

West Bengal State University

SYLLABUS

BACHELOR OF LIBRARY AND INFORMATION SCIENCE

FOR THE ACADEMIC YEAR 2026-27

Programme Objectives of the Bachelor's in Library and Information Science

- a. To provide students with a sound understanding of the fundamental concepts, principles, theories, and practices of Library and Information Science and their application in professional environments.
- b. To equip students with the knowledge and skills required to design, develop, organize, and manage information systems and services for effective access to information.
- c. To develop the ability to classify documents and information resources from various disciplines using standard library classification schemes with accuracy and efficiency.
- d. To impart knowledge of national and international cataloguing standards, codes, and metadata formats for the organization and retrieval of information resources.
- e. To develop competencies in subject analysis, indexing, abstracting, and the identification of access points for efficient information retrieval.
- f. To prepare students to work independently and effectively as librarians in school libraries and other educational institutions.
- g. To develop communication and networking skills necessary for resource sharing, inter-library cooperation, and participation in library networks and consortia.
- h. To equip students with the ability to apply Information and Communication Technologies (ICT), library automation systems, and digital tools in library operations and services.
- i. To enable students to understand communication processes, user information needs, and user behaviour for the effective delivery of library and information services.
- j. To impart knowledge of management principles, techniques, and tools for the efficient administration and operation of libraries and information centres.
- k. To develop the ability to evaluate, compare, and apply information systems, standards, technologies, and services in different library environments.
- l. To prepare students to work independently and professionally in public libraries, community libraries, and information centres.
- m. To develop skills in creating, managing, preserving, and providing access to digital documents, electronic resources, and digital library collections.
- n. To provide practical training and hands-on experience through internships, field visits, and professional exposure in reputed libraries and information centres of West Bengal.

- o.** To instil professional ethics, leadership qualities, lifelong learning habits, and a commitment to continuous professional development in the field of Library and Information Science.
- p.** To prepare students for higher studies, research, entrepreneurship, and employment opportunities in libraries, information centres, archives, documentation centres, and related knowledge organizations.

Aims of the Bachelor's in Library and Information Science

The Bachelor of Library and Information Science (B.L.I.S.) programme is designed with the following aims:

- a.** To provide students with a fundamental understanding of the principles, concepts, history, and development of Library and Information Science and to develop interest in the profession of librarianship and information services.
- b.** To equip students with the knowledge and practical skills required for organizing, managing, and disseminating information resources through library housekeeping operations such as classification, cataloguing, indexing, abstracting, and reference services.
- c.** To familiarize students with modern Information and Communication Technologies (ICT), library automation systems, digital libraries, electronic information resources, and emerging trends in information management.
- d.** To develop professional competencies, communication skills, service orientation, ethical values, and a user-centered approach necessary for effective library and information services.
- e.** To prepare students for employment in various types of libraries, information centers, archives, documentation centers, and knowledge management organizations.
- f.** To provide a strong academic foundation for higher studies and research in Library and Information Science, including M.Lib.I.Sc., research programmes, and other interdisciplinary fields.
- g.** To encourage lifelong learning, innovation, leadership qualities, and entrepreneurial abilities in the management and delivery of information services.

Learning Outcomes Related to Bachelor's in Library and Information Science:

The programme learning outcomes relating to Bachelor's degree in Library and Information Science may include the following:

(a) Demonstrate in depth knowledge of the basic concepts, principles, theories and laws related with the broad field of Library and Information Science and its sub-fields such as types of libraries, types of information sources, library management, reference and information services.

(b) Demonstrate understanding of rationality and procedures of (i) selection, acquisition, classification, cataloguing and physical processing of documents; (ii) using Information and Communication Technologies in Libraries and Information Centres; (iii) providing library and information services and managing other library routine activities.

(c) Apply skills in carrying out professional activities such as (i) acquisition, accessioning, classification, cataloguing, and physical processing of documents; (ii) housekeeping operations using library management software and Information and Communication Technologies; (iii) maintaining library collection and; (iv) educating UGC Document on Library Science users.

(d) Demonstrate skills in providing various library services such as document circulation, Reference and information services, Internet and database searching.

(e) Demonstrate knowledge, understanding and skills that offer job opportunities as librarians in public libraries and school libraries; as assistant librarians in different types of college libraries, as library assistants / technical assistants in university libraries and other libraries of higher education institutes, as librarians and/or assistant librarians in corporate and industrial libraries, libraries of research institutes, etc.

(f) Demonstrate professional attitude through commitment for providing every user his/her document/information; ensuring every document/information its user; saving time of the user and enhancing use of reading material and user satisfaction through effective and efficient library services.

(g) Demonstrate core values by honouring diversity and insuring inclusion by treating all students and colleagues with respect and dignity, showing respect for and sensitivity to gender, culture and religious differences; and challenging prejudice, biases and intolerance at the workplace etc. and displaying ethical integrity which involves honest behaviour.

