



Course Curriculum

**Program: Bachelor of Arts in Information Science
and Library Management**

Semester: 2nd year 1st and 2nd Semester



Department of

Information Science and Library Management

Khulna Khan Bahadur Ahsanullah University

140, KDA, Khan Bahadur Ahsanullah Road, Choto Boyra, Khulna-9000

ISLM 0322 2101: Bibliography, Reference and Citation

- 1. Course Title: Bibliography, Reference and Citation**
- 2. Course Code: ISLM 0322 2101**
- 3. BNQF Code : 0322**
- 4. Credit Value: 4.0**
- 5. Credit Hour: 4 (Four)**
- 6. Total Marks: 100 (40 for Mid semester examination, class attendance, assignment, quiz, presentation etc. and 60 for Semester Final examination)**
- 7. Level : 2nd Year 1st Semester**
- 8. Course Type: Core**
- 9. Academic Session: N/A**
- 10. Course Teacher/ Instructor: N/A**
- 11. Prerequisite (s) (if any): N/A**
- 12. Faculty: Faculty of Arts and Humanities**
- 13. Department: Department of Information Science and Library Management**
- 14. Program: B.A. (Honors) in Information Science and Library Management**
- 15. Rationale of the Course:** This course is to make students aware of concepts, branches and types of bibliography and its services. It also helps the students to learn the different methods of standard entry, arrangement of entries and bibliographical services along with literature searching methods, tools and techniques. The course also designed for the students is acquainted with the reference and reference services, referencing styles, reference management tools and computers databases.

16. .Course Content: Course contents should be divided into two equal sections, namely, Section: A and Section: B.

(i) Introduction to Bibliography: Definition, bibliography as a science and an art, Functions and Use, Branches of Bibliography: Analytical ,Systematic or Enumerative, Descriptive, Historical, Textual, Types of Bibliography , Subject, National, Trade, Universal, Statistical, Bibliographic Control, Bibliography of bliographies, Universal Bibliographical Control.

(ii). Bibliographic description: Standard entry, minimum standard entry, short standard entry, full entry with examples, different methods of arrangement of entries.

(iii). Evaluation of Bibliography: Purpose and scope, authority, entries of information, items of information, special features, format and limitation.

(iv). Methods: Different methods of arrangement of entries.

(v) Policy: Different methods and policies of bibliographic control.

(vi). ISBN: Definition and its importance, various parts of ISBN, calculation of check Digit, ISSN (International Standard Serial Number): importance and roles.

(vii). Bibliographic organizations: BANSDOC, UNESCO, FID, IFLA,

(viii). Bibliographic services: Bibliographic services in different subjects thought at educational institutes and research institution. Modern biographic services of the world specially Bangladesh.

(ix) Searching Tools and Techniques: Introduction users their Information Needs and Literature Search, Reference Service and Literature Search, Steps in Literature Search, Selection of Sources, Search in Secondary Sources, Search in Other Sources, citation analysis, searching tools, Skills -in Literature Search.

(x). Database: Computer databases, indexing and abstracting databases, online searching, some examples of online databases, expansion and diversification.

(xi). Referencing Styles: Definition and importance of citation styles, APA, MLA, Harvard, Vancouver, Chicago and Turabian,

(xii). Reference management tools - EndNote, RefWorks, Zotero, Mendeley: Importance, creation and management of lists of references for research projects, citations for the preparation of manuscripts and bibliographies.

17. Mapping Course Learning Outcomes (CLOs) with the PLOs

	PLO 1	PLO 2	PLO3	PLO 4	PLO5	PLO6	PLO7	PLO 8	PLO 9
CLO 1: Ability to understand and recall the bibliography and references and their services.		√							
CLO 2: Ability to apply the tools and techniques of bibliography and reference in the literature searching.						√	√		
CLO 3: Able to describe the methods of compilation bibliography and citing reference in the articles.							√		

18. Mapping Course Learning Outcomes (CLOs) with the Teaching & Learning & Assessment Strategy

Ref. of PLOs	CLOs	Taxonomy Level	Teaching-Learning Strategy	Assessment Strategy
PLO 2	CLO 1: Able to understand and recall the bibliography and reference and their services.	Cognitive: Remember	-Socialized recitation -Lecture discussion with multimedia -Interactive discussion White board illustration -Multimediapresentation -Question-answer session.	- Class Performance - Written Test - Quiz
PLO 6 & 7	CLO 2: Ability to apply the tools and techniques of bibliography and reference in literature searching.	Cognitive: Apply	-Socialized recitation -Lecture discussion with multimedia -Interactive discussion White board illustration -Multimediapresentation -Question-answer session.	- Class Performance - Quiz - Presentation - Assignment
PLO 7	CLO 3: Able to describe the methods of compilation bibliography and citing references in the articles.	Cognitive: Apply	-Socialized recitation -Lecture discussion with multimedia -Interactive discussion -White board illustration Multimedia presentation - Question-answer session.	- Class Performance -Written test - Presentation -Assignment

19. Course plan specifying content, CLOs, co-curricular activities (if any), teaching learning and assessment strategy mapped with CLOs

Week	Topic	Teaching-Learning Strategy	Assessment Strategy	Corr. CLOs
1-2	Introduction to Bibliography: Definition, bibliography as a science and an art, Functions and Use, Branches of Bibliography: Analytical, Systematic or Enumerative, Descriptive, Historical, Textual,.	-Socialized recitation -Lecture discussion with multimedia -Interactive discussion White board illustration - Multimediapresentation -Question-answer session.	-Class Performance -Written Test -Oral Test	CLO 1
	Types of Bibliography, Subject, National, Trade, Universal, Statistical, Bibliographic Control, Bibliography of bibliographies, Universal Bibliographical Control.	-Socialized recitation -Lecture discussion with multimedia -Interactive discussion White board illustration - Multimediapresentation --Question-answer session.	-Class Performance -Written Test - Oral Test	CLO 1
3	Bibliographic description: Standard	-Socialized recitation -Lecture discussion	- Class Performance	CLO 1, 3

	entry, minimum standard entry, short standard entry, full entry with examples, different methods of arrangement of entries.	with multimedia - Interactive discussion - White board illustration - Multimedia presentation - Question-answer session.	- Written Test - Oral Test	
4	Evaluation of Bibliography: Purpose and scope, authority, entries of information, items of information, special features, format and limitation,	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session	- Class Performance - Quiz - Written Test - Oral Test	CLO 1
5	Methods: Different methods of arrangement of entries.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations - Problem solving tasks	- Class Performance - Quiz - Written Test - Presentation	CLO 1, 3
6	Policy: Different methods and policies of bibliographic control.	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Written Test - Assignment - Presentation	CLO 2
7	ISBN: Definition and its importance, various parts of ISBN, calculation of check Digit, ISSN (International Standard Serial Number): importance and roles.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations	- Class Performance - Quiz - Written Test - Presentation	CLO 1
Mid Semester Examination				
8	Bibliographic organizations: BANSDOC, UNESCO, FID, IFLA,	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Quiz - Written Test - Presentation	CLO 2
9	Bibliographic services: Bibliographic services in different subjects thought at educational institutes and research institution. Modern biographic services of the world specially Bangladesh.	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Written Test - Assignment - Presentation	CLO 1, 3
10-11	Searching Tools and Techniques: Introduction users their Information Needs and Literature Search, Reference Service and Literature Search, Steps in Literature Search,	- Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations - Problem solving tasks	- Class Performance - Quiz - Written Test - Presentation	CLO 1, 2
	Selection of Sources, Search in Secondary Sources, Search in Other Sources, citation analysis, searching	- Interactive discussion - Whiteboard illustration	- Class Performance - Quiz	CLO 1, 2

	tools, Skills -in Literature Search	<ul style="list-style-type: none"> - Lecture discussion with multimedia. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Written Test - Presentation 	
12	Database: Computer databases, indexing and abstracting databases, online searching, some examples of online databases, expansion and diversification.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 2
13	Referencing Styles: Definition and importance of citation styles, APA, MLA, Harvard, Vancouver, Chicago and Turabian,	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 3
14	Reference management tools - EndNote, RefWorks, Zotero, Mendeley: Importance, creation and management of lists of references for research projects, citations for the preparation of manuscripts and bibliographies.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 3
Semester Final Examination				

20. Learning Materials:

- (i) Connor, E. (Ed.). (2006). An introduction to reference services in academic libraries. New York: Haworth Information Press.
- (ii) Nast, P. (Ed.). (2008). Virtual reference service : From competencies to assessment. New York: Neal-Schuman Publishers.
- (iii)Hart, Chris. (2001). Doing a literature search: a comprehensive guide for the social sciences, London: Sage.
- (iv) Radford, M. L. & Lankes, R. D. (Eds.). (2010). Reference renaissance: Current and Future Trends.1st ed. Neal-Schuman Publishers.

