

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Journalism & Mass Communication

Introduction to Journalism & mass Communication (JMC-01)

1. **Communication:** Objectives and Introduction:
Communication; the Factors that Influence Communication; Functions of Communication; Kinds of Communication;
2. **Impact of Mass Media:** Objectives and Introduction:
Characteristics of Mass Media; Impact of Mass Media; Mass Media In India; Impact of Journalism; Impact of Radio; Impact of Films: Nature of Films: Effects of Film on Society: Impact of Television; Cable and Satellite TV; Impact of Digital Technology; Negative impact of Mass Media Invasion from the Skies; Cultural impact; Political and economic Trans-Border Impact.
3. **Characteristics of Print Media:** Objectives and Introduction:
Print word in India; Characteristics of Print Media; Other Print Media; Future Prospects of print Media.
4. **Characteristics:** Objectives and Introduction:
Effective Messages; Enhancing Impact of Messages; Media Relevance: Hot and Cold Messages; Creative Ad-Messages; Visuals with New Angles; Internet Advertising.
5. **The Indian Press:** Objectives and Introduction:
What is press: Origin of the press in India: Hicky's Bengal Gazette: Censorship and regulations: famous Newspapers, Journalists and Leaders; Editors Par Excellence; Vernacular Press Act: Nationalism and the Indian Press; the Press during the World War I: World War II: Nehru's Contribution: The Press Commissions.
6. **Radio, Television and Cinema:** Objectives and Introduction:
Origin and Development of Radio in India: First Three Five Year Plans; VividhBharti; Listenership Surveys: Effectiveness of Radio; Origin & Development of Television in India; SITE; Commercial Service; Development in 1980s;Joshi Committee; Video Boom; Cable television; Origin and Development of Films in India; Government Organizations; Films Division; NFDC; Need for Good Films.
7. **Folk Media of Communication:** Objectives and Introduction:
Communication through Folk Media; Communication through Folk Theater: Communication through Street Theater: Communication through Puppets: Communication through Harikatha.
8. **Characteristics, Nature and Importance of Folk Media:** Objectives and Introduction:
Folk Media; Characteristics of Folk Media; Importance of Folk Media:
9. **News Agencies and Feature Agencies:** Objectives and Introduction:
Defining News Agencies; Growth and Development of News Agencies; Language News Agencies; Starting of Smachar Bharati: Emergency and Creation of Samachar: Non-Aligned News Agency Pool: Foreign News Agencies in India: Feature Syndicate.
10. **Government Media Organizations:** Objectives and Introduction:
The Government's Print Media Related Organizations; Government-Run Film Media Organizations; Government-Owned Electronic Media Organizations: Government Publicity Organizations: Government-Funded Centers for Media Learning.
11. **The Indian Film Industry:** Objectives and Introduction:
Film Industry in India; How a film is made and distributed; The Role of Government (Control); Government Institutions: Documentary Films; problems of Indian Film Industry.
12. **New Communication Technology:** Objectives and Introduction:
What are New Communication Technologies? Characteristics of New Communication Technologies; Social Issues.
13. **Women and Media:** Objectives and Introduction:
Women-Issues in India; Historical Status of Women in Society and Culture; Portrayal of Women in India; Media as a Tool in the Crusade for Women-Education; Employment of Women in Media.

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Journalism & Mass Communication

Mass Media & Society (JMC-02)