Structure of BLIS Programme

Semester I					
Paper code	Title of the paper	Credits	Marks written	Marks oral/viva	Full Marks
BLISC1CC1FLT	Foundations of Library and Information Science (Theory)	4	40	10	50
BLISC1CC2LMT	Library Management (Theory)	4	40	10	50
BLISC1CC3CLT	Knowledge Organization: Classification (Theory)	4	40	10	50
BLISC1CC4CTT	Knowledge Organization: Cataloguing (Theory)	4	40	10	50
BLISC1CC5CT	Communication technology/ techniques for library promotion (Theory)	4	40	10	50
BLISC1CC6CLP	Knowledge Organization: Classification (practice) (Part-I)	3	40	10	50
BLISC1CC7CTP	Knowledge Organization: Cataloguing (Practice){Part-I}	3	40	10	50
BLISC1CC8ITP	Application of Information Technologies in Libraries (Practical)	4	40	10	50
	TOTAL MARKS	30			400

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Semester II					
Paper code	Title of the paper	Credits	Marks written	Marks oral/viva	Full Marks
BLISC2CC9MCIT	Management of Community Information Centres (Theory)	4	40	10	50
BLISC2CC10IST	Information Sources, Systems and Centres (Theory)	4	40	10	50
BLISC2CC11PMT	Promotion and Marketing of library services.(Discipline Specific Elective) (DSE) (Theory)	4	40	10	50
BLISC2CC12ICT	Basics of Information and Communication Technology (Theory)	4	40	10	50
BLISC2CC13CLP	Knowledge Organization: Classification (Practice)	3	40	10	50
BLISC2CC14CTP	Knowledge Organization: Cataloguing (Practice)	3	40	10	50
BLISC2CC15ICTP	Basics of Information and Communication Technology (Practice)	4	40	10	50
BLISC2CC16LAP	Library automation and networking (Practice)	4	40	10	50
	TOTAL	30			400

Learning Outcomes and Syllabus Contents of Each Course

SEMISTER - I

BLISC1CC1FLT - Foundations of Library and Information Science (Theory)

Learning Outcomes:

After studying this paper, students shall be able to:

1. Comprehend the concept of information and the discipline of Library and Information Science
2. Understand the development of libraries
3. Classify libraries on the basis of their purpose and functions
4. Know the role of libraries in the development of various aspects of society
5. Comprehend the basic philosophy of Library and Information Science
6. Understand laws related to libraries and information
7. Understand librarianship as a profession

8. Assess the role of national and international library associations and organizations
9. Highlight role of various library promoters at the national and international level

Syllabus

Unit 1: Information, Knowledge and Society

- Information: Definition, Meaning, Characteristics
- Data, Information, Knowledge, Wisdom; Information & Knowledge Society
- Information Transfer Cycle: Generation, Storage and Dissemination of information
- Information Industry: Generators, Providers and Intermediaries
- Library and Information Science as a Discipline
- National Knowledge Commission, National Mission on Libraries.

Unit 2: Libraries- Types and Roles

- Historical Development of Libraries
- Library and Information Science Education in India
- Types of Libraries and Information Centres: Changing Roles, Objectives, Features, Functions; Public Relations and Extension Activities
- Five Laws of Library Science
- Role of Libraries in Socio-economic, Cultural, Educational, Scientific and Technological Developments

Unit 3: Laws Related to Libraries and Information Centres

- Library Legislation: Need, Features
- Library Legislation in India
- The Press and Registration of Books Act; The Delivery of Books and Newspapers (Public Libraries) Act; Copyright Act
- Right to Information Act; Intellectual Property Rights; Information Technology Act; Plagiarism

Unit 4: Professional Associations and Organizations

- Librarianship as a Profession
- Professional Ethics
- National and International Professional Associations: ILA, IASLIC, IATLIS, IFLA, ALA, CILIP, ASLIB and SLA
- Role of UNESCO, UGC and RRRLF in the promotion and development of libraries

Recommended Books:

1. Bawden, D., & Robinson, L. (2013). *Introduction to information science*. Chicago: Neal Schuman.
2. Davies, D. L. (2013). *Library and information science*. New Delhi: Random Exports.
3. Hill, M. W. (1998). *The impact of information on society*. London: Bowker-Saur.
4. Isaac, K. A. (2004). *Library legislation in India: A critical and comparative study of state library Acts*. New Delhi: EssEss Publications.
5. Leckie, G. J., Given, L. M., & Buschman, J. (2010). *Critical theory for library and information science: Exploring the social from across the disciplines*. Santa Barbara, Calif: Libraries Unlimited.
6. McIntosh, J. (2011). *Library and information science: Parameters and perspectives*. Oakville, Ont: Apple Academic Press.
7. Ranganathan, S. R. (1957). *The five laws of library science*. Bombay: Asia Publishing House.
8. Rout, R. K. (1986). *Library legislation in India: Problems and prospects*. New Delhi: Reliance Publishing House.
9. Rubin, Richard E. (2013). *Foundations of library and information science*. 3rd ed. New Delhi: DBS Imprints.
10. Smith, M. M. (1999). *Information ethics*. London: Bowker-Saur.
11. Stock, W. G., Stock, M., & Becker, P. (2013). *Handbook of information science*. Berlin; Boston: De Gruyter Saur.

