## INFORMATION COMMUNICATION AND SOCIETY

MASTER OF LIBRARY AND INFORMATION SCIENCE (M.L.I.Sc) CHOICE BASED CREDIT SYSTEM (CBCS) SEMESTER-I



- By Prof. Prasanthi Kumari Prof. K. Surendra Babu Dr. Ranganaikulu Dept. of Library and Information Science S.V. University Tirupati - 517502 AP



Year : 2024

**Edtion :** First

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mail: studentshelpline.in@gmail.com

for

Director

### Centre for Distance and Online Education Sri Venkateswara University

### DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE MASTER OF LIBRARY AND INFORMATION SCIENCE(M.L.I.Sc) SEMESTER – I

### **MLI-101: Information, Communication and Society**

### **Block-1: Information: Nature, Property and Scope**

Unit 1: Data, Information and Knowledge: Intellectual Assets

Unit 2: Data: Definition, Types, Nature, Properties and Scope

Unit 3: Information: Definition, Types, Nature, Properties and Scope

Unit 4 : Knowledge: Definition, Types, Nature, Properties and Scope

### **Block-2: Information Generation and Communication**

Unit 5: Information Communication Process, Media and Diffusion

Unit 6: Generation of Information: Modes and Forms

Unit 7: Information Theory: Measure and Contents Evaluation

Unit 8: Digital Information

#### **Block-3: Information and Society**

Unit 9: Social Implications of Information

Unit 10: Information as an Economic Resource

Unit 11: Information Policies: National and International

Unit 12: Information Infrastructure - National and Global

Unit 13: Information Society

### Block-4: Knowledge and Society

Unit 14: Knowledge Society

Unit 15: Knowledge Management: Concept and Tools

Unit 16: Knowledge Profession

## MANAGEMENT OF LIBRARY AND INFORMATION CENTRES1

MASTER OF LIBRARY AND INFORMATION SCIENCE (M.L.I.Sc) CHOICE BASED CREDIT SYSTEM (CBCS) SEMESTER-I



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### DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE MASTER OF LIBRARY AND INFORMATION SCIENCE(M.L.I.Sc) SEMESTER – I

### MLI-102: Management of Library and Information Centres

### **Block-1: Management Perspectives**

Unit 1: Concepts and Schools of Management Thought

Unit 2: Management Functions

Unit 3: Total Quality Management

Unit 4: Change Management

### **Block-2: System Analysis and Control**

Unit 5: Systems Approach

Unit 6: Work Flow and Organisation Routine

Unit 7: Monitoring and Control Techniques

Unit 8: Performance Measurement and Evaluation Techniques

### **Block-3: Human Resource Management**

Unit9: Organisational Behaviour

Unit 10: Managerial Quality and Leadership

Unit 11: Human Resource Planning and Development

### **Block-4: Financial Management**

Unit 12: Budgeting and Types

Unit 13: Budgetary Control System

Unit 14: Costing Techniques

Unit 15: Cost Analysis

### **Block-5: Marketing of Information Products and Services**

Unit 16: Information as a Marketable Comodity

Unit 17: Marketing: Approach and Techniques

Unit 18: E-Marketing

## INFORMATION SOURCES SYSTMES AND SERVICES

MASTER OF LIBRARY AND INFORMATION SCIENCE (M.L.I.Sc) CHOICE BASED CREDIT SYSTEM (CBCS) SEMESTER-I



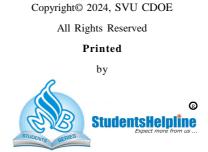
- By Dr. B. Veena Kumari Dr. A Jaya Madhuri Dr. Ranganaikulu Dept. of Library and Information Science S.V. University Tirupati - 517502 AP



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### DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE MASTER OF LIBRARY AND INFORMATION SCIENCE(M.L.I.Sc) SEMESTER – I