1. **Indian Society And Mass Media:** Objectives, Introduction
Communication in India: Historical Perspectives; Religion and Philosophy; Mass Communication and Mass Culture; Emergence of Modern Mass in India; Indian and Western Values System.
2. **Professional Media Organizations and Statutory Bodies:** Objectives, Introduction
The first press Commission; Registrar of Newspapers for India; Press Council of India; Second Press Commissioning; Central Board of Film Certification; Broadcasting Council; Audit Bureau of Circulation (ABC); Trade and Professional Bodies in Journalism; Advertising and Public Relations Bodies; Training Institutions.
3. **The Role of the English Press in India:** Objectives, Introduction.
The Importance of the English Press; the Growth of the English Press; Qualitative Appraisal of Our English Newspapers; Some Valuable Facts about our English Press.
4. **Role of Regional language Journalism:** Objectives, Introduction.
The Language Scenario in India; Origin and Development of Regional Languages; Growth of Newspapers in Regional Languages; Language Newspapers and Literacy; the Future.
5. **Principles and Ethics of Journalism:** Objectives, Introduction.
Principles of Journalism; Role of Journalism; Responsibilities of journalism; Ethics of journalism; Codes of Ethics in India; International Code of Ethics; Ombudsman.
6. **Concept of Development:** Objectives, Introduction.
The concept of Development; Theories and Paradigms of Development; Development Experience: The Third World; Development Dichotomies; Problems of Underdevelopment.
7. **Development Communication:** Objectives, Introduction.
Concept and Definition; Philosophy of Development Communication; Nature of Development Communication; Development Communication process; Scope of development Communication; Role of Media in Development Communication; Communication Needs and Resources; Strategies in development Communication; Case Studies and Experiences.
8. **Development Communication in Agriculture:** Objectives, Introduction.
Development-Support Communication: The Genesis; Focus of Agriculture development-Shifting Emphasis; Agriculture Development in India-Specific Features.
9. **Development Support Communication:** Objectives, Introduction.
Population Control and family Population Control; Health and development Support Communication; Education and society; Environment and development.
10. **Salient Features of the Constitution of India:** Objectives, Introduction.
Background; Preamble; Federal System; Fundamental rights; Directive Principles of State Policy and Fundamental Duties; Union and State Legislature; Union and State Executives; Judiciary; Centre-State relations; Public Services; Special Provisions Relating to Certain Classes; Emergency Provisions; Amendment of the Constitution.
11. **Freedom of Speech and Expression and Media Responsibilities:** Objectives, Introduction.
Freedom of Speech and Expression: Historical Development; Press Freedom: Absolute Vs. Limited; Freedom of the Press: Constitutional Guarantees as well as Limitations; Basic of Democracy; Press Commission in India; Code of Conduct for Journalists: Self-Regulation by the Press; Ombudsman.
12. **Press legislation in India:** Objectives, Introduction.
The History of Press Legislation in India; Post-Publication Restrictions; Contempt of Court; Privileges of Parliament; Press Council of India; The Working Journalists Act, 1955; Activity.
13. **Law of Defamation and Journalistic Defense:** Objectives, Introduction. Background; Kinds of Defamation; Scope of the Law of Definition; Meaning of Public Good and Good Faith; Journalist defenses; Who may a complaint of definition? Who may be used for development? Punishment for Defamation; Damages in Civil Suit.

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Journalism & Mass Communication

Reporting, Writing & Editing (JMC-03)