BLISC1CC2LMT -Library Management (Theory)

Learning Outcomes:

After studying this paper, students shall be able to:

1. Understand the concept and history of management
2. Elaborate principles and functions of management
3. Various operations of Library and Information Centres
4. Manage, preserve and provide access to various print and non-print information sources
5. Comprehend the concept of financial management and human resource management
6. Maintain the library statistics and prepare annual report

Syllabus

Unit 1: Principles and Functions of Management

- Management: Concept, Scope
- Schools of Management Thoughts
- Principles of Management
- Functions of Management

Unit 2: Collection Development and Management

- Acquisition of Books and Subscription of Periodicals
- Technical Processing
- Circulation Methods and Processes
- Maintenance: Stock Verification, Shelf-rectification, Binding, Preservation

Unit 3: Financial and Human Resource Management

- Sources of Library Finance, Estimation of Library's Financial Requirements
- Budgeting, Accounting and Auditing
- Cost Benefit Analysis
- Basic of Human Resource Management

Unit 4: Library Committee, Rules and Reports

- Library Committee
- Library Statistics; Annual Report
- Library Rules and Regulations
- Library Building and Space Management

Recommended Books:

1. Beard W. Ian & Holden, Len. (1996). *Human Resource Management: A contemporary perspectives*. London: Longman.
2. Bryson, Jo. (1996). *Effective library and information management*. New Delhi: JaicoPublishing House.
3. Evans, G. Edward & Layzell, Patricia. (2007). *Management basics for information professionals*. 2nd ed. London: Libraries Unlimited.
4. Harvey, Poss. (1993). *Preservation in libraries: a reader*. London: R.R. Bower.
5. Johnson, P. (2014). *Fundamentals of collection development and management*. 3rded. Chicago :American Library Association.

6. Koontz, H. & Wehrich, H. (2015). *Essentials of management*. 10th ed. Chennai, McGraw Hill Inc.
7. Krishan Kumar, (2007). *Library management in electronics environment*. New Delhi: Har -Anand Publications.
8. Mittal, R. (2007). *Library administration: Theory and practice*. New Delhi: EssEss Publications.
9. Narayana, G J. (1991). *Library and information management*. New Delhi: Prentice Hall of India.
10. Stoner, James A.F. et al. (1996). *Management: Global perspectives*. 10th ed. New Delhi: McGraw Hill Inc.
11. Stueart, Robert D. & Moran, B. (2007). *Library and information centre management*, 7th ed. London: Libraries Unlimited.

BLISC1CC3CLT -Knowledge Organization: Classification (Theory)

Learning Outcomes:

After studying this paper, students shall be able to:

1. Explain the nature and attributes of universe of knowledge
2. Elaborate meaning and types of subjects and modes of subject formation
3. Illustrate knowledge as mapped in different classification schemes
4. Express the meaning, purpose, functions, theories and canons of library classification
5. Elucidate various facets of notation and call number
6. Discuss the characteristics, merits and demerits of different species of library classification schemes
7. Highlight salient features of major classification schemes
8. Review current trends in library classification

Syllabus

Unit 1: Universe of Knowledge

- Universe of Knowledge: Nature, Attributes
- Subject: Meaning, Types (Basic, Compound, Complex)
- Modes of Subject Formation
- Universe of Knowledge as Mapped in Different Classification Schemes (DDC, UDC, CC, LCC)

Unit 2: Library Classification

- Concept, Purpose, Functions
- Canons and Postulates
- Five fundamental categories (PMEST) & Isolates : Phase relation, Mnemonics & Devices
- Notation: Meaning, Need, Functions, Types, Qualities, Call number
- Knowledge Classification and Book Classification

Unit 3: Classification Schemes

- Normative Principles of Library Classification
- Isolates & Auxiliaries : Common & Special
- Facets & Facet Analysis, Speciators & their kinds, Indicator Digits
- Species of Library Classification Schemes
- In Depth learning of Dewey Decimal Classification (DDC)
- Current Trends in classification

Recommended Books:

1. Chan, L. M. and Salaba, Athena (2015). *Cataloguing and classification: an introduction*. 4th ed. Lanham, MD: Rowman& Littlefield Publishers
2. Dhyani, Pushpa (2000). *Theory of library classification*. Delhi: VishwaPrakashan.
3. Jennifer, E. R. (1987). *Organizing knowledge: an introduction to information retrieval*. Aldershot: Gower.
4. Joudrey, Daniel N. & Taylor, Arlene G. (2015). *Introduction to cataloguing and classification*, 11th ed. Santa Barbara: Libraries Unlimited.
5. Krishan Kumar (1993). *Theory of classification*. New Delhi: Vikas Publishing House.
6. Kumbhar, Rajendra (2011). *Library classification trends in 21st century*. Oxford: Chandos Publishing.
7. Lazarinis, Fotis (2014). *Cataloguing and classification: an introduction to AACR2, RDA, DDC, LCC, LCSH and MARC 21 standards*. Oxford: Chandos Publishing.
8. Mann, Margaret (1943). *Introduction to cataloguing and the classification of books*. 2nd ed. Chicago: American Library Association.
9. Ranganathan, S. R. (2006). *Prolegomena to library classification*. 3rd ed. New Delhi: EssEss Publications.
10. Rowley, Jennifer & Hartley, Richard (2008). *Organizing knowledge: an introduction to managing access to information*. 4th ed. London: Routledge.