ISLM 0322 2103: Internet Studies and Web Design
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- 1. Course Title: Internet Studies and Web Design**
- 2. Course Code: ISLM 0322 2103**
- 3. BNQF Code : 0322**
- 4. Credit Value: 4.0**
- 5. Credit Hour: 4 (Four)**
- 6. Total Marks: 100 (40 for Mid semester examination, class attendance, assignment, quiz, presentation etc. and 60 for Semester Final examination)**
- 7. Level : 2nd Year 1st Semester**
- 8. Course Type: Core**
- 9. Academic Session: N/A**
- 10. Course Teacher/ Instructor: N/A**
- 11. Prerequisite (s) (if any): N/A**
- 12. Faculty: Faculty of Arts and Humanities**
- 13. Department: Department of Information Science and Library Management**
- 14. Program: B.A. (Honors) in Information Science and Library Management**
- 15. Rationale of the Course:** This course is designed to introduce the students with tools and techniques of Internet and its services. It also contributes to students' learning of several types of internet resources that are available over internet along with the major issues associated with the location and evaluation of internet resources. This course will prepare students to develop an understanding about the applications of internet and impact of internet on library facilities and services.

16. Course Content: Course contents should be divided into two equal sections, namely, Section: A and Section: B.

- i. Introduction, origin, growth and development of Internet, What is Internet?
- ii. Contribution of ARPA, URL, URI, URN, URC.
- iii. Overview of internet, connecting to internet, internet and intranet, types of internet connection, bandwidth, ISDN, modem, Wi Max, Wi Fi. types of IP address, Domain Name System (DNS), types of domains.
- iv. Resources and services through Internet: types of internet connections, Internet tools and techniques, WWW, FTP, IRC, Video conferencing and etc.
- v. Internet Protocols: TCP/IP, HTTP, WAP, UBP, NNTP, UDP, SLIP etc.
- vi. Searching on the Internet, browser program: functions, features, Mozilla Firefox, user interface , Search Engines, anatomy of Google etc.
- vii. Social networking, fundamental concepts of social networks, Facebook, Twitter, Good Reads, etc.
- viii. Internet commerce, early development, business applications, impact of Internet access in libraries, benefit of internet for libraries.
- ix. Application of internet in libraries: Its uses and impact, problem of Internet expansion.
- x. Internet services in Bangladesh: Their roles, uses and impacts, Problems of internet expansion, measures and solutions, future prospects.
- xi. Web technologies: History of the World Wide Web, Networks, Locating Information on a Network , Web Pages and Web Servers.
- xii. HTML: Introducing HTML , History of HTML, Creating an HTML Document, Designing a Web Site with Block-Level Elements, Marking a List, Using Element Attributes, Character Sets and Special images, Web Site Structures and Hypertext Link and Metadata.
- xiii. Cascading Style Sheets (CSS): Introducing CSS, History of CSS, Applying Style Sheet, Working with Color in HTML and CSS, Creating Special Effects with CSS, Adding Advanced Styles to a Web Site, Working with Web Tables, Radio Program Schedule, Web Forms, Donation Form, Multimedia, Web Site with Sound, Video, and Applets, Designing a Web Site with Frames and Using Frames to Organize a Web Site
- xiv. JavaScript: Introducing JavaScript, Working with the Script Element, Writing Output to a Web Document, Understanding JavaScript Syntax, Variable, Function, File, Code and

Hiding E-mail Addresses on a Library Website

17. Mapping Course Learning Outcomes (CLOs) with the PLOs

	PLO 1	PLO 2	PLO3	PLO 4	PLO5	PLO6	PLO7	PLO 8	PLO 9
CLO 1: Able to remember and recall about the internet.		√							
CLO 2: Ability to recognize the tools and techniques associated with searching on the Internet resources.			√						
CLO 3: Able to familiar with the uses of Internet facilities and services in libraries.		√							
CLO 4: Ability to assess the opportunities that Internet offer to libraries.					√				

18. Mapping Course Learning Outcomes (CLOs) with the Teaching & Learning & Assessment Strategy

Ref. of PLOs	CLOs	Taxonomy Level	T-L Activities	Assessment Strategy
PLO 2	CLO 1: Able to remember and recall about the internet.	Cognitive Remember	<ul style="list-style-type: none"> - Lecture discussion with multi media - Interactive discussion - White board illustration - Multimedia presentation. - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test
PLO 3	CLO 2: Ability to recognize the tools and techniques associated with searching on the Internet resources.	Cognitive: Analyze	<ul style="list-style-type: none"> - Lecture discussion with multi media - Interactive discussion - White board illustration - Multimedia presentation. - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test
PLO 2	CLO 3: Able to familiar with the uses of Internet facilities and services in libraries.	Cognitive: Analyze	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session - Video presentation. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Oral Test
PLO 5	CLO 4: Ability to assess the opportunities that Internet offer to libraries.	Cognitive: Evaluate	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation

19. Course plan specifying content, CLOs, co-curricular activities (if any), teaching learning and assessment strategy mapped with CLOs

Week	Topic	Teaching-Learning Strategy	Assessment Strategy	Corr. CLOs
1	Introduction, origin, growth and development of Internet, What is Internet?	<ul style="list-style-type: none"> - Socialized recitation - Lecture discussion with multimedia - Interactive discussion - White board illustration - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test 	CLO 1
2	Contribution of ARPA, URL, URI, URN, URC.	<ul style="list-style-type: none"> - Socialized recitation - Lecture discussion with multimedia 	<ul style="list-style-type: none"> - Class Performance - Written Test 	CLO 1,2

		<ul style="list-style-type: none"> -Interactive discussion -White board illustration -Multimedia presentation - Question-answer session. 	-Oral Test	
3-4	Overview of internet, connecting to internet, internet and intranet, types of internet connection,	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session - Video presentation. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Oral Test 	CLO 2, 4
	Bandwidth, ISDN, modem, Wi Max, Wi Fi. types of IP address, Domain Name System (DNS), types of domains	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 2, 4
5	Resources and services through Internet: types of internet connections, Internet tools and techniques, WWW, FTP, IRC, instant messaging, Talk facilities, Internet phone, Video conferencing and etc.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 2, 3
6	Internet Protocols: TCP/IP, HTTP, WAP, UBP, NNTP, UDP, SLIP etc.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 2, 3, 4
7	E-mail operation: checking mail, download of materials, attachment and sending mail, error identification and solution, how to sign out.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 3, 4
Mid Semester Examination				
8	Searching on the Internet, browser program: functions, features, Mozilla Firefox, user interface, Search Engines, anatomy of Google etc.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 2, 3
9	Social networking, fundamental concepts of social networks, Facebook, Twitter, Good Reads, etc.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 2, 3
10	Internet commerce, early development, business	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration 	<ul style="list-style-type: none"> - Class Performance 	CLO 2, 3

	applications, impact of Internet access in libraries, benefit of internet for libraries.	<ul style="list-style-type: none"> - Lecture discussion with multimedia. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Quiz - Written Test - Presentation 	
11	Application of internet in libraries: Its uses and impact, problem of Internet expansion.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 3
12	Cyber crimes: online frauds, junk mail, identity theft, password cracking,	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 1, 4
13	Hacking, viruses, worms, trojans.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 1, 4
14	Internet services in Bangladesh: Their roles, uses and impacts, Problems of internet expansion, measures and solutions, future prospects.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 3, 4
Semester Final Examination				

20. Learning Materials

- (i) Cockcroft, Adrian & Walker, Bill. (2001), Capacity Planning for Internet Services.
- (ii) Kalmanek, Charles R., Misra, Sudip & Yang, Yang (Richard).(2012), “Guide to Reliable Internet Services and Applications”.
- (iii)Muller, Nathan J. (1999). Desktop encyclopedia of the Internet. Boston: Artech House.
- (iv)McClure, Charles R. & Jaeger, Paul T. (2009), Public Libraries and Internet Service Roles: Measuring and Maximizing Internet Services.
- (v) Prasad, Anand R. & Buford, John F. (2011), Future Internet Services and Service Architectures.

ISLM 0322 2105: Information Literacy

- 1. Course Title: Information Literacy**
- 2. Course Code: ISLM 0322 2105**
- 3. BNQF Code : 0322**
- 4. Credit Value: 4.0**
- 5. Credit Hour: 4 (Four)**
- 6. Total Marks: 100 (40 for Mid semester examination, class attendance, assignment, quiz, presentation etc. and 60 for Semester Final examination)**
- 7. Level : 2nd Year 1st Semester**
- 8. Course Type: Core**
- 9. Academic Session: N/A**
- 10. Course Teacher/ Instructor: N/A**
- 11. Prerequisite (s) (if any): N/A**
- 12. Faculty: Faculty of Arts and Humanities**
- 13. Department: Department of Information Science and Library Management**
- 14. Program: B.A. (Honors) in Information Science and Library Management**
- 15. Rationale of the Course:** This course is designed to help the students to learn the concept of information literacy, IL guidelines and dimensions. It also enable to students to know about major IL models, information institutions and role of information professionals in IL. The course is included information ethics such as plagiarism, copyright, citing sources and application of IL through emerging technologies which help the students to develop their IL competency.