1. **News, News Values And Sources Of News:** Objectives; Introduction; Definition of the News; News Element; Kinds of News; Sources of News; and Staff.
2. **Kinds of News Reporting: Objective, Interpretative, Investigative and Crime Reporting:** Objective: and Introduction: Reporting; Various Kinds of Reporting.
3. **Qualities and responsibilities of A Reporter:** Objective; Introduction. General Attributes and Duties of a Reporter; Essential Traits of A Reporter; Responsibilities of a Reporter; Reporting Corporate News& Reporting Communal Violence.
4. **Interviewing Skills Required for Reporting:** Objectives & Meaning of Interview Purpose of Interview; Persons to be interviewed: Preparations required in the interview: The Questions: Closing the Interview: Tape-recording: Follow-up Questions: telephone-Interview: Post interview: Interviews for Investigative Reporting: The Exploratory Interview: Enemies and Friends: Experts and Innocents: The key Interview.
5. **Court Reporting:** Objectives; Introduction Many Court Few reporters; Court reporters; Prerequisites for a Court Report; Precautions in Writing Court Stories: Journalistic defenses; Punishment; Other Statutes Restricting Publications.
6. **Legislature Reporting:** Objectives; Introduction Importance of Legislature reporting; Basic Structure of the Parliament and the State Legislatures; Essentials of Parliamentary Proceedings; Questions Hour; Papers Laid on Table of the House; Zero Hour; Legislative Business; Call Attention Motion; No-Confidence Motion; Special Debates; Budget; Breach of Privilege; Committees of the House & Composition and Functions of Committees.
7. **Science and Technology Reporting:** Objectives; Introduction The role of Media; Popular Science; Why Science Communication, Media and Public recognition; How to write Science News; Unorthodox science.
8. **Sports Reporting:** Objectives; Introduction Sports as a news item; kinds of sports; Sports reporting; Style in Sports Reporting; Sports page make-up
9. **Development Reporting:** Objective; Introduction The Meaning and Concept of Development Reporting; Success Stories; The sources and Material for a Development Reporting; Development reporting of Mass Media.
10. **Essentials of Good Writing:** Objectives How to become a good writer; Essentials of good writing; News Story-a Quick Recall; The inverted Pyramid; techniques of effective writing; Brevity, Accuracy and Attribution; revision and re-writing.
11. **Feature Writing:** Objectives Introduction; The Essentials of a feature; Different Forms of Feature; Technique of Features writing.
12. **Opinion and Editorial Writing:** Objectives Introduction; Quality people read the Edit Page; Importance of the Editorial; The Editorial Page; Should Editorials always be Adversarial?; Definition & Characteristics of Editorials; Types of Editorials; Policy, Style & Guidelines; Letters to the Editor; The Difference between an editorial and other Newspaper Writing.
13. **Free Lance and Magazine Writing:** Objectives; Introduction What is freelance writing; How does a freelance writer work? ; Qualities of a freelance writer; Kinds of Freelance writing; tips on freelance writing; magazine writing; kinds of Magazines; freelance for Magazines; Magazine-writing-style
14. **Radio News:** Objectives; Introduction Radio News; Elements of News; Kinds of News; Writing Broadcast News; Hard News Formula; The Intro; The Headline News Bulletin; The Role of Bulletin Editor; The Role of Newsreader; Structure of News Service Division of All India Radio.
15. **Radio Feature and Commentary:** Objectives; Introduction

What is radio Commentary; Preparation for the Commentary; Radio Feature; How to develop a commentary and feature-script for narration; Presentation?

16. Television News: Objectives; Introduction

Print and Broadcast News; Basic rules of Television; Basic News Scripts in TV; Sources for television News; Basic Style-Rules; TV reporting techniques; Writing to visuals; The Art of Television Interviews; Guidelines for Interviews; research for TV interviews Questions for TV Interviews.

17. Scripting for television Documentary and Commentary: Objectives; Introduction

Breaking the Myth: Script & Scriptwriter; The TV script Vs. Radio Script Vs. Newspaper Script; Developing a Television Script; Scripting for Television Documentary; Draft Script; Mechanism of Scripting: Shooting Script; Camera Script; The Need of multiplicity of Camera Positions; The TV Commentary

18. Principles of Editing: Objectives; Introduction

Editing; Newsroom and Management; what makes News; How to edit a Copy; Headlines; leads; Copy editor; Qualities: A copy Editor's Essential Armory; Language; Editing Marks and Symbols.

19. Photo Journalism: Objectives; Introduction

What is Photo Journalism; Selection of a Photo or Photos; Kinds of Photographs; Cropping, Sizing, Enlarging; Caption writing; Kinds of Captions; Graphic illustration; Use of Computer in Photo Editing.

20. Design-Layout and Typography: Objectives; Introduction

Historical Perspectives-Technological Development; Market-relationship changes, Newspapers today-Design, Content and Identity; Inside Pages; The Editorial Page; Advertisements; Readability and Overall Appeal; Periodicals Magazines/Journals; Cover-page and its Importance; Design Alternatives; Challenges and Pitfalls; Using Typography to Enhance design; Matching & Contrast; Emphasis and Highlights

21. Electronic Editing: Objectives: Introduction

Electronic revolution and the Newspaper Industry; Newsroom Requirements; Computers; The Word Processing System; Page Designing; Desktop Publishing; Advantages; Limitations; Using Electronic Equipment in the Newspapers Design.