BLISC1CC4CTT -Knowledge Organization: Cataloguing (Theory)

Learning Outcomes:

After studying this paper, students shall be able to:

1. Understand the concept of library catalogue
2. Comprehend various inner and outer forms of library catalogue
3. Understand the main and added entries of library catalogue
4. Understand various approaches of deriving subject headings
5. Know about the normative principles of cataloguing
6. Understand the concept of co-operative and centralized cataloguing
7. Explain the current trends in library cataloguing
8. Know the standards for bibliographic interchange and communication

Syllabus

Unit 1: Library Catalogue:

- Introduction to various parts of documents
- Library Catalogue: Concept, Objectives, Functions
- Physical Forms of Library Catalogue: Conventional and Non-conventional
- Types of Catalogue: Dictionary Catalogue, Classified Catalogue, Alphabetic-Classified Catalogue, Alphabetic-Subject Catalogue
- Accession Registrar, Shelf list and Bibliography

Unit 2: Catalogue Codes and Normative Principles

- Catalogue Codes: History and Development
- Normative Principles
- Catalogue Entries according to CCC and AACR (latest editions) -Authority File

Unit 3: Subject and Union Catalogue

- Subject Catalogue: Meaning, Purpose
- Union Catalogue (National & International): Concept, Purpose, Need
- Tools and Techniques for Deriving Subject Headings (SLSH / LCSH)
- Selective, Simplified, Cooperative and Centralized, CIP & CIS, Prenatal Cataloguing

Unit 4: Bibliographic and Metadata Standards

- Standards of Bibliographic Record Formats and Description – ISBD, MARC 21, CCF, RDA, FRBR, Bibframe.
- Standards for Bibliographic Information Interchange & Communication – ISO2709, Z39.50, Z39.71.

- Metadata Standards: Dublin Core, METS, MODES, EAD, PREMIS.
- Current Trends in Cataloguing

Recommended Books:

1. Bowman, J. H. (2003). *Essential cataloguing*. London: Facet Publishing.
2. Brenndorfer, Thomas (2016). *RDA Essentials*. Chicago, American Library Association.
3. Bristow, Barbara A. (2018). *Sears List of subject headings*. 22nd ed. New York: Grey House Publishing.
4. Chan, L. M., & Hodges, T. (2007). *Cataloging and classification: An introduction*. 3rd ed. Lanham, Md: Scarecrow Press.
5. Chowdhury, G. G., & Chowdhury, S. (2007). *Organizing information: From the shelf to the Web*. London: Facet Publishing.
6. Girja Kumar & Krishan Kumar (2011). *Theory of cataloguing*. 5th ed. Delhi: Vikas Publishing House.
7. Gorman, M., & Winkler, P. (2005). *Anglo-American Cataloguing Rules -2R*. Chicago: American Library Association.
8. Krishan, G. (2000). *Library online cataloguing in digital way*. Delhi: Authors press.
9. Lazarinis, Fotis (2014). *Cataloguing and classification: An introduction to AACR2, RDA, DDC, LCC, LCSH and MARC 21 Standards*. London: Chandos Publishing.
10. Mitchell, A. M., & Surratt, B. E. (2005). *Cataloging and organizing digital resources: A how to-do-it manual for librarians*. London: Facet Publication.
11. Ranganathan, S. R. (1964). *Classified catalogue code: With additional rules for dictionary catalogue*. 5th (Reprint) ed. New Delhi: EssEss Publications.
12. Taylor, A. G. & Miller, D. P (2007). *Introduction to cataloging and classification*. 10th ed. Westport, Conn: Libraries Unlimited.
13. Welsh, A., & Batley, S. (2012). *Practical cataloguing: AACR, RDA and MARC 21*. London: Facet Publishing.

BLISC1CC5CT -Communication technology/techniques for library promotion: Generic Elective s (GE)(Theory)

Learning Outcome:

1. Understand the planning and implementation of automation in various library housekeeping operations and services.
2. Understand and assess the feasibility of various library automation software and their functionalities.

3. Understand the concept and purpose of a digital library and the new concepts of mining and retrieving the data.
4. Understand the computer networks and their types, topologies, protocols and Standards.
5. Understand the concept of internet security, its solutions and cyber laws prevalent in India.

Syllabus

Unit 1: Basics of computer

- Computer: Generation and Types
- Physical Components and Functions
- Logical Components and Functions
- Data Representation; Text Representation and Number System

Unit 2: Communication & network

- Definition, Scope, Purpose, Features, Advantages
- Data transmission channel & modes; Data transmission services
- Transmission media; (including wireless communication)
- Computer Network – Definition, Types (LAN, MAN, WAN), Topology, Devices, OSI Model.
- Communication: Concept, Types, Theories, Models, Channels & Barriers.

Unit 3: Intranet & Internet

- Origin and development, components and architecture; connection options, access tools and Techniques
- Protocols: HTTP, SHTTP, FTP, SMTP, TCP/IP, URI, URL.
- Services browsing, Web browsers, E-mail, Meta & Entity Search engines, Social networking
- Hypertext, Hypermedia, Multimedia, Video conferencing, Virtual Reality, Augmented Reality
- ISPs & Connection options, Internet addressing system, Internet access tools: WWW, Telnet etc.
- Application in library

Unit 4: AI & Expert System

- Fundamentals of AI
- Natural Language Processing (NLP)
- Expert Systems
- Introducing to AI programming languages

Recommended Books:

1. Balasubramaniam, P. Advanced Computer Application in Library and Information Science. New Delhi. Deep & Deep. 2011
2. Comer, Douglas E. The Internet Book Everything You Need to Know about Computer Networking and How the Internet Works. Chapman and Hall/CRC press. 2018
3. Hatua, SudipRanjan. Computer application in libraries. Kolkata. West Bengal State Book Board. 2012
4. Hatua, S. R. LIS Info Mine Library & Information Science.Kolkata: ArpitaPrakashani. 2013.
5. Oppe, Andy. Databases A Beginner's Guide. McGraw-Hill. 2009
6. Rao, I.K. Ravichandra. Library automation. New Delhi : Wiley Eastern, c1990
7. Robertazzi, T. Basics of Computer Networking. New York: Springer. 2011
8. Sinha, P. K. & Sinha, P. Computer Fundamentals. Delhi: BPB Publication 2003
9. Tedd, L.A. An Introduction to Computer-Based Library System. Chichester, England: John Wiley & Sons. 1993
10. Suresh, K Basandra. Computer Today. New Delhi. Galgotia. 1995
11. Wilson, Katie. Computers in Libraries: an introduction for library technicians. CRC Press. ISBN: 9780789021519