16. Course Content: Course contents should be divided into two equal sections, namely, Section: A and Section: B.

(i) Concept of Information Literacy (IL): Definition, Nature, Objectives, Scopes and Importance of IL; Information needs and seeking behaviour.

(ii) Information Institutions and IL: Role of information professionals in IL; Benefits and application of information literacy in information institutions.

(iii) Guidelines of IFLA, UNESCO, ACRL, etc. Major models of IL: CILIP, Seven Faces, Seven Pillars of IL, Big 6, etc.; Information literacy and lifelong learning.

(iv) Various dimensions of IL, e.g. Digital Literacy, Media Literacy, Research Literacy, etc.

(v) Different tools of IL e.g., Library instructions, Searching, Finding and evaluating information.

(vi) Application of IL in different sectors; Partnership and collaborative activities in IL; IL Scenario in Bangladesh, Problems and prospects; Global trends in IL.

(vii) Information Ethics: Plagiarism, Copyright, citing sources; Application of IL through emerging technologies.

(viii) Tutorials: IL competency, IL Tutorials, Project assignment; Hands-on IL practices using ICT.

17. Mapping Course Learning Outcomes (CLOs) with the PLOs

	PLO 1	PLO 2	PLO3	PLO 4	PLO5	PLO6	PLO7	PLO 8	PLO 9
CLO 1: Able to remember and recall the basic concepts of Information Literacy and its guidelines.		√							
LO 2: Able to explain IL models and its impact on lifelong learning.	√			√				√	
CLO 3: Ability to apply information ethics and global trends of IL in different sectors.					√				

18. Mapping Course Learning Outcomes (CLOs) with the Teaching & Learning & Assessment Strategy

Ref. of PLOs	CLOs	Taxonomy Level	Teaching-Learning Activities	Assessment Strategy
PLO 2	CLO 1: Able to remember and recall the basic concepts of Information Literacy and its guidelines.	Cognitive: Remember	- Reading Materials - Interactive discussion - Provide Examples - White board illustration - Question-answer session.	- Class Performance - Written Test - Oral Test
PLO 1, 4 & 8	LO 2: Able to explain IL models and its impact on lifelong learning.	Cognitive: Analysis	- Interactive discussion - White board illustration - Compare and contrast (with charts, tables, Venndiagrams) - Creating examples - Demonstrations - Problem-solving tasks - Question-answer session.	- Class Performance - Quiz - Written Test
PLO 5	CLO 3: Ability to apply information ethics and global trends of IL in different sectors.	Cognitive: Apply	- Interactive discussion - White board illustration - Group discussions - Brainstorm - Decision-making tasks - Written assignment	- Class Performance - Quiz - Written Test - Presentation

19. Course plan specifying content, CLOs, co-curricular activities (if any), teaching learning and assessment strategy mapped with CLOs

Week	Topic	Teaching-Learning Strategy	Assessment Strategy	Corr. CLOs
1-2	Concept of Information Literacy (IL): Definition, Nature, Objectives, Scopes and Importance of IL;	- Socialized recitation - Lecture discussion with multimedia - Interactive discussion - White board illustration - Multimedia presentation - Question-answer session.	- Class Performance - Written Test - Oral Test	CLO 1
	Information needs and seeking behaviour.	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Written Test - Oral Test	CLO 1
3-4	Information Institutions and IL:	- Socialized recitation	- Class	

	Role of information professionals in IL;	-Lecture discussion with multimedia -Interactive discussion -White board illustration -Multimedia presentation - Question-answer session.	Performance -Written Test -Oral Test	CLO 1, 2
	Benefits and application of information literacy in information institutions.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session - Video presentation.	- Class Performance - Quiz - Written Test - Oral Test	CLO 1,2
5-6	Guidelines of IFLA, UNESCO, ACRL, etc.	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Written Test - Assignment - Presentation	CLO 1, 3
	Major models of IL: CILIP, Seven Faces, Seven Pillars of IL, Big 6, etc.; Information literacy and lifelong learning.	- Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. - Demonstration on - Question Answer Session	- Class Performance - Quiz - Written Test - Presentation	CLO 1, 2, 3
7	Various dimensions of IL, e.g. Digital Literacy, Media Literacy, Research Literacy, etc.;	- Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations - Group Exercise	- Class Performance - Quiz - Written Test - Presentation	CLO 1, 2
Mid Semester Examination				
8	Different tools of IL e.g., Library instructions, Searching, Finding and evaluating information.	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Quiz - Written Test - Presentation	CLO 2, 3
9-10	Application of IL in different sectors; Partnership and collaborative activities in IL;	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Written Test - Assignment - Presentation	CLO 1, 3
	IL Scenario in Bangladesh, Problems and prospects; Global trends in IL	- Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations	- Class Performance - Quiz - Written Test - Presentation	CLO 1, 3

		- Group Discussion		
11-12	Information Ethics: Plagiarism, Copyright, citing sources;	- Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment	- Class Performance - Quiz - Written Test - Presentation	CLO 3
	Application of IL through emerging technologies.	- Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignmen	-Class Performance -Written Test -Oral Test	CLO 3
13-14	Tutorials: IL competency, IL Tutorials, Project assignment;	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Quiz - Written Test - Presentation	CLO 2,3
	Hands-on IL practices using ICT.	- Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations - Group exercise	- Class Performance - Quiz - Written Test - Presentation	CLO 2,3
Semester Final Examination				

20. Learning Materials:

- (i) Blanchett, H.; Powis, C. & Webb, J. (2011). A guide to teaching information literacy: 101 practical tips. London: Facet.
- (ii) Torras, Maria-Carme and Saetre, T. (2008). Information literacy education: a process approach. Professionalizing the Pedagogical Role of Academic Libraries. Oxford: Chandos.
- (iii) Esther S. Grassian and Joan R. Kaplowitz (2009). Information literacy instruction: theory and practice, Information literacy sourcebook, UK. 2nd ed. Neal-Schuman Publishers .
- (iv) Herring, James E. (2011). Improving students' web use and information literacy: A guide for teachers and teacher librarians. London: Facet.
- (v) Lloyd, Annemarie (2010). Information literacy landscapes: information literacy in education, workplace and everyday contexts. Oxford: Chandos.

GED 0612 2135: Introduction to Data Science
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1. **Course Title:** Introduction to Data Science
2. **Course Code:** GED 0612 2135
3. **BNQF Code :** 0612
4. **Credit Value:** 4.0
5. **Credit Hour:** 4 (Four)
6. **Total Marks:** 100 (40 for Mid semester examination, class attendance, assignment, quiz, presentation etc. and 60 for Semester Final examination)
7. **Level :** 2nd Year 1st Semester
8. **Course Type:** GED
9. **Academic Session:** N/A
10. **Course Teacher/ Instructor:** N/A
11. **Prerequisite (s) (if any):** N/A
12. **Faculty:** Faculty of Arts and Humanities
13. **Department:** Department of Information Science and Library Management
14. **Program:** B.A. (Honors) in Information Science and Library Management
15. **Rationale of the Course:** Data Science is introduced to study and to acquire the generalize extraction of knowledge from data. It provides an integrated skill set spanning mathematics, statistics, machine learning, databases etc. with a good understanding of the craft of problem formulation to engineer effective solutions.
16. **Course Content:** Course contents should be divided into two equal sections, namely, Section: A and Section: B.
 - (i) **Introduction:** Data science, Current landscape of perspectives, Skill sets needed;
 - Statistics:** Statistical inference, Populations and samples, Statistical modeling, probability distributions, t-ting a model;
 - Algorithms:** Three basic machine learning algorithms, linear regression, k-Nearest Neighbors (k-NN), k-means.
 - (ii) **Data Analysis:** Exploratory data analysis and the data science process, basic tools (plots, graphs and summary statistics) of EDA, Philosophy of EDA, The Data Science Process, Case Study: Real Direct (online real estate rm).

(iii) Feature Generation: Feature generation and feature selection (Extracting Meaning From Data), Motivating application: user (customer) retention, Feature Generation (brainstorming, role of domain expertise, and place for imagination), Feature Selection algorithms, Filters; Wrappers; Decision Trees; Random Forests.

(iv) Recommendation Systems: Building a User-facing data product, Algorithmic ingredients of a Recommendation Engine, Dimension, reduction, Singular Value Decomposition, principal component analysis, exercise: build your own recommendation system.

(v) Network Graphs: Mining Social-Network Graphs, Social networks as graphs, Clustering of graphs, Direct discovery of communities in graphs, Partitioning of graphs, Neighborhood properties in graphs.

(vi) Data Visualization: Data visualization, basic principles, ideas and tools for data visualization, Examples of inspiring (industry) projects, exercise: create your own visualization of a complex dataset.