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Journalism & Mass Communication

Advertising & Public Relations (JMC-04)

1. Advertisement:

Objectives; Introduction; Meaning and definition; Advertising as a Marketing Tool; Advertising as a Communication force; Difference between Advertising Publicity, Propaganda, public relations and Salesmanship; Functions of Advertising; The Media of advertising

2. Advertising:

Objectives; Definition of Advertising; Objectives of Advertising

3. Types of Advertising:

Objectives; Types of Advertising; Reason-why advertising Copy; Human Interest Advertising Copy; Rationalization Advertising Copy.

4. Electronic Advertising:

Objectives; Advertising Media; Documentary Advertising Films; Radio-Advertising; Internet Advertising; Email Advertising.

5. Print Advertising:

Objectives; Print Media; Newspapers Advertising: Image Advertising; Direct response Advertising; Classified Advertising; Magazines and Journals: Yellow page and Off Beaten Track Advertising:

6. Outdoor Advertising:

Objectives: Outdoor Advertising: Hording; Neon Signs; Stickers, Poster and Leaflets; SKY Writing; Gift Advertising.

7. Social and Economic Aspects of Advertising:

Objectives: Introduction: Social Implication of Advertising: Economic Effect of Advertising: Effect of Advertising: Effect of Advertising on Prices: Advertising and demand: Advertising and Prices: Advertising and the Concept of Value-added
Advertising and Monopoly: Advertising as an Aid to Technical Progress: Advertising and the Mass Media.

8. Advertising Agency System:

Objectives: Introduction: Role of Advertising Agencies: Evaluation of Advertising Agencies: Advertising Agencies Organization: Various Department of Advertising Agencies: Functions of Advertising Agencies: Agencies Compensation Systems: present Status of Advertising Agencies in India: Contemporary Challenges and the Future of Advertising Agencies.

9. Fundamentals of writing Advertising Copy: Writing copy for Print Advertising, Radio, television and Outdoor Media:

Objectives: Introduction: The Nature of Advertising: Advertising creativity: target Audience: Creativity: A Strategy: Print Advertising: Creating the Headline; Illustrations; Body Copy; Logo and Brand Identification: Writing Copy for Radio: Guidelines for Writing Copy for Radio: Writing Copy for TV or a TV Commercial: Writing Copy for outdoor Media.

10. Advertising Laws and Ethics:

Objectives: Introduction: Advertising Laws: constitutional Provisions: Specific Laws relevant to Advertising: Media's Role in Advertising Clearance Process: Self-regulation by Industry: Advertising and social Responsibility: Ethics in Advertising: Code of Advertising Standards Council of India (ASCI):

11. Definition, Nature, Scope, and process of Public relations:

Objectives: Introduction: Definition of Public Relations: Public Relations and its Allied Disciplines: Nature and Scope of Public Relations: Public Relations Professionals: The Public Relations Process: Public In Public Relations.

12. Planning Public Relations Campaign and Programmes:

Objectives: Introduction: Planning in Public Relations: Research and Fact-Finding: Planning a Public Relations Programmes : Programme Implementation Plan: Evaluation of the PR Campaign Measurement of Results: Monitoring and Midcourse Correction.

13. Public Relations: Tools and Methods:

Objectives: Introduction: Publicity Media: Mass Media: Controlled/Selective Media: Other Methods and Techniques of Public Relations:

14. Ethics of Public Relations:

Objectives: Introduction: Ethics Defined: Ethics in Public Relations: Relationship between Ethics Professionalism: Relating Organizational Goal to Public Interest: Legal and Ethical Considerations in Public Relations: Concept of Social Responsibility in Business: Social Audit:

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Guidance & Counseling

Principles & Procedures of Guidance (GC-01)

Introduction

- a) Meaning and Definitions of Guidance
- b) Historical Background of Guidance
- c) Purpose, Need, and Present Status of Guidance

Principles, Assumption and Classification of Guidance

- a) Principles of Guidance
- b) Classification of Guidance: Educational Guidance; Vocational Guidance
- c) Social Guidance; Personal Guidance

Group-Guidance

- a) Meaning and Uses of Group-Guidance, Kinds of Group
- b) Techniques of Group-Guidance
- c) Activities related to Group-Guidance