BLISC1CC6CLP-Knowledge Organization: Classification (Practice)(Part-I)

Learning Outcomes:

After studying this paper, students shall be able to:

1. Construct class numbers for documents with simple, compound and complex subjects
2. Synthesize class numbers by using the standard subdivisions/common isolates/auxiliary tables
3. Compile book numbers and be able to use index of the classification scheme

Syllabus

Unit 1: Classification of documents with simple subjects using DDC

Unit 2: Classification of documents with compound subjects using DDC

Recommended Book:

Dewey, Melvil and Mitchell, Joan S. (2011). *Dewey Decimal Classification and Relative Index*. 23rd ed. Dublin: OCLC

BLISC1CC7CTP-Knowledge Organization: Cataloguing (Practice)(Part-I)

Learning Outcomes:

After studying this paper, students shall be able to:

1. Use the catalogue codes and standards
2. Prepare catalogue entries for various types of information sources
3. Derive subject headings using various methods and tools

Syllabus:

Unit 1: Cataloguing of Works of Single Authorship, Shared Authorship, Pseudonyms, Mixed Responsibilities

Unit 2: Cataloguing of Editorial Works, Composite Works, Multi-volume Works

Unit 3: Subject entries would be practiced following the standards of Sears' List /Library of Congress of Subject Headings (SLSH/LCSH) with latest available edition. Some books and serials in Bengali language will also be practiced.

Recommended Books:

1. Ranganathan, S. R. (1964). *Classified catalogue code: with additional rules for dictionary catalogue*. 5th (Reprint) ed. New Delhi: EssEss Publications.

BLISC1CC8ITP -Application of Information Technologies in Libraries (Practical)

Learning outcome:

Students will be aware and trained on Windows, Database search, website Design and MS office, generate bar code labels and prepare membership cards.

Syllabus

Unit 1: Knowledge of Operating Systems and their application

Unit 2: Knowledge of MS Office and its application

Unit 3: Knowledge of Mind Mapping Software (like- Freemind / Xmind)

Unit 4: Digital Content Management Software (like- Wordpress / Joomla / Drupal)

- About Free and Open Source Software (FOSS)
- Installation and configuration
- Create and manage digital content

Unit 5: Knowledge of Database searching

Unit 6: Expertise on generating bar code labels and membership cards.

KOHA

Modules of KOHA

- About koha
- Installation and configuration
- Koha Administration
- Acquisition
- Authorities

Recommended Books:

1. Ramana, P. Venkata. *Application of Information Technology in Libraries*. Less Publication, 2013.
2. Pālacuppiramaniyan, Pa. *Web Technologies in Library and Information Science*. Regal Publications, 2012.
3. Ramalingam, M. S. *Library And Information Technology: Concepts To Applications*. Kalpaz Publications, 2021.
4. Singh, Anuj Kumar. *Information Technology in Library and Information Services*. EssEss Publications, 2018.

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SEMESTER 2

BLISC2CC9MCIT -Management of Community Information Centres (Theory)

Learning Outcome:

1. Understanding the meaning and role of Community information centre.
2. Understanding the function of Community information centre
3. Understanding the importance of Community information centre
4. Understanding the management of Community information centre

Syllabus

Unit 1: Community information centre concept, objective, characteristics and function

Unit 2: Developing a Community Information Centre.

Unit 3: Role of Community Information Centre in Community Development

Unit 4: Resources for community Information Centre

Unit 5: Managing the Community Information Centre.

Unit 6: Status of Community Information Centre in India.

Unit 7: Status of Community Information Centre in West Bengal specific.

Unit 8: Community radio, community meeting and community fair as the tool for community development program.

Unit 9: Community Information Centres as the hub of educational and cultural development of the local community.

Unit 10: Role of Public library as a Community Information Service provider.

Recommended books:

1. Gupta, Hitesh. *Management Information System: (An Insight)*. International Book House, 2011.
2. Ramachandra, C. G. *Management Information System*. LAP Lambert Academic Publishing, 2020.
3. Gupta, Hitesh. *Management Information System: (An Insight)*. International Book House, 2011.

BLISC2CC10IST -Information Sources, Systems and Centres (Theory)

Learning outcome:

1. Understanding different source of information and its utilisation
2. Understanding the packaging of information
3. Understanding the changing mode (electronic) reference and information and sources and services
4. Understand the usage of online platforms.

Syllabus

Unit 1: Information Sources

- Information Sources: Definition and Characteristics
- Types: Documentary - Primary, Secondary and Tertiary, Non-Documentary.
- Printed sources of information
- Digital sources of information: Paid and Open Access Resources
- Online Information Sources: Bulletin Board, FAQ, Discussion Group, Blogs, RSS.