(vii) Data Science: Data Science and Ethical Issues, Discussions on privacy, security, ethics, A look back at Data Science, Next-generation data scientists.

(viii) Introduction: What is Big Data, The rising and importance of Big Data, Big data analytics in industry verticals, Characteristics of Big Data - The Four V's, Understanding.

(ix) Big Data - Beyond the Hype: Big Data Skills and Sources of Big Data, Big Data Adoption; **The Big Data Platform:** Key aspects of a Big Data Platform, Governance for Big Data.

(x) Technical Details of Big Data components: Text Analytics and Streams, Cloud and Big Data.

(xi) Data Analytics Lifecycle and Methodology: Business Understanding, Data Understanding, Data Preparation, Modeling, Evaluation, Communicating results, Deployment. Data exploration & preprocessing Measures and evaluation.

(xii) Data Analytics: Theory and Methods Supervised learning: Linear/Logistic regression, Naïve Bayes, decision trees, unsupervised learning: K-means clustering, Association rules.

(xiii) Unstructured Data Analytics: Technologies & tools, Text mining, Web mining.

(xiv) The Endgame: Operational aspects of an Analytics project, Data Visualization Techniques, Creating final deliverables.

17. Mapping Course Learning Outcomes (CLOs) with the PLOs

	PLO 1	PLO 2	PLO3	PLO 4	PLO5	PLO6	PLO7	PLO 8	PLO 9
CLO 1: Able to understand and recall the data science and Big data.		√							
CLO 2: Ability to compute and analysis big data for decision making.							√		
CLO 3: Able to familiar with the uses of tools and techniques of Big data analysis.					√				

18. Mapping Course Learning Outcomes (CLOs) with the Teaching & Learning & Assessment Strategy

Ref. of PLOs	CLOs	Taxonomy Level	Teaching-Learning Strategy	Assessment Strategy
PLO2	CLO 1: Able to understand and recall the data science and Big data.	Cognitive Remember	-Lecture discussion with multi media - Interactive discussion -White board illustration -Multimedia presentation. -Question-answer session.	- Class Performance - Written Test - Oral Test
PLO 7	CLO 2: Ability to compute and analysis big data for decision making.	Cognitive: Apply	-Lecture discussion with multi media - Interactive discussion -White board illustration -Multimedia presentation. -Question-answer session.	- Class Performance - Written Test - Oral Test
PLO 4	CLO 3: Able to familiar with the uses of tools and techniques of Big data analysis.	Cognitive: Analyses	- Interactive discussion -Whiteboard illustration - Lecture discussion with multi media -Question-answer session - Video presentation.	- Class Performance - Quiz - Written Test - Oral Test

19. Course plan specifying content, CLOs, co-curricular activities (if any), teaching learning and assessment strategy mapped with CLOs

Week	Topic	Teaching-Learning Strategy	Assessment Strategy	Corr. CLOs
1	Introduction: Data science, Current landscape of perspectives, Skill sets needed; Statistics: Statistical inference, Populations and samples, Statistical modeling, probability distributions, t-ting a model; Algorithms: Three basic machine learning algorithms, linear regression, k-Nearest Neighbors (k-NN), k-means.	- Lecture discussion with multi media - Interactive discussion -White board illustration -Multimediapresentation. -Question-answersession.	-Class Performance -Written Test -Oral Test	CLO 1, 3
2	Data Analysis: Exploratory data analysis and the data science process, basic tools (plots, graphs and summary statistics) of EDA, Philosophy of EDA, The Data Science Process, Case Study: Real Direct (online real estate rm)	- Lecture discussion with multi media - Interactive discussion -White board illustration -Multimediapresentation. -Question-answersession.	- Class Performance -Written Test -Oral Test	CLO 1, 3

3	Feature Generation: Feature generation and feature selection (Extracting Meaning From Data), Motivating application: user (customer) retention, Feature Generation (brainstorming, role of domain expertise, and place for imagination), Feature Selection algorithms, Filters; Wrappers; Decision Trees; Random Forests.	<ul style="list-style-type: none"> - Lecture discussion with multi media - Interactive discussion - White board illustration - Multimediapresentation. - Question-answersession. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Oral Test 	CLO 1,2,3
4	Recommendation Systems: Building a User-facing data product, Algorithmic ingredients of a Recommendation Engine, Dimension, reduction, Singular Value Decomposition, principal component analysis, exercise: build your own recommendation system.	<ul style="list-style-type: none"> - Lecture discussion with multi media - Interactive discussion - White board illustration - Multimediapresentation. - Question-answersession. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 2, 3
5	Network Graphs: Mining Social-Network Graphs, Social networks as graphs, Clustering of graphs, Direct discovery of communities in graphs, Partitioning of graphs, Neighborhood properties in graphs.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answersession - Video presentation. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 2, 3
6	Data Visualization: Data visualization, basic principles, ideas and tools for data visualization, Examples of inspiring (industry) projects, exercise: create your own visualization of a complex dataset.	<ul style="list-style-type: none"> - Lecture discussion with multi media - Interactive discussion - White board illustration - Multimediapresentation. - Question-answersession - Video presentation.. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 2
7	Data Science: Data Science and Ethical Issues, Discussions on privacy, security, ethics, A look back at Data Science, Next-generation data scientists.	<ul style="list-style-type: none"> - Lecture discussion with multi media - Interactive discussion - White board illustration - Multimediapresentation. - Question-answersession. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1
Mid Semester Examination				
8	Introduction: What is Big Data, The rising and importance of Big Data, Big data analytics in industry verticals, Characteristics of Big Data - The Four V's, Understanding.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 2, 3
9	Big Data - Beyond the Hype: Big Data Skills and Sources of Big Data, Big Data Adoption; The Big Data Platform: Key aspects of a Big Data Platform, Governance for Big Data.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 1, 2, 3
10	Technical Details of Big Data components: Text Analytics and Streams, Cloud and Big Data.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 2, 3

		- Problem solving tasks		
11	Data Analytics Lifecycle and Methodology: Business Understanding, Data Understanding, Data Preparation, Modeling, Evaluation, Communicating results, Deployment. Data exploration & preprocessing Measures and evaluation.	- Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment -Video presentation.	- Class Performance - Quiz - Written Test - Presentation	CLO 2, 3
12	Data Analytics: Theory and Methods Supervised learning: Linear/Logistic regression, Naïve Bayes, decision trees, unsupervised learning: K-means clustering, Association rules.	- Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment	- Class Performance - Written Test - Assignment - Presentation	CLO 2, 3
13	Unstructured Data Analytics: Technologies & tools, Text mining, Web mining.	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Quiz - Written Test - Presentation	CLO 2
14	The Endgame: Operational aspects of an Analytics project, Data Visualization Techniques, Creating final deliverables.	- Interactive discussion -Whiteboard illustration - Lecture discussionwith multimedia. - Demonstrations - Written assignment	- Class Performance - Quiz - Written Test - Presentation	CLO 2, 3
Semester Final Examination				

20. Learning Materials:

- (i) Avrim Blum, John Hopcroft and Ravindran Kannan. Foundations of Data Science.
- (ii) Cathy O'Neil and Rachel Schutt.(2014). Doing Data Science, straight talk From The Frontline. O'Reilly.
- (iii)Foster Provost and Tom Fawcett. Data Science for Business: What You Need to Know about Data Mining and Data-analytic Thinking.
- (iv)Jiawei Han, Micheline Kamber and Jian Pei. Data Mining: Concepts and Techniques, Third Edition.
- (v) Mohammed J. Zaki and Wagner Miera Jr. Data Mining and Analysis: Fundamental Concepts and Algorithms. Cambridge University Press.

ISLM 0322 2201: Documentation and information Retrieval
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- 1. Course Title:** Documentation and information Retrieval
- 2. Course Code:** ISLM 0322 2201
- 3. BNQF Code :** 0322
- 4. Credit Value:** 4.0
- 5. Credit Hour:** 4 (Four)
- 6. Total Marks:** 100 (40 for Mid semester examination, class attendance, assignment, quiz, presentation etc. and 60 for Semester Final examination)
- 7. Level :** 2nd Year 2nd Semester
- 8. Course Type:** Core
- 9. Academic Session:** N/A
- 10. Course Teacher/ Instructor:** N/A
- 11. Prerequisite (s) (if any):** N/A
- 12. Faculty:** Faculty of Arts and Humanities
- 13. Department:** Department of Information Science and Library Management
- 14. Program:** B.A. (Honors) in Information Science and Library Management
- 15. Rationale of the Course:** This course intends to equip the students with the methods and systems of Information Science, Documentation and Communication, which will enable them to the applications of multimedia in library and information services. It makes the students familiar with information retrieval, online searching, online methods of information communication and dissemination. The course also makes the students knowledgeable about information consolidation, presentation and CAS, SDI services and also enable them to information services design, privacy and security.

