

## **LIS- 303 LIBRARY MANAGEMENT (4 Credits)**

### **Objectives:**

- To introduce principles and practices of management with particular reference to library and information centers for managing them on scientific basis.
- To use management techniques to achieve the organizational effectiveness and efficiencies in library and information centres
- To develop skills for handling effectively the library and information management routines, finances and human resource development

**Method of Instruction:** A combination of lectures, discussions, guest lecturers (where possible) and special presentations will form the methods of instruction. The module will follow with an examination at the end of the semester carrying 80 marks covering all units having three types of questions (long, short and very short) to be solved within 2 1/2hrs. Besides, internal assessment of 20 marks will be assessed on attendance, performance in presentations, assignments and symposiums.

### **Unit-I: Management- Basic concept**

1. Management: Concept and Functions.
2. Principles of Management.
3. Management: Schools of thought
  - 3.1 Classical School.
  - 3.2 Behavioral.
  - 3.3 Contingencies approach.
  - 3.4 Systems approach.
4. System Analysis & Design (Concept and applications)
5. Project Management (Concept and application of PERT/CPM)

### **Unit-II: Human Resource Management**

- 2.1 Human Resource Development (HRD): concept and components
- 2.2 Job Analysis: Job Specification and Description; Job evaluation: Concept and techniques
- 2.3 Recruitment process
  - 2.3.1 Selection: Methods employed
  - 2.3.2 Induction and orientation: Techniques used
- 2.4 Motivation: Concept and theories
  - 2.4.1 Maslow's Theory of Motivation
  - 2.4.2 Herzberg's Theory of Motivation
  - 2.4.3 Theory X and Theory Y
  - 2.4.4 Equity Theory.
- 2.5 Professional Development: continuing education programmes

### **UNIT-III: Financial Management**

- 3.1 Financial Management: Concept, Scope and Objectives
- 3.2 Library Budget and Budgetary Methods:
  - 3.2.1: Line Item or Incremental Budget
  - 3.2.2: Formula Budget
  - 3.2.3: Programme Budget
  - 3.2.4: Planning Programming Budgeting System (PPBS)
  - 3.2.5: Zero- Base Budgeting (ZBB)
- 3.3 Cost Analysis: Concept and Methods
  - 3.3.1: Cost Benefit
  - 3.3.2: Cost Effectiveness

### **UNIT- IV: Service & Knowledge Management**

- 4.1 Service Management
  - 4.1.1: Nature, Significance and Characteristics of Services.
  - 4.1.2: Factors influencing the growth of services.
  - 4.1.3: Managing the Service quality (SERVQUAL & LIBQUAL)
  - 4.1.4: Understanding User response to service failure.
- 4.2 Knowledge Management: Techniques and applications.
- 4.3 Project Management: PERT/CPM

### **Suggested Readings:**

- Abell, Angela. (2001). *Competing with knowledge: The information professional in the knowledge management age*. London: Library Association Publishing.
- Arrow, Kenneth Joseph. (1984). *The economics of information*. Cambridge, Mass:Belknap Press of Harvard University Press.
- Bal-I Bara, Nicholas. (2000). *Competitive knowledge management*. New York:Palgrave.
- Birchler, Urs W., Butler, Monica. (2007). *Information economics*. New York: Routledge.
- Brigham, Eugene. F.& Ehrhardt, Micheal.C. (2004). *Financial Management: Theory and Practice*.(11<sup>th</sup> ed.). Mason,OH: South Western College Pub.
- Brophy,Peter.(1986). *Management information and decision support systems in libraries*. Brookfield, vt., USA:Gower.
- Bryson, Jo. (1990). *Effective library and information centre management* .England: Grower.
- Chauvel, Daniele.(2001). *Knowledge horizons: The present and promise of knowledge management* .Oxford : Butterworth-Heinemann