Unit 2: Reference Sources

- Concept, Definition and Recent trends
- Types of reference Sources: Definition, purpose and scope
- Reference interview and search techniques

Unit 3: Information/Reference services

- Definition, need, characteristics and differentiation
- Alerting Services: CAS, SDI, Inter Library Loan and Document Delivery
- Indexing and Abstracting service
- Reprography service, Referral service, Translation service and Newspaper clippings and News briefing service.

Unit 4: Information System and Network

- Definition, scope, Important, structure and function.
- National Information system & Network : NIScPR, DESIDOC, SENDOC, ENVIS, DELNET, INFLIBNET, DELNET, NICNET, ERNET, DRTC, Biotechnology Information System Network.
- International Information system & Network : INIS, AGRIS, INSPEC, MEDLARS, BIOSIS, ERIC, Biotechnology Information System and Patent Information System.

Project work:

1. Study of at last 10 documentary source of various category and at last 5 electronics source. Some documentary source in Bengali language may also be included.

2. Preparation of indexing abstracting and documentation product of a minimum 10 journal articles on specific subject.
3. Learning different platform of online meetings
4. Learning different forms of social media.

Recommended books:

Information sources, services and systems. Gurdev Singh. PHI Learning Pvt. Ltd., 2013
M01 10 - 536 pages

Information Systems Theory Explaining and Predicting Our Digital Society, Vol. Editors:
Yogesh K. Dwivedi, Michael R. Wade; ISBN: 978-1-4419-6108-2. 2012.

BLISC2CC11PMT-Promotion and Marketing of library Services (Discipline Specific Elective) (DSE) (Theory):

Learning outcome:

1. Explain the concepts, principles, scope, and significance of public relations and marketing in library and information centres.
2. Analyze the role of public relations, communication strategies, and stakeholder engagement in building a positive image of libraries.
3. Understand the evolution, philosophy, and importance of marketing in libraries and distinguish between marketing, promotion, and public relations activities.
4. Identify and evaluate library information products and services, including traditional, digital, and value-added services, to meet diverse user needs.
5. Conduct user studies and market research using appropriate methods to assess user needs, expectations, satisfaction levels, and service effectiveness.
6. Apply the principles of market segmentation, targeting, positioning, and the 7Ps marketing mix to the planning and delivery of library services.
7. Design and implement promotional programmes using a variety of tools and techniques, including exhibitions, displays, user education programmes, and outreach activities.
8. Utilize digital marketing tools and social media platforms to promote library resources, services, and events while measuring user engagement and impact.
9. Develop effective public relations strategies for libraries through internal and external communication, relationship management, and reputation building.
10. Plan and execute community engagement and outreach programmes that support inclusive, accessible, and user-centred library services.
11. Create branding, advocacy, and fundraising initiatives to enhance the visibility, sustainability, and societal impact of libraries.

12. Evaluate marketing and public relations activities using performance indicators and assessment techniques and critically examine emerging trends such as artificial intelligence, digital engagement, and personalized information services.

Course: Promotion, Marketing and Public Relations of Library Services

Syllabus

Unit 1: Learning Concepts of Public Relations

- Meaning and Definition of Public Relations (PR)
- Principles of Public Relations
- Scope of Public Relations
- Public Relations in Libraries
- Public Relations Tools and Techniques

Unit 2: Principles of Marketing

- Introduction to Marketing
- Marketing Concepts and Philosophies
- Marketing Environment
- Market and Consumer Behaviour
- Market Segmentation, Targeting, and Positioning (STP)

Unit 3: Introduction to Library Marketing

- Concept and evolution of library marketing
- Need and importance of marketing in libraries
- Marketing vs. promotion vs. public relations
- Marketing philosophy in libraries

Unit 4: Information Products and Services

- Types of library products and services
- Traditional and digital services
- User-centered service development
- Value-added information services

Unit 5: User Studies and Market Research

- Identifying user needs and expectations
- Market segmentation in libraries
- Survey methods and feedback collection
- Data analysis for service improvement

Unit 6: Marketing Mix for Library Services

- The 7Ps of service marketing: Product, Price, Place, Promotion, People, Process, Physical Evidence

- Application in libraries

Unit 7: Promotion of Library Services

- Concepts and objectives of promotion
- Promotional tools and techniques
- Displays, exhibitions, and book fairs
- Library orientation and user education programs

Unit 8: Digital Marketing and Social Media

- Website and portal promotion
- Social media marketing
- Email newsletters and blogs
- Mobile applications and online outreach
- Analytics and engagement measurement

Unit 9: Public Relations in Libraries

- Meaning and scope of public relations
- PR strategies for libraries
- Building institutional image and reputation
- Internal and external communication

Unit 10: Community Engagement and Outreach

- Community information services
- Outreach programs for diverse user groups
- Partnerships with schools, colleges, and organizations
- Inclusive and accessible library services

Unit 11: Branding and Advocacy for Libraries

- Library branding concepts
- Creating a library identity
- Advocacy campaigns
- Fundraising and stakeholder support
- Demonstrating library impact

Unit 12: Evaluation and Future Trends

- Assessment of marketing and PR activities
- Performance indicators and impact measurement
- Challenges in library marketing
- Emerging trends: AI, digital engagement, and personalized services
- Case studies of successful library marketing campaigns

Practical Components

- Design a library marketing plan.

- Create social media content for a library.
- Develop a public relations campaign.
- Conduct a user satisfaction survey.
- Prepare promotional materials (posters, brochures, videos).
- Analyze marketing practices of a library.