### MLI-103: Information Sources, Systems and Services

### **Block-1: Information Institutions**

Unit 1: Information Institutions: Evolution, Growth Functions and Types

Unit 2: Information Centres: Types and their Organisation

Unit 3: Data Centres and Referral Centres

Unit 4: Information Analysis and Consolidation Centres

### **Block-2: Information Sources, Systems and Programmes**

Unit 5: Information Sources: Categorisation

Unit 6: Print and Non-Print Sources

Unit 7: National Information Systems and Programmes

Unit 8: Global Information Systems and Programmes

Unit 9: National and International Information Organisations

### **Block-3: Information Products and Services**

Unit 10: Information Products - Part I

Unit 11: Information Products - Part II

Unit 12: Information Services - Part I

Unit 13: Information Services - Part 11

### **Block-4: Information Intermediaries as Sources of Information**

Unit 14: Library and Information Professionals

Unit 15: Information Intermediaries

Unit 16: Database Designers and Managers

Unit 17: Database Intermediaries

Unit 18: Media Persons

Unit 19: Intelligent Agents

## INFORMATION PROCESSING AND RETRIEVAL

Bachelor of Library Science PAPER - IV



- By Prof. Prasanthi Kumari Prof. K. Surendra Babu Dr. Ranganaikulu Dept. of Library and Information Science S.V. University Tirupati - 517502 AP



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## Centre for Distance and Online Education Sri Venkateswara University

## DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE MASTER OF LIBRARY AND INFORMATION SCIENCE(M.L.I.Sc) SEMESTER – I

### **MLI-104: Information Processing and Retrieval**

### **Block-1: Organization of Information**

Unit 1: Intellectual Organization of Information

Unit 2: Indexing Languages Part-I-Concepts and Types, Subject Headings Lists and Thesauri

Unit 3: Indexing Languages Part-II - Classification Schemes

Unit 4: Indexing Systems and Techniques

Unit 5: Evaluation of Indexing Systems

### **Block-2: Bibliographic Description**

Unit 6: Principles and Evolution of Bibliographic Description

Unit 7: Rules for Bibliographic Description

Unit 8: Satandards for Bibliographic Record Format

Unit 9: Metadata : MARC 21-856 Field, Dublin Core, TEI

### **Block-3: Content Development**

Unit 10: Norms and Guidelines of Content Development

Unit 11: Introduction to HTML and XML

Unit 12 Web-based Content Development

Unit I3: Multilingual Content Development (Using Unicode)

Block-4: Information Storage and Retrieval Systems

Unit 14: ISAR Systems: Objectives and Types, Operations and Design

Unit 15: Compatibility of ISAR Systems

Unit 16: Intelligent IR Systems

### **Block-5: Information Retrieval**

Unit 17: Information Retrieval - Processes and Techniques

Unit 18: Information Retrieval - Models and their Applications

Unit 19: Search Strategy - Processes and Techniques

## FUNDAMENTALS OF INFORMATION COMMUNICATION TECHNOLOGIES

MASTER OF LIBRARY AND INFORMATION SCIENCE (M.L.I.Sc) CHOICE BASED CREDIT SYSTEM (CBCS) SEMESTER-I



- By Prof. K. Surendra Babu Dr. B. Veena Kumari Dr. A Jaya Madhuri Dept. of Library and Information Science S.V. University Tirupati - 517502 AP



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## DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE MASTER OF LIBRARY AND INFORMATION SCIENCE(M.L.I.Sc) SEMESTER – I

### MLI-105: Fundamentals of Information Communication Technologies

### **Block-I: Computer Technology**

Unit 1: Architecture and Technology

Unit 2: Software

Unit 3: Programming

### **Block-2: Communication Technology**

Unit 4: Fundamentals of Communication Technology

Unit 5: Networks and Networking

Unit 6: Data Networks

Unit 7: Convergence Technology and Applications

### **Block-3: Media and Publishing Technology**

Unit 8: Print and Non-Print Media

Unit 9: Publishing and Printing Technology

Unit 10: E-Publishing and Networking Publishing

Unit 11: Reprography and Micrography

### **Block-4: Resource Sharing Networks**

Unit 12: Library and Information Networks

Unit 13: Bibliographic Utility Networks

Unit 14: Library and Information Networks in India

## INFORMATION COMMUNICATION TECHNOLOGIES APPLICATION

MASTER OF LIBRARY AND INFORMATION SCIENCE (M.L.I.Sc) CHOICE BASED CREDIT SYSTEM (CBCS)