Guidance in Classroom

- a) Guidance at Elementary School Level, Guidance at Secondary, Senior Secondary levels
- b) Specific Objectives of Guidance at Elementary, Middle, Secondary, and Senior Secondary School levels
- c) Guidance as a Profession

Organization of Guidance Service

- a) Orientation Service: Objectives of Orientation Service
- b) Student Inventory Service, Counseling Service, Placement Service, Follow-up Service and Research Services
- c) Career Information Services: Use of Career Information in Guidance; Sources of Occupational Information, Methods of Dissemination of Information

Book Recommended:

1. S. Narayana Rao (2006). *Counseling and Guidance* (Second Edition), New Delhi: Tata Mc Graw-Hill Publishing Company Limited
2. Rober L. Gibson and Marianne H. Mitchell (2003). *Introduction to Counseling*, Pearson Education, Inc. and Borling Kindersley Publishing Inc
3. A.K. Nayak (2004). *Guidance and Counseling*, New Delhi: S.B. Nangia, for APH Publishing Corporation.

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Guidance & Counseling

Approaches & Techniques of Counseling (GC-02)

Introduction

- a) Meaning, Definition and Goals of Counseling
- b) Counseling and Psychotherapy
- c) Factors Affecting the Counseling Process: Structure, Initiative, The Physical Setting, Client Qualities, Counselor's Qualities, Initial Interviews, Empathy, and Exploration of Goals
- d) The Counselor's Values and the Therapeutic Process

Essentials of Counseling

- a) The Process of Counseling
- b) Qualities of Effective Counselor: Good Listening, Patience, Empathy, Integrity, Emotional Maturity, and Open-mindedness
- c) Ethical Issues in a Multicultural Perspective
- d) Counseling Skills: Paraphrasing and Reflecting Feelings, Asking Questions, Monitoring

Individual Counseling

- a) Individual Counseling: Definition, Process and Techniques:
- b) Adlerian Therapy: Behavioral Therapy
- c) Beck's Cognitive Therapy, Rational Emotive Behavior Therapy
- d) Client-Centered Therapy

Group Counseling

- a) Definition, Process and Assumptions
- b) Techniques of Group Counseling;
- c) Peer Counseling: Definition, Process and Techniques of Peer Counseling;
- d) Gestalt Therapy, T Group

Career Counseling

- a) Theories of Career Development
- b) Counseling at School Level: Elementary, Middle, Secondary, and Senior Secondary School Counseling;
- c) Counseling: The Learning Disabled
- d) Addiction Counseling

Book Recommended

1. Jeffret A. Kottler and Devid S .Shepard (2008). *Counseling Theories and Practices*, Printed in India by Sheel Print N Pack, First India Reprinting
2. Rober L. Gibson and Marianne H. Mitchell (2003). *Introduction to Counseling*, Pearson Education, Inc. and Borling Kindersley Publishing Inc
3. Corey, G. (2001). *Theories of Counseling and Psychotherapy: An Intregative Approach*. Laus Angles:Sage
4. E. Jones Smith (2012). *Theory and Practice of Counseling and psychotherapy*. VI Edition, Brook/Cole
5. Nelson, Jones, R. (2008). *Basic Counseling Skills-A Helper's Mannual*. Sage South Asia Edition.

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Guidance & Counseling

Dynamics of Adjustment and Personality (GC-03)

Adjustment

Introduction, Basic Concept, Nature, Meaning, and Definitions
Characteristics of Adjustment
Psychological View of Self: Freud's Theory of Human Personality
Adler's Theory of Social Interest and Birth Order

Theories of Human Adjustment

Biological Approach to Human Development
Behavioral Approach to Human Development
Erikson's Theory of Psychosocial Development
Bandura's Social Cognitive Theory

Dynamics of Adjustment

Anxiety Neurosis
The Basic Conflict
Types of Adjustive reaction
Character and Society

Environmental Adjustment

Concept and Meaning of Environmental Adjustment
Importance of Environmental Adjustment
Environmental Stress and Behaviour
Adjustment and Environment Perception

Personality

Nature, Meaning and Definition of Personality
Brief History of Personality Psychology
Theories of Personality: Freud's Psychoanalytic and Jung's Psychological Types
Adler's Individual Psychology