- 16. Course Content:** Course contents should be divided into two equal sections, namely, Section: A and Section: B.
- i. **Introduction to Information Science:** Concepts and scope of information science, information, definition, types, qualities or properties, parameters, role of information in the society, barriers to use of information.
 - ii. **Information Processing and Storage:** Concepts, information creation process, methods of information processing, batch-processing systems, real-time processing systems, cognitive model of information processing, process of documentation.
 - iii. **Information Retrieval (IR) and Online Searching:** Concepts, functions and activities, components of online IR, process or steps to online searching, techniques of online searching, basic searching techniques, advanced searching techniques, guidelines for better searching, process of searching an article and databases, role of internet technologies in information retrieval, thesaurus construction.
 - iv. **Information Dissemination Service:** Concepts, types, purposes, methods of disseminating current information, criteria for assessment of current information, CAS, definition, purpose, characteristics, types and channels, techniques and procedures of SDI service, conversion process of CAS into SDI, difference between CAS and SDI, user profile, definition, principle of construction, characteristics, model of user profile, methods of notification.
 - v. **Online Methods of Information Dissemination:** Online SDI service, EDDS (Electronic Document Delivery Systems), EDI (Electronic Data Interchange), EFT (Electronic Fund Transfer), content management systems.
 - vi. **E-Information Services in Digital Era:** E-information and digital information: concepts, sources, benefits, telecommunication based information services, electronic mail, electronic publishing, internet, WWW (Worldwide Web), network based information services.
 - vii. **Information Consolidation:** Information consolidation: concepts, objectives, process, user benefits and user studies, packaging and re-packaging of information: concepts, functions, process of re-packaging information, guidelines for preparing an accession list, a bibliography, a directory, writing an abstract, literature review, case study, handbooks or manuals, packages of materials, translation of materials, newsletters and news sheets, an audio-visual materials.

- viii. **Creative Presentation of Information:** Multimedia: definition, features, types, components, advantages, process of multimedia creation, applications of multimedia in library and information services.
- ix. **Information Communication :** Communication of information: concepts, model, role of library in the process of communicating information, data or information communication: concepts, model, channels or media of communication, telecommunication: concepts, components, functions, types, telecommunication infrastructure: transmission line, transmission mode, transmission rate, transmission ways, line configurations, packet switching, multiplexing, protocols, network topology, criteria for implementing telecommunication plan.
- x. **Information Privacy and Security:** Information privacy: concepts, techniques for protection, information security, concepts, threats to information communication systems (ICT), types of computer crime and criminals, security tips for ICT users.
- xi. **Projects:** Information service design.

17. Mapping Course Learning Outcomes (CLOs) with the PLOs

	PLO 1	PLO 2	PLO3	PLO 4	PLO5	PLO6	PLO7	PLO 8	PLO 9
CLO 1: Ability to understand and recall about the concepts of information science, documentation and communication.		√							
CLO 2: Able to explain various methods of information retrieval, information searching and providing information services.		√							
CLO 3: Able to describe the use of information technology in storage and library services.				√					
CLO 4: Ability to familiar with the information consolidation, presentation, privacy and security.			√						

18. Mapping Course Learning Outcomes (CLOs) with the Teaching & Learning & Assessment Strategy

Ref. of PLOs	CLOs	Taxonomy Level	T-L Activities	Assessment Strategy
PLO 2	CLO 1: Ability to understand and recall about the concepts of information science, documentation and communication.	Cognitive: Remember	- Socialized recitation - Lecture discussion with multi media - Interactive discussion - White board illustration - Multimedia presentation. - Question-answer session.	- Class Performance - Written Test - Oral Test
PLO 2	CLO 2: Able to explain various methods of information retrieval, information searching and providing information services.	Cognitive: Explain	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session - Video presentation.	- Class Performance - Quiz - Written Test - Oral Test
PLO 4	CLO 3: Able to describe the use of information technology in storage and library services.	Cognitive: Apply (Demonstrate)	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations - Problem solving tasks	- Class Performance - Quiz - Written Test - Presentation
PLO 3	CLO 4: Ability to familiar with the information consolidation, presentation, privacy and security.	Cognitive: Analyze (Outline)	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Written Test - Assignment - Presentation

19. Course plan specifying content, CLOs, co-curricular activities (if any), teaching learning and assessment strategy mapped with CLOs

Week	Topic	Teaching-Learning Strategy	Assessment Strategy	Corr. CLOs
1	Introduction to Information Science: Concepts and scope of information science, information, definition, types, qualities or properties, parameters, role of information in the society, barriers to use of information.	- Socialized recitation - Lecture discussion with multi media - Interactive discussion - White board illustration - Multimedia presentation. - Question-answer session.	- Class Performance - Written Test - Oral Test	CLO 1
2	Information Processing and Storage: Concepts, information	- Interactive discussion - Whiteboard illustration	- Class Performance	CLO

	creation process, methods of information processing, batch-processing systems, real-time processing systems, cognitive model of information processing, process of documentation.	<ul style="list-style-type: none"> - Lecture discussion with multi media - Question-answer session 	<ul style="list-style-type: none"> - Written Test - Oral Test 	1, 2, 3
3-4	Information Retrieval (IR) and Online Searching: Concepts, functions and activities, components of online IR, process or steps to online searching, techniques of online searching, basic searching techniques, advanced searching techniques, guidelines for better searching, process of searching an article and databases, role of internet technologies in information retrieval, thesaurus construction.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session - Video presentation. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Oral Test 	CLO 1, 2, 3
5-6	Information Dissemination Service: Concepts, types, purposes, methods of disseminating current information, criteria for assessment of current information, CAS, definition, purpose, characteristics, types and channels, techniques and procedures of SDI service, conversion process of CAS into SDI, difference between CAS and SDI, user profile, definition, principle of construction, characteristics, model of user profile, methods of notification.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 1, 3
7	Online Methods of Information Dissemination: Online SDI service, EDDS (Electronic Document Delivery Systems), EDI (Electronic Data Interchange), EFT (Electronic Fund Transfer), content management systems.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 2, 3
Mid Semester Examination				
8	E-Information Services in Digital Era: E-information and digital information: concepts, sources, benefits, telecommunication based information services, electronic mail, electronic publishing, internet, WWW (Worldwide Web), network based information services.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 2, 3
9-10	Information Consolidation: Information consolidation: concepts, objectives, process, user benefits and	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session 	<ul style="list-style-type: none"> - Class Performance - Written Test 	CLO 1, 4

	user studies, packaging and re-packaging of information: concepts, functions, process of re-packaging information, guidelines for preparing an accession list, a bibliography, a directory, writing an abstract, literature review, case study, handbooks or manuals, packages of materials, translation of materials, newsletters and news sheets, an audio-visual materials.	<ul style="list-style-type: none"> - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Assignment - Presentation 	
11	Creative Presentation of Information: Multimedia: definition, features, types, components, advantages, process of multimedia creation, applications of multimedia in library and information services.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 2
12-13	Information Communication : Communication of information: concepts, model, role of library in the process of communicating information, data or information communication: concepts, model, channels or media of communication, telecommunication: concepts, components, functions, types, telecommunication infrastructure: transmission line, transmission mode, transmission rate, transmission ways, line configurations, packet switching, multiplexing, protocols, network topology, criteria for implementing telecommunication plan.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 1, 4
14	Information Communication : Communication of information: concepts, model, role of library in the process of communicating information, data or information communication: concepts, model, channels or media of communication, telecommunication: concepts, components, functions, types, telecommunication infrastructure: transmission line, transmission mode, transmission rate, transmission ways, line configurations, packet switching, multiplexing, protocols, network topology, criteria for implementing telecommunication plan.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussionwith multimedia. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 4
Semester Final Examination				

20. Learning Materials

- i. Dawra, Manisha (2004). Library science and theories of management. New Delhi: Rajat Publications.
- ii. Rowley, Jennifer (2006). Computer for libraries. Routledge. 2nd ed.
- iii. Lund, Niels (2019). Introduction to Documentation Studies.
- iv. Kawtra, P.S. Textbook of information science. New Delhi, AHP Publishing Company.
- v. Williams, Lippincott & Wilkins. (2012). "Documentation", [Place of publication not identified]: LWW
- vi. Shera, Jesse. Librarianship, and information science, California: Library Juice Press

ISLM 0322 2203: Records and Archives Management
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1. **Course Title: Records and Archives Management**
2. **Course Code:** ISLM 0322 2203
3. **BNQF Code :** 0322
4. **Credit Value:** 4.0
5. **Credit Hour:** 4 (Four)
6. **Total Marks:** 100 (40 for Mid semester examination, class attendance, assignment, quiz, presentation etc. and 60 for Semester Final examination)
7. **Level :** 2nd Year 2nd Semester
8. **Course Type:** Core
9. **Academic Session:** N/A
10. **Course Teacher/ Instructor:** N/A
11. **Prerequisite (s) (if any):** N/A
12. **Faculty:** Faculty of Arts and Humanities
13. **Department:** Department of Information Science and Library Management
14. **Program:** B.A. (Honors) in Information Science and Library Management
15. **Rationale of the Course:** This course intends to equip the students to be aware of the records and archives management, which will enable them competent in house-keeping for preservation and conservation of important library materials.
16. **Course Content:** Course contents should be divided into two equal sections, namely, Section: A and Section: B.
 - (i) **Introduction:** Introduction, Outline and assessment, and introduction to records management and records management profession.
 - (ii) **Records:** Define records, official records, Records and record management, Introduction to records management, records management system, relationship among records, records life cycle and continuum theory, inventories, folders and filing, classifying and indexing, the storage of records and their timely and efficient retrieval in a variety of formats in all dimensions.