- Dennis, Alan. & Wixom, Barnara. Haley. (2002). *Systems analysis design*. (2<sup>nd</sup> ed.). New Jersey: Wiley
- Dessler, Gray. (2003). *Management: principles and practices for tommorrow's leaders*. (3<sup>rd</sup> ed.). New Jersey: Prentice Hall.
- Ein, Dor.P., & Jones,Carl.R. (1985). *Information system management: analytical tool and techniques*. New York: Elsevier.
- Evans, G.Edward. & Ward, Patricio.L. (2003). *Beyond the Basics: A management guide for library and information professionals*. New York: Neal-Schuman Publishers.
- Evans, G.Edward. (2003). *Management techniques for libraries*. New York: Academic Press
- Griffin, Ricky. (2005). *Fundamentals of Management* (4<sup>th</sup> ed.). Boston, MA: Houghton Mifflin.
- Hobohm, Hans- Christoph. (2004). *Knowledge management: Libraries and librarians taking up the challenge* . Munchen : K. G . Saur
- Hoffer, Jeffrey.A., George, Joey, F., & Valacich, Joseph.S. (2004). *Modern systems analysis and design* (4<sup>th</sup> ed.). New Jersey: Prentice Hall.
- Jussawalla, Meheroo., & Ebenfield, Helene. (Ed.). (1984). *Communication and information economics : New perspective*. Amsterdam : Elsevier Science
- Kendall, Kenneth.E. & Kendall, Julie. E.(2004). *System analysis and design*. New Jersey: Prentice Hall.
- Kingma, Bruce R.(2001). *The economics of Information : a guide to economic and cost benefit analysis for information professionals* . Englewood, CO: Librarians .
- Kotlar, Philip.(2007). *Marketing for Non-profit organizations*. New Jersey: Prentice Hall.
- Lancaster, F.W. (1988). *If you want to evaluate your library*. London: Library Association.
- Levine, David. K., & Lippman , Steven ,A. (1995). *The Economics of information* .Aldershot : Elgar
- Little , Stephen . E.(2002). *Managing Knowledge : an essential reader*. London : Sage Publications
- Lovelock Christophr.,& Wirtz,Jochen .(2006).*Service Marketing: People, Technology,*

- Strategy. Pearson Education.
- Lubbe, Jan., C.A., Vander. (1997). *Information theory*. Cambridge:Cambridge university press.
- Malcolm, Galatin., & Leiter, Robert. D. (Ed). (1981). *Economics of information*. Boston: M.Nijhoff Pub.
- Mc Donough, Adrian M. (1963). *Information economics and management system*. New York:Mc Graw Hill.
- Mittal, R.L.(1984). *Library Administration: theory and practice*. (5<sup>th</sup> ed.). Delhi: Metropolitan.
- Narayana,G.I.(1991).*Library and Information Management*. New Delhi: Prentice-Hall of India.
- Raman, A.Thothathri. (2003). *Knowledge management:a resource book*. New Delhi:Excel Books.
- Roberts, Stephen .A.(1985). *Cost management for library and information services*. London: Butterworths.
- Sanchez, Ron. (2001). *Knowledge management and organizational competence*. Oxford: Oxford University Press.
- Semprevivo, Philip. C. (1982). *System analysis:Definitions, Processes and design*.(2<sup>nd</sup> ed.). Chicago: Science Research Associates.
- Singh, A.R. (2001). *Information management in archives and libraries*. Delhi:Aakar.
- Stueart, R.D. & Eastlick, J.T.(1981). *Library management*. (2<sup>nd</sup> ed.). Colarado: Libraries Unlimited.
- Stueart, Robert.D. & Moran, Barbara.B. (2004). *Library and information center management*.(6<sup>th</sup> ed.).U.S.A: Libraries Unlimited.
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- Valacich, Joseph.S., George, Joey. E. & Hoffer, Jeffrey.A. (2003). *Essentials of system analysis and design* (2<sup>nd</sup> ed.). New Jersey: Prentice Hall.
- Wolpert, Sameul.A., & Wolpert, Joyce. Friedman. (1986). *Economics of information*. New York : Van Nostrand Reinhold.

