

MANGALORE UNIVERSITY
Department of Library and Information Science
Master of Library and Information Science

LSH502: MANAGEMENT OF LIBRARIES AND INFORMATION CENTRES-II

Objectives:

- To create understanding about Human Resource Management
- To understand the budgeting techniques
- To familiarize students with marketing of Information products and services
- To understand public and human relations in library management
- library building, furniture and equipments
- To understand Performance evaluation of librarian and information centers and services
- To study Financial management of libraries

Course Outcome (CO):

- CO1 Able to understanding the planning of library and information centres and its different kinds and steps.
- CO2 Able to know the value of HRM; able to understanding the motivation, training, analysis, specification, selection, and recruitment of job.
- CO3 Familiar with the financial management and different type and techniques of budget.
- CO4 Able to understand the planning, design and maintenance library building, furniture and equipment.
- CO5 Familiar with management tools and techniques for assessment LICs and their services; and also able to understanding the TQM, PERT, CPM, and SWOT analysis.
- CO6 Able to understand application of marketing and public relations concepts to library services.
- CO7 Familiar with the public and human relations in library management.

- Unit 1 : Planning of Library and Information Centres, Planning: Macro Planning and Micro Planning. Steps in planning Library and Information Centres. **08hrs**
- Unit 2 : Human Resource Management: Personnel management in LIC: job Analysis: Job Description, and job specification, Selection and recruitment, Procedures and methods, Motivation, Training and Development, performance appraisal, Qualities of Librarians. **08hrs**
- Unit 3 : Financial Management: Sources of Finance, Resource mobilization Budget, Types of Budget, Budgeting Techniques, PPBS. Zero based budgeting, Budgeting control, cost benefit analysis. **08hrs**
- Unit 4 : Library Building, Furniture and Equipment: planning, Design and Maintenance. **06hrs**

- Unit 5 : Performance evaluation of Librarian and Information Centres and Services: Management tools and Techniques for Assessment Library and information centres and their services: Total Quality Management (TQM), Programme Evaluation Reviewing Technique (PERT), Critical Path Method (CPM), Strength Weaknesses Opportunities and Threat (SWOT) analysis. **08hrs**
- Unit 6 : Marketing of Information products and services: Meaning, Definition, Need, Market segmentation, Positioning, Market Mix, 4P's - Product, Price, Place, Promotion, Marketing Audit, Role of Librarian in Marketing of LIS. **08hrs**
- Unit 7 : Public and Human Relations in Library Management. **04hrs**

References:

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13. Harold Chester Young: Planning, Programming, Budgeting Systems in academic libraries (PPBS), Gale Research Company, Michigan, 1974.
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