- (iii) **Records Management:** Nature of records, types of records, historical perspectives, structure of record management program, principles of management, record inventory and appraisal, disposition and description, vital record protection, evaluation of record media, managing electronic records, records management in Bangladesh.
- (iv) **Archives:** Definition, scope, objectives and types of archives, importance and control of archives, archives and library.
- (v) **Archives management:** Nature of archives, classification levels of Archival description, data elements, finding rules, rules of retrieval, principles of archival classification, registry and filing systems, principles of arrangement, policy and rules for governing access to and use of archives.
- (vi) **National Archives:** National Archives of Bangladesh and around the world: archival legislation of Bangladesh.
- (vii) **Preservation:** Introduction, Concept of Preservation and Conservation, Meaning of the Terms, Preservation Measures.
- (viii) **Preservation Materials:** Preservation of library and archives materials,, Preservation of artifact and Image design of a preservation program, nature of different types of materials and their storage conditions. Problems of safety of archival materials, environment, people, insects, natural and man-made disasters etc.
- (ix) **Preventive Measures:** Environmental control, good house-keeping, proper storage by type of materials, pest control etc. Post deterioration measures, fumigation, repair and restoration, binding, lamination, reformatting, microfilming, etc. Trends in digital archiving and preservation. Preservation challenge in developing countries.
- (x) **Digital Collections:** Digitization of records, RAD Descriptive Standards, Rules for Archival Description for textual records, RAD - Descriptive Standards for Special Media, Rules for Archival Description for special media such as photographs, moving images and sound recordings; British and International Archival Descriptive Standards; Access Points: Subject and Provenance Based Systems, Standardization of names, Compilation of thesauri, Scope and Content Notes; Encoded Archival Description (EAD) and Describing Archives: A Content Standard (DACS): DACS American Standard, EAD Finding aid data structure standard.

17. Mapping Course Learning Outcomes (CLOs) with the PLOs

	PLO 1	PLO 2	PLO3	PLO 4	PLO5	PLO6	PLO7	PLO 8	PLO 9
CLO 1: Able to understand the process of records and archives management.		√							
CLO 2: Ability to apply the methods of preservation and conservation of records and digital archives.				√					
CLO 3: Able to explain national and international archival standard and laws.					√				

18. Mapping Course Learning Outcomes (CLOs) with the Teaching & Learning & Assessment Strategy

Ref. of PLOs	CLOs	Taxonomy Level	Teaching-Learning Strategy	Assessment Strategy
PLO 2	CLO 1: Able to understand the process of records and archives management.	Cognitive: Understand	- Socialized recitation - Lecture discussion with multi media - Interactive discussion - Whiteboard illustration - Multimediapresentation. - Question-answersession.	- Class Performance - Written Test - Oral Test
PLO 4 & 6	CLO 2: Ability to apply the methods of preservation and conservation of records and digital archives.	Cognitive: Apply	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answersession - Video presentation.	- Class Performance - Quiz - Written Test - Oral Test
PLO 5	CLO 3: Able to explain national and international archival standard and laws.	Cognitive: Analysis	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi-media - Question-answer session	- Class Performance - Quiz - Written Test - Presentation

19. Course plan specifying content, CLOs, co-curricular activities (if any), teaching learning and assessment strategy mapped with CLOs

Week	Topic	Teaching-Learning Strategy	Assessment Strategy	Corr. CLOs
1	Introduction: Introduction, Outline and assessment, and introduction to records management and records management profession.	-Socialized recitation -Lecture discussion with multimedia -Interactive discussion -White board illustration - Multimediapresentation -Question-answer session.	-Class Performance -Written Test -Oral Test	CLO 1
2	Records: Define records, official records, Records and record management, Introduction to records management, records management system, relationship among records, records life cycle and continuum theory, inventories, folders and filing, classifying and indexing, the storage of records and their timely and efficient retrieval in a variety of formats in all	-Socialized recitation -Lecture discussion with multimedia -Interactive discussion -White board illustration -Multimedia presentation - Question-answer session.	- Class Performance -Written Test -Oral Test	CLO 1

	dimensions.			
3-4	Records Management: Nature of records, types of records, historical perspectives, structure of record management program, principles of management, record inventory and appraisal, disposition and description, vital record protection,	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session - Video presentation.	- Class Performance - Quiz - Written Test - Oral Test	CLO 1
	Evaluation of record media, managing electronic records, records management in Bangladesh.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations - Problem solving tasks	- Class Performance - Quiz - Written Test - Presentation	CLO 1, 2, 3
5	Archives: Definition, scope, objectives and types of archives, importance and control of archives, archives and library.	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Written Test - Assignment - Presentation	CLO 1
6-7	Archives management: Nature of archives, classification levels of Archival description, data elements, finding rules, rules of retrieval, principles of archival classification,	- Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations - Problem solving tasks	- Class Performance - Quiz - Written Test - Presentation	CLO 1
	Registry and filing systems, principles of arrangement, policy and rules for governing access to and use of archives.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations	- Class Performance - Quiz - Written Test - Presentation	CLO 1, 3
Mid Semester Examination				
8	National Archives: National Archives of Bangladesh and around the world: archival legislation of Bangladesh.	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Quiz - Written Test - Presentation	CLO 2, 3
9	Preservation: Introduction, Concept of Preservation and Conservation, Meaning of the Terms, Preservation Measures	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Written Test - Assignment - Presentation	CLO 1, 3
10	Preservation Materials: Preservation of library and archives materials,, Preservation of artifact and Image design of a preservation program, nature of different types of materials and their storage conditions. Problems of safety of archival materials, environment,	- Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations - Problem solving tasks	- Class Performance - Quiz - Written Test - Presentation	CLO 2, 3

	people, insects, natural and man-made disasters etc.			
11-12	Preventive Measures: Environmental control, good house-keeping, proper storage by type of materials, pest control etc. Post deterioration measures, fumigation, repair and restoration, binding, lamination, reformatting, microfilming, etc.	- Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment	- Class Performance - Quiz - Written Test - Presentation	CLO 2
	Trends in digital archiving and preservation. Preservation challenge in developing countries.	- Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment	- Class Performance - Written Test - Assignment - Presentation	CLO 2, 3
13-14	Digital Collections: Digitization of records, RAD Descriptive Standards, Rules for Archival Description for textual records, RAD - Descriptive Standards for Special Media, Rules for Archival Description for special media such as photographs, moving images and sound recordings; British and International Archival Descriptive Standards;	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Quiz - Written Test - Presentation	CLO 1, 2
	Access Points: Subject and Provenance Based Systems, Standardization of names, Compilation of thesauri, Scope and Content Notes; Encoded Archival Description (EAD) and Describing Archives: A Content Standard (DACS): DACS American Standard, EAD Finding aid data structure standard.	- Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment	- Class Performance - Quiz - Written Test - Presentation	CLO 1, 2
Semester Final Examination				

20. Learning Materials:

- (i) Harvey, Ross and Mahard, Martha R. (2014). The Preservation Management Handbook: A 21st-Century Guide for Libraries, Archives, and Museums Rowman & Littlefield Publishers.
- (ii) Schelenburg, T. R. (1990). The Management archives. National Archives Trust Fund Board; Rev. Ed.
- (iii) Harvey, Ross (2011). Preserving Digital Material (Current Topics in Library and Information Practice). 2nd ed. de Gruyter.
- (iv) Jenkinson, H. (2015). A Manual of Archives administration. War College Series
- (v) Millar, Laura A. (2010). Archives: Principles and Practices.

