mail Alerting - Bulletin Board Service – Condensation and Consolidation – Computerized Information services

#### **UNIT III: Record Management**

**20 Hrs**

Record Management – E-environment – Digital Rights Management – Licensing – E-Learning concept – Tools – E-metrics

#### **UNIT IV: Information Marketing**

**20 Hrs**

Marketing – concepts – scope – approaches – methods - Portfolio Management: BCG Matrix Model, Product Market Model, Product Life Cycle, Pricing Information.

#### **UNIT V: Marketing Design**

**20 Hrs**

Marketing mix - Designing – Communication – product mix strategy – Kotler's four C's – McCarthy's four P's – Competition Analysis – Methods.

Marketing segmentation – targeting – geographic, demographic – behavioral – Psychographical Segmentation – User Behaviors - adoption – marketing plan – marketing advertisement.

#### **Texts & References :**

1. Bakewell, K.G. Industrial Libraries throughout the world. Oxford: Pergaman Press.
2. Burkett (Jack), Industrial and related library and information services in UK 3<sup>rd</sup> ed. London. The library association 1972.
3. Evans (G.K) Management techniques for librarians. New york, Academic Press, 1972.
4. Houghton (Bernard) Technical information sources. 2<sup>nd</sup> ed. London. Clive Bingley 1972.
5. Jackson (EB) and Jackson (RL) Industrial Information System: A manual for higher management and the information officers.