Recommended books:

1. Banerjee, S. (2026). *Library administration in the 21st century*. Kolkata: New Delhi Publishers.
2. American Library Association. (n.d.). *The library marketing toolkit*. American Library Association.
3. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing: Strategy, implementation and practice* (8th ed.). Pearson.
4. Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). *Effective public relations* (9th ed.). Pearson Education.
5. Gupta, D. K., Koontz, C., & Massisimo, A. (Eds.). (2006). *Marketing library and information services: International perspectives*. K. G. Saur.
6. Gupta, D. K., & Savard, R. (Eds.). (2011). *Marketing libraries in a Web 2.0 world*. Walter de Gruyter.
7. Jain, P. (2013). *Library public relations, promotions and communications*. Chandos Publishing.
8. Jethwaney, J. N., & Sarkar, N. N. (2015). *Public relations: Concepts, strategies and tools* (2nd ed.). Sage Publications India.
9. Kingsnorth, S. (2022). *Digital marketing strategy: An integrated approach to online marketing* (3rd ed.). Kogan Page.
10. Koontz, C., & Mon, L. (2014). *Marketing and social media: A guide for libraries, archives, and museums*. Rowman & Littlefield.
11. Kotler, P., & Armstrong, G. (2021). *Principles of marketing* (18th global ed.). Pearson.
12. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
13. Mullin, R. (2018). *Promotional marketing* (2nd ed.). Routledge.
14. Promotional marketing: How to create, implement and integrate campaigns that really work. (2014). (6th ed.). Kogan Page.
15. Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing management: Planning, implementation and control* (6th ed.). McGraw Hill Education.

16. Robinson, W. A., & Hauri, C. (1991). *Promotional marketing: Ideas & techniques for success in sales promotion*. NTC Business Books.
17. Ryan, D. (2016). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (4th ed.). Kogan Page.
18. Saxena, R. (2020). *Marketing management* (6th ed.). McGraw Hill Education.
19. Seitel, F. P. (2017). *The practice of public relations* (13th ed.). Pearson.
20. Walters, S. (2004). *Library marketing that works!*. Neal-Schuman Publishers.
21. Weingand, D. E. (1999). *Marketing/planning library and information services*. Libraries Unlimited.
22. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public relations: Strategies and tactics* (11th ed.). Pearson.

BLISC2CC12ICT-Basics of Information and Communication Technology (Theory)

Learning Outcomes:

After studying this paper, students shall be able to:

1. Understand the structure of computer and functions of its various units
2. Plan and implement automation in library housekeeping operations and services
3. Evaluate various library management software
4. Identify and state the features of telecommunication channels, modes, media, modulation, standards and protocols
5. Highlight the nature and components of computer networks and their protocols and standards
6. Discuss of Internet, search engines and network security
7. Examine the concept of library networks and highlight their types and importance

Syllabus

Unit 1: Fundamentals of Computers

- Text representation codes - ASCII, EBCDIC and UNICODE.
- Software - types and functions. System Software - Operating system - MS-Windows, UNIX and LINUX. Open Source Software and Open standards Software. Application Software - MS-Word, MS-Excel and MS-Power point
- Computer programming languages (e.g., C /C+/ Java).
- Web Technology: HTML - Elements, Attributes, Tags, Forms, Frames, Table.
- Database Management System: Basic concept, Architecture, Types and Database

design (E-R Model).

- Computer Security: Data security, Network Security, Firewalls, Cryptographic Techniques, Anti-virus Software, Anti-Spyware, Intrusion Detection System.

Unit 2: Library Automation

- Definition, Purpose, Historical Development
- Planning and Implementation of Automation in Housekeeping Operations, Retrospective Conversion
- Standards for Library Automation
- Library Management Software: Proprietary, Free and Open Source Software (FOSS); Evaluation
- RFID, Barcode, QR Code: Features and Applications.

Unit 3: Telecommunication Technologies

- Transmission Channels, Mode, and Media, ISDN, PSDN,
- Modulation, Frequency, Bandwidth and Multiplexing,
- Standards and Protocols
- Wireless Communication: Media, Wi-fi, Li-fi, Satellite Communication, Mobile Communication

Unit 4: Digital Library and Library Networks

- Digital Library: Basic concepts, Digital library Software's, Protocols and DOI.
- Digital Library Initiatives: National and International.
- Digital Presentation: Need, Purpose, Standards, Methods, Techniques and Project (National and International)
- Institutional Repositories (IR): Need, Purpose, Types. IR in India. ROAR and DOAR.
- Impact of ICT on Digital Learning.
- Library Networks: Concept, History, Need, Types (Regional, National, International)

Recommended Books:

1. Bharihoke, Deepak (2012). *Fundamentals of Information Technology*. 4th ed. New Delhi: Excel Books.
2. Borgman, Christine L. (2017). *Big data, little data, no data: Scholarship in the networked world*. Cambridge: The MIT Press.
3. Haravu, L. J. (2014). *Library automation: Design, principles and practice*. Allied Publishers, New Delhi.

4. Hennig, Nicole. (2017). *Keeping up with emerging technologies: Best practices for information professionals*. Santa Barbara: Libraries Unlimited.
5. Joiner, Ida. (2017). *Emerging library technologies: It's not just for geeks*. Oxford: Chandos Publishing.
6. Leon-Garcia, Alberto & Widjaja, Indra (2006). *Communication networks: Fundamental concepts and key architectures*. 2nd ed. New Delhi: McGraw-Hill.
7. Phadke, D. N. (2017). *Library information technology*. Pune: Universal Publications.
8. Rajaraman, V. & Adabala, Neeharika (2014). *Fundamentals of computers*. 6th ed. New Delhi: Prentice-Hall of India.
9. Tanenbaum, Andrew S. & Wetherall, David J. (2013). *Computer networks*. 5th ed. New Delhi: Prentice Hall.