ISLM 0322 2205: New Technologies and Current Trends in Information Science

- 1. Course Title:** New Technologies and Current Trends in Information Science
- 2. Course Code:** ISLM 0322 2205
- 3. BNQF Code :** 0322
- 4. Credit Value:** 4.0
- 5. Credit Hour:** 4 (Four)
- 6. Total Marks:** 100 (40 for Mid semester examination, class attendance, assignment, quiz, presentation etc. and 60 for Semester Final examination)
- 7. Level :** 2nd Year 2nd Semester
- 8. Course Type:** Core
- 9. Academic Session:** N/A
- 10. Course Teacher/ Instructor:** N/A
- 11. Prerequisite (s) (if any):** N/A
- 12. Faculty:** Faculty of Arts and Humanities
- 13. Department:** Department of Information Science and Library Management
- 14. Program:** B.A. (Honors) in Information Science and Library Management
- 15. Rationale of the Course:** This course contributes to students' learning of Emerging Technology and Trends in Information Systems, which will enable competent in the application of software in the library management. They will also learn about current trends and existing situation of using ICT in the libraries. The course will help them a modest knowledge about digitalization of libraries and major activities and skills of digital librarianship. The students also gain knowledge about the e- journals, digital storage technologies, information superhighway, gateway, virtual reality and apps in library services.

16. Course Content: Course contents should be divided into two equal sections, namely, Section: A and Section: B.

Concept of ICT: Concept of Information and Communications Technology (ICT), current trends and existing situation, problems and prospects of using ICT in Bangladesh.

Computer: Concepts, types of computer based on processing / signaling, purpose and capacity or size, comparisons of mainframe, mini and micro computers, generation of computers, CPU-control unit, arithmetic logic unit, primary memory, comparison of primary and secondary memory.

Digital Library: Concepts, necessity, functions, characteristics, major activities and skills of digital librarianship, digital library scenario in Bangladesh.

E-Resources: Electronic journal, conceptual issues, categorization of e-journals, necessity of e-journals in Bangladesh, comparison between print journals and electronic journals, merits and demerits of e-journals, barriers of e-journals subscription in Bangladesh and the measures to overcome the barriers.

Operating System: Concepts, types of operating system based on processing and user interface, functions of operating system, introducing to some popular operating systems, process, process management.

Information Superhighway: Definition, components, user groups, importance, advantages and disadvantages of information superhighway. World Wide Web, internet, web browser (Internet Explorer, Netscape Navigator etc.), web pages, website.

Storage Technologies: Memory devices and memory capacity of computer systems, comparison of primary memory and secondary memory, introduction of ROM, PROM, EPROM, EEPROM, distinction between RAM and ROM, SRAM and DRAM, optical disc, DVD.

Computer Networks: Concepts, types of computer networks and their configurations, layers and protocol of computer networks.

RFID Technologies: Concept, their types and functions, their importance and use.

Gateway: Concept of remote gateway node and how it connects with two similar types of networks and two dissimilar networks.

Virtual Reality: Concept, differences between virtual reality and digital library.

Apps: Mobile apps in library services and Library bookmark app, copying, and scanning, data Analytics, digital interfaces for printed books.

17. Mapping Course Learning Outcomes (CLOs) with the PLOs

	PLO 1	PLO 2	PLO3	PLO 4	PLO5	PLO6	PLO7	PLO 8	PLO 9
CLO 1: Able to identify emerging technologies and trends in information systems.		√							
CLO 2: Ability to use computer and choose ICT for facilities and services in the libraries.			√						
CLO 3: Able to familiar with the uses of e-resources, storage technologies and apps in the libraries.		√							√

18. Mapping Course Learning Outcomes (CLOs) with the Teaching & Learning & Assessment Strategy

Ref. of PLOs	CLOs	Taxonomy Level	T-L Activities	Assessment Strategy
PLO 2	CLO 1: Able to identify emerging technologies and trends in information systems.	Cognitive Remember	<ul style="list-style-type: none"> - Lecture discussion with multi media - Interactive discussion - White board illustration - Multimedia presentation. - Question answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test
PLO 3	CLO 2: Ability to use computer and choose ICT for facilities and services in the libraries.	Cognitive: Analyze	<ul style="list-style-type: none"> - Lecture discussion with multi media - Interactive discussion - White board illustration - Multimedia presentation. - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test
PLO 2 & 9	CLO 3: Able to familiar with the uses of e-resources, storage technologies and apps in the libraries.	Cognitive: Apply	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session - Video presentation. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Oral Test

19. Course plan specifying content, CLOs, co-curricular activities (if any), teaching learning and assessment strategy mapped with CLOs

Week	Topic	Teaching-Learning Strategy	Assessment Strategy	Corr. CLOs
1	Concept of ICT: Concept of Information and Communications Technology (ICT), current trends and existing situation, problems and prospects of using ICT in Bangladesh.	<ul style="list-style-type: none"> - Socialized recitation - Lecture discussion with multimedia - Interactive discussion - White board illustration - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test 	CLO 1
2	Computer: Concepts, types of computer based on processing / signaling, purpose and capacity or size, comparisons of mainframe, mini and micro computers, generation of computers, CPU-control unit, arithmetic logic unit, primary memory, comparison of	<ul style="list-style-type: none"> - Socialized recitation - Lecture discussion with multimedia - Interactive discussion - White board illustration - Multimedia presentation - Question-answer 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test 	CLO 1

	primary and secondary memory	session.		
3	Digital Library: Concepts, necessity, functions, characteristics, major activities and skills of digital librarianship, digital library scenario in Bangladesh.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session - Video presentation. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Oral Test 	CLO 1, 2
4	E-Resources: Electronic journal, conceptual issues, categorization of e-journals, necessity of e- journals in Bangladesh, comparison between print journals and electronic journals, merits and demerits of e-journals, barriers of e-journals subscription in Bangladesh and the measures to overcome the barriers.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 3
5	Operating System: Concepts, types of operating system based on processing and user interface, functions of operating system, introducing to some popular operating systems, process, process management	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 1
6-7	Information Superhighway: Definition, components, user groups, importance, advantages and disadvantages of information superhighway.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1
	World Wide Web, internet, web browser (Internet Explorer, Netscape Navigator etc.), web pages, websit	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 2,3
Mid Semester Examination				
8	Storage Technologies: Memory devices and memory capacity of computer systems, comparison of primary memory and secondary memory, introduction of ROM, PROM, EPROM, EEPROM, distinction between RAM and ROM, SRAM and DRAM, optical disc, DVD.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 2, 3
9	Computer Networks: Concepts, types of computer networks and their configurations, layers and protocol of computer networks.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 1, 2
10	RFID Technologies: Concept, their types and functions, their importance and use.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion 	<ul style="list-style-type: none"> - Class Performance - Quiz 	CLO 2

		with multimedia. - Demonstrations - Problem solving tasks	- Written Test - Presentation	
11	Gateway: Concept of remote gateway node and how it connects with two similar types of networks and two dissimilar networks.	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Quiz - Written Test - Presentation	CLO 2
12	Virtual Reality: Concept, differences between virtual reality and digital library.	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Written Test - Assignment - Presentation	CLO 2
13-14	Apps: Mobile apps in library services and Library bookmark app, copying, and scanning,	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	- Class Performance - Quiz - Written Test - Presentation	CLO 3
	Data Analytics, digital interfaces for printed books.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations	- Class Performance - Quiz - Written Test - Presentation	CLO 3
Semester Final Examination				

20. Learning Materials:

(i) Andrew, Jean (2013). A Guide to Managing and Maintaining Your PC, 8th ed. Cambridge, Course Technology.

(ii) Clements, Alan (2006). The Principles of Computer Hardware. Oxford University Press .

Silberschatz, A. and Galvin, P.B. (2008). Operating System concepts. 8th ed. Wiley.

(iii) Peter, Norton (2010). Introduction to Computer. 7th ed. Tata McGraw-Hill.

(iv) Alvaro Rocha, Hojjat Adeli, Luís Paulo Reis, Sandra Costanzo, editors. (2018), Trends and advances in information systems and technologies. Volume 3, Cham, Switzerland : Springer

GED 0414 2235: Information, Marketing and Advocacy

- 1. Course Title: Information, Marketing and Advocacy**
- 2. Course Code:** GED 0414 2235
- 3. BNQF Code :** 0414
- 4. Credit Value:** 4.0
- 5. Credit Hour:** 4 (Four)
- 6. Total Marks:** 100 (40 for Mid semester examination, class attendance, assignment, quiz, presentation etc. and 60 for Semester Final examination)
- 7. Level :** 2nd Year 2nd Semester
- 8. Course Type:** GED
- 9. Academic Session:** N/A
- 10. Course Teacher/ Instructor:** N/A
- 11. Prerequisite (s) (if any):** N/A
- 12. Faculty:** Faculty of Arts and Humanities
- 13. Department:** Department of Information Science and Library Management
- 14. Program:** B.A. (Honors) in Information Science and Library Management
- 15. Rationale of the Course:** The course, among other things, are to give ideas to the students on information products, their production, importance, differences between ordinary library material and information products. It associates with common information products, their preparation and their presentation by the librarians. Different style manuals, preparation and use of citations according to them, editing and proof reading are the targets to teach Marketing of information products and enhancement of public relations by the librarians in their places of work are among other topics to teach in the course.