**SEMESTER-II** 



- By Prof. Prasanthi Kumari Prof. K. Surendra Babu Dr. Ranganaikulu Dept. of Library and Information Science S.V. University Tirupati - 517 502 AP



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## DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE MASTER OF LIBRARY AND INFORMATION SCIENCE(M.L.I.Sc) SEMESTER – II

MLI-201: Information & Communication Technologies - Applications

### **Block-1: Database Design and Management**

Unit 1: Database: Concepts and Components

Unit 2: Database Structures, File Organisation and Physical Database Design

Unit 3: Database Management Systems

Unit 4: Database Searching

### **Block-2: Library Automation**

Unit 5: Housekeeping Operations

Unit 6 Software Packages - Features

Unit 7: Digitization: Concept, Need, Methods and Equipment

### **Block-3: Library and Information Services**

Unit 8: Alerting Services

Unit 9: Bibliographic Full Text Services

Unit 10: Document Delivery Services

Unit 11: Reference Services

### **Block-4: Internet Resources and Services**

Unit 12: Basics of Internet

Unit 13: Use of Search Engines

Unit 14: Internet Services

Unit 15: Internet Information Resources

Unit 16: Evaluation of Internet Resources

# **Research Methodology**

MASTER OF LIBRARY AND INFORMATION SCIENCE (M.L.I.Sc) CHOICE BASED CREDIT SYSTEM (CBCS) SEMESTER-II



- By Prof. K. Surendra Babu Dr. B. Veena Kumari Dr. A Jaya Madhuri Dr. Ranganaikulu Dept. of Library and Information Science S.V. University

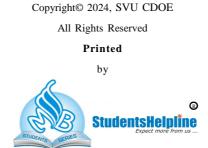
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## DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE MASTER OF LIBRARY AND INFORMATION SCIENCE(M.L.I.Sc) SEMESTER – II

### **MLI-202: Research Methodology**

### **Block-1: Fundamentals of Research**

Unit 1: Research: Meaning, Concept, Need

Unit 2: Historical Research

Unit 3: Survey Research

Unit 4: Experimental Research

Unit 5 Fundamental, Applied and Action Research

### **Block-2: Tools for Research**

Unit 6: Measurement of Variables

Unit 7: Data Presentation

Unit 8: Statistical Techniques

Unit 9: Statistical Packages

### **Block-3: Research Methods**

Unit 10: Observation Method

Unit 11: Questionnaire Method

Unit 12: Interview Method

### Unit 13: Experimental Method

Unit 14: Case Study

### **Block-4: Research Process**

Unit 15: Research Design

Unit 16: Research Plan

Unit 17: Statistical Inference

Unit 18: Presentation of Results

# Academic Library Systems

MASTER OF LIBRARY AND INFORMATION SCIENCE (M.L.I.Sc) CHOICE BASED CREDIT SYSTEM (CBCS) SEMESTER-II



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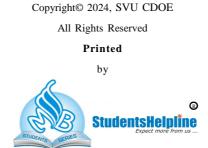
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## DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE MASTER OF LIBRARY AND INFORMATION SCIENCE(M.L.I.Sc) SEMESTER – II

### MLI-103: Academic Library System

### **Block-1: Development of Academic Libraries**

Unit 1: Academic Libraries: Objectives and Functions

Unit 2: Role of UGC and other Bodies in Promoting Libraries in Universities, Colleges and other

Institutions of Higher Learning

Unit 3: Library Governance

Unit 4: Academic Library Services

Unit 5: Financial Management of Academic Libraries

### **Block-2: Collection Development**

Unit 6: Collection. Development Policy/Weeding out Policy

Unit 7: Problems in Collection Organisation

Unit 8: Collection Development Programmes

### Block-3: Staffing Pattern and Staff Development for Academic Libraries

Unit 9: Norms and Patterns of Staffing

Unit 10: Continuing Education Programmes (CEP)

Unit 11: Personnel Management

### **Block-4: Resource Sharing Programmes**

Unit 12: Resource Sharing: Need and Objectives

Unit 13: INFLIBNET : Information and Library Network

Unit 14: Library Networks and Consortia