BLISC2CC13CLP-Knowledge Organization: Classification (Practice)

Learning Outcomes:

After studying this paper, students shall be able to:

1. Construct class numbers for documents with simple, compound and complex subjects
2. Synthesize class numbers by using the standard subdivisions/common isolates/auxiliary tables
3. Compile book numbers and be able to use index of the classification scheme

Syllabus

Unit 3: Classification of documents with complex subjects using standard subdivisions/common isolates/special isolates/auxiliary tables/add notes from schedules

Unit 4: Assigning Book Numbers

BLISC2CC14CTP-Knowledge Organization: Cataloguing (Practice)

Learning Outcomes:

After studying this paper, students shall be able to:

1. Use the catalogue codes and standards
2. Prepare catalogue entries for various types of information sources

3. Derive subject headings using various methods and tools

Syllabus

Unit 3: Cataloguing of Serial Publications, Uniform Titles

Unit 4: Cataloguing of Works of Corporate Authorship

BLISC2CC15ICTP-Basics of Information and Communication Technology (Practice)

Learning Outcomes:

After studying this paper, students shall be able to:

1. Create, edit and manage files using Word Processing, Spread Sheet and Power Point Presentation software
2. Carry out library housekeeping operations using library management software
3. Generate different types of report using library management software
4. Search information from internet and databases adopting suitable search strategies
5. Find bibliographic information from WebOPAC, WorldCat, IndCat

Syllabus:

Unit 1: Setting of Desktop; Use of Operating System; Use of Word Processing Software, Spread Sheet Management Software and Power Point Presentation Software

Unit 2: Searching Information from Internet using Different Search Engines; Searching WebOPAC, WorldCat, IndCat; Formulating and applying various strategies

Unit 3: Searching Databases by adopting various search strategies and filters

Unit 4: Design website using HTML

Unit 5: Installation, Configuration of LAMP

Recommended books:

1. Brown, Christopher & Bell, Suzanne (2018). *Librarian's guide to online searching: cultivating database skills for research and instruction*. 5th ed. London: Libraries Unlimited
2. Clayton, Marlene (2018). *Managing library automation*. 2nd ed. London: Routledge.
3. Markey, Karen (2019). *Online searching: A guide to finding quality information efficiently and effectively*. 2nd ed. Lanham, Maryland: Rowman& Littlefield Publishers.
4. Marmel, Elaine (2015). *Office 2016 Simplified*. Hoboken. New Jersey: John Wiley

& Sons.

5. Mishra, Vinod Kumar (2016). *Basics of library automation, Koha library management software and data migration: Challenges with case studies*. New Delhi: EssEss Publications.

BLISC2CC16LAP-Library Automation and Networking (Practice)

Learning Outcome:

1. Installation and Use of Library Management Software (KOHA/LIBSYS/VOYAGER); Generation of Various Reports using Library Management Software
2. Learning the website of the university
3. Learning the use and distribution techniques of G-suite.

Syllabus

Unit 1: Modules of KOHA

- Cataloguing
- Serials
- Patrons
- Tools
- Circulation
- Advanced Search
- Report

Unit 2: Google Workspace

Unit 3: DSpace

Unit 4: Libsys

Unit 5: Comparative Study- KOHA & Other Library Management Softwares

Recommended Books:

1. Anuradha, K.T., &Savanur, Kiran P. Installing newgenlib: open source library automation package. (SRELS Journal of Information Management, 2010, Vol.47, p621.) SaradaRanganathan Endowment for Library Science. 2010.
2. Ayres, F. H., Ridley, M., Nielsen, L. P. S., & British Library. The Bradford OPAC 2: Managing and displaying retrievals from a distributed search in Z39.50. Boston Spa: British Library Research and Innovation Centre. 1998.
3. Breeding, M. Opening up library systems through web service and SOA: Hype, or reality?. Chicago: ALA TechSource. 2009.
4. Breeding, M. Next-gen library catalogs. New York: Neal-Schuman Publishers. 2010

5. Breeding, M., & ALA TechSource. Open source integrated library systems. Chicago, IL: American Library Association. 2008.
6. Haravu, L. J. Library automation design principles and practice (with CD-ROM) /by L.J. Haravu. New Delhi: Allied Publishers. 2004
7. Parker, Steve. How to Build a Lamp Server. Createspace Independent Pub. 2015
8. Rosebrock, Eric. Setting up LAMP: Getting Linux, Apache, MySQL, and PHP Working Together. Sybex. 2004



लक्ष्यं विश्रमानम्

West Bengal State University

EDUCATIONAL TOUR

BACHELOR OF LIBRARY AND INFORMATION SCIENCE

The students will go for a educational tour as a part of their curriculum. They are expected to visit libraries of Higher Education and reputed public libraries. They are also expected to visit museums, art galleries that represent the art and culture of the particular locality where they are going for the educational tour. It is suggested to have two local tours within and around Kolkata and one educational tour outside Kolkata. All students and teachers are expected to join this educational tour for their greater expose in the field of Library and Information Science.

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