16. Course Content: Course contents should be divided into two equal sections, namely, Section: A and Section: B.

- (i) **Identification of information need and information consumers:** information seeking manners and demands, product classifications, information as a commodity, economics characteristics of information, designing information products and services for users, current trends in Bangladesh.
- (ii) **Marketing:** Definition and concept, theories and purposes of marketing, elements of marketing, developing marketing programs for libraries, market planning and implementation, the use of marketing concepts in libraries and information centers, professional skills for marketing, barriers to marketing libraries and information services, Marketing Information System (MIS).
- (iii) **Developing marketing plan for libraries and information centres:** strategic planning for marketing plan, needs and benefits of a marketing plan, how to develop a marketing plan, marketing audit, strategic direction for information center, implementation and control, marketing mix, four Ps and four Cs, creating the marketing mix.
- (iv) **Market segmentation:** Characteristics of market segmentation, levels and methods of segmentation, requirements for effective segmentation. Marketing Communication process, planning for developing marketing mix: pricing and costing consideration.
- (v) **Direct and online information marketing:** forms, benefits and development of marketing. Online marketing and E-commerce, types and functions, Conducting online marketing, roles of libraries and information professionals, Marketing libraries and information centers in the digital world, the digital marketing mix.
- (vi) **Marketing:** Research and need analysis for information market, developing and distributing information, conducting marketing research: defining the problems and research objectives, preparing the research brief, developing the research plan, description of research designs, information products and services for users.
- (vii) **Advertising, promotion and public relations:** advertising and its impact on promotional activities through different techniques, objectives, developing advertising strategy, criteria for successful advertisement other advertising considerations.

- (viii) **Public relations:** Planning, AIDA a communication model, professional cooperation and promotion, the media, book talk, direct marketing, press releases and press conferences, concepts and functions of PR as a process. Planning and methods of PR in libraries and information centers.
- (ix) **Assessment tools:** SERVQUAL, definition, application of SERVQUAL in libraries, components of high quality service, service determinants, advantages of SERVQUAL in libraries, disadvantages of SERVQUAL in libraries.
- (x) **LibQUAL:** concept, definition, history, goals, assurance of library quality work and service.

17. Mapping Course Learning Outcomes (CLOs) with the PLOs

	PLO 1	PLO 2	PLO3	PLO 4	PLO5	PLO6	PLO7	PLO 8	PLO 9
CLO 1: Able to understand the comprehensive knowledge about the developing marketing plan for libraries and information centers.		√							
CLO 2: Able to identify developing marketing programs for libraries.				√		√			
CLO 3: Ability to explain the promotion and public relations advertising and its impacts.		√	√						

18. Mapping Course Learning Outcomes (CLOs) with the Teaching & Learning & Assessment Strategy

Ref. of PLOs	CLOs	Taxonomy Level	Teaching-Learning Strategy	Assessment Strategy
PLO 2	CLO 1: Able to understand the comprehensive knowledge about the developing marketing plan for libraries and information centers.	Cognitive: Understand	- Reading Materials - Interactive discussion - Provide Examples - White board illustration - Question-answer session.	- Class Performance - Written Test - Oral Test
PLO 4 & 6	CLO 2: Able to identify developing marketing programs for libraries.	Cognitive: Analysis	- Interactive discussion - White board illustration - Compare and contrast (with charts, tables, Venndiagrams) - Creating examples - Demonstrations - Problem-solving tasks - Question-answer session.	- Class Performance - Quiz - Written Test
PLO 2 & 3	CLO 3: Ability to explain the promotion and public relations advertising and its impacts.	Cognitive: Analysis	- Interactive discussion - White board illustration - Compare and contrast (with charts, tables, Venndiagrams) - Creating examples - Question-answer session.	- Class Performance - Quiz - Written Test

19. Course plan specifying content, CLOs, co-curricular activities (if any), teaching learning and assessment strategy mapped with CLOs

Week	Topic	Teaching-Learning Strategy	Assessment Strategy	Corr. CLOs
1	Identification of information need and information consumers: information seeking manners and demands, product classifications, information as a commodity, economics characteristics of information, promotion of information products and services; designing information products and services for users, current trends in Bangladesh	- Socialized recitation - Lecture discussion with multimedia - Interactive discussion - White board illustration - Multimedia presentation - Question-answer session.	- Class Performance - Written Test - Oral Test	CLO 1
2	Marketing: Definition and concept, theories and purposes of marketing, elements of marketing,	- Socialized recitation - Lecture discussion with	- Class Performance	CLO 1

	developing marketing programs for libraries, market planning and implementation, the use of marketing concepts in libraries and information centers, professional skills for marketing, barriers to marketing libraries and information services, Marketing Information System (MIS).	<ul style="list-style-type: none"> -multimedia -Interactive discussion -White board illustration -Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> -Written Test -Oral Test 	
3-4	Developing marketing plan for libraries and information centres: strategic planning for marketing plan, needs and benefits of a marketing plan,	<ul style="list-style-type: none"> -Socialized recitation -Lecture discussion with multimedia -Interactive discussion -White board illustration - Multimediapresentation -Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Oral Test 	CLO 1, 2
	How to develop a marketing plan, marketing audit, strategic direction for information center, implementation and control, marketing mix, four Ps and four Cs, creating the marketing mix.	<ul style="list-style-type: none"> -Socialized recitation -Lecture discussion with multimedia -Interactive discussion -White board illustration -Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 2
5	Market segmentation: Characteristics of market segmentation, levels and methods of segmentation, equirements for effective segmentation. Marketing Communication process, planning for developing marketing mix: pricing and costing consideration.	<ul style="list-style-type: none"> -Socialized recitation -Lecture discussion with multimedia -Interactive discussion -White board illustration - Multimediapresentation -Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 2
6	Direct and online information marketing: forms, benefits and development of Direct marketing. Online marketing and E-commerce, types and functions, Conducting online marketing,	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussionwith multimedia. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 2
7	Roles of libraries and information professionals: Marketing libraries and information centers in the digital world, the digital marketing mix.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussionwith multimedia. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 2
Mid Semester Examination				
8	Marketing: Research and need analysis for information market, developing and distributing information, conducting marketing research: defining the problems and research objectives, preparing the research brief, developing the research plan, description of research designs, information products and services for users.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 2, 3

9-10	Advertising, promotion and public relations: advertising and its impact on promotional activities through different techniques, objectives,	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 1, 3
	Developing advertising strategy, criteria for successful advertisement other advertising considerations.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations -Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 3
11-12	Public relations: Planning, AIDA a communication model, professional cooperation and promotion, the media, book talk, direct marketing,	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 3
	Press releases and press conferences, concepts and functions of PR as a process. Planning and methods of PR in libraries and information centers	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise -Written assignment 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO 3
13	Assessment tools: SERVQUAL, definition, application of SERVQUAL in libraries, components of high quality service, service determinants, advantages of SERVQUAL in libraries, disadvantages of SERVQUAL in libraries.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 2, 3
14	LibQUAL: concept, definition, history, goals, assurance of library quality work and service.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO 1, 2, 3
Semester Final Examination				

20. Learning Materials:

- (i) Elliott de Saez, Eileen (2002). Marketing concepts for libraries and information services. Facet Publishing; 2nd Revised ed.
- (ii) Jain, A. K. and et.al. 2000). Marketing information products and services: a primer for librarians and information professionals. IDRC Books.

ISLM 0322 2299: 2nd Year End Academic Viva-Voce

- 1. Course Title:** 2nd Year End Academic Viva-Voce
- 2. Course Code:** ISLM 0322 2299
- 3. BNQF Code :** 0322
- 4. Credit Value:** 1.0
- 5. Credit Hour:** 1 (One)
- 2. Total Marks:** 100 (100 for Year End Semester Final Examination)
- 3. Level :** 2nd Year 2nd Semester
- 4. Course Type:** Core
- 5. Academic Session:** N/A
- 6. Course Teacher/ Instructor:** N/A
- 7. Prerequisite (s) (if any):** N/A
- 8. Faculty:** Faculty of Arts and Humanities
- 9. Department:** Department of Information Science and Library Management
- 10. Program:** B.A. (Honors) in Information Science and Library Management
- 11. Rationale of the Course:** Viva Voce is a Latin phrase literally meaning with Living Voice but is most often translated by Word of Mouth. It is also termed as an oral examination which consists of a dialogue between the examiner and a student where the examiners ask question and the student replies. In these situations, the viva voce is a useful tool that assists in authenticating that the student has got enough knowledge the subject matter. It's a comprehensive viva voce examination and if students fail to pass this examination, he or she could not be eligible to join next semester.
- 16. Course Content:** Comprehensive subject areas of all courses were taught in the 2nd year.
- 17. Course Learning Outcomes (CLOs):**

CLO 1	Identify and analyses the students presence of mind.
CLO 2	Acquire soundness of knowledge through various forms of question.
CLO 3	Evaluate the student's spontaneity and mannerism.
CLO 4	Assess the student's ability to communicate with another person.
CLO 5	Diagnose the student's limitation and weakness and take remedial actions.