Book Recommended

1. Crow, L.D. (1967). **Psychology of Human Adjustment**. New York: Alfred A. Knopf.
2. Gorlow, L. (1959). **Readings in the Psychology of Adjustment**. New York: Mc Graw-Hill Book
3. Dahms, A.M. (1980). **Thriving Beyond Adjustment**. California: Brooks/Cole
4. Bernardo J. Carducci (2009). **The Psychology of Personality**, 2ded. United Kindom: Wiley-Blackwell

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Guidance & Counseling

Assessment in Guidance & Counseling (GC-04)

Psychological Test

Definition and Nature
Classification of Psychological Tests
Uses of Psychological Tests
Differences between Psychological Tests and Measurement

Characteristics of a Good Psychological Test

Standardization
Reliability: Methods for Determining Reliability, Factors Influencing reliability
Validity: Method for Determining Validity, Factor Influencing Validity
Test Norms: Meaning and Uses of Test Norms; Types of Norms

Assessment Techniques and Measurement

Measurement: Levels of Measurement
Assessment Techniques: Behavioral Observation, its Characteristics, Purposes and Kinds
Types of Interview
Case Study and History

Test of Mental Ability, Interests, Values, and Personality

Tests of Mental Ability
Tests of General Mental Ability
Tests of Interests, Values and Attitudes
Tests for Special Populations

Application of Testing

Testing in Educational Setup
Testing in Occupational Setup
Testing in Clinical Setup
Testing in Counseling Setup

Further Reading:

1. Anastasi, A., & Urbina, S. (1997). **Psychological Testing**. USA: Prentice Hall International Inc.
2. Husain, A. (2012). **Psychological Testing**. New Delhi: Persan Education.
3. Kaplan, R.K., & Saunzzo, D.P. (2005). **Psychological Testing: Principles, Applications, Issues**. New Delhi: Cengage Learning India Pvt.Ltd.

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Portfolio Management

Corporate Finance Planning & Management (PM-01)

Financial Management:

Concept: Meaning, Nature Scope of Finance; Importance of Financial management; Basic Proposition of financial management; Objectives of Financial Management and Function; Cost of Capital: Meaning, Explicit and Implicit, Significance and Utility, Factor Affecting, Relationship between Risk and Required rate of Return. Measurement of Cost of Capital I & II: Calculation of Cost of Debt, Cost of Preference Capital, Cost of Equity Capital, Cost of Retained Earnings.

Operating and Financial Leverage:

Leverages: Meaning and Concept; Operating, Financial, Combined, Significance and Trading on Equity and Financial. Measurement of Leverages: Measurement of Financing Leverages; Measurement of Combined Leverages; Financial Plan: EBIT-EPS Analysis.

Capital Structure Theories:

Capital Structure Theories: Dividend Policies: Meaning and Concept; Relevance and Irrelevance of Dividend; Determinants; Dividend Payout Ratio and Stability of Dividend; Dividend Models: Walter's Model and Darden's Model, M.M. Hypothesis; Dividend Policy-In Practice: Forms of Dividends, Legal and Procedural Consideration, Corporate Dividend Behavior.

Management of Working Capital:

Management of working Capital-I: Meaning and Type of Working Capital, Significance of Working Capital Requirement, Operating Cycle, Factors Determining Working Capital, Estimation of Working Capital Requirement, Financial of Working Capital Requirement and Norms of Bank Finance; Working Capital Management -II: Dimensions, Management of Cash, Receivable, and Inventory.

Capital Budgeting:

Capital Budgeting: Meaning, Nature and Scope, Factors Considered for Capital Budgeting Decision, Significance, Type and Process; Investment Evaluation Criteria: Payback Period, Accounting rate of Return, Net present Value, Internal Rate of Return, NPV and IRR, Comparison, Capital Rationing.

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Portfolio Management

Capital & Security Market Operations in India (PM-02)

Financial Systems and Financial Markets:

Indian Financial Systems: An Overview,

Financing Development, Structure of Financing System,

Organized Indian Financial System and Unorganized Financial System;

Recent Trends in Indian Money Market:

Capital Market-Primary and Secondary Markets,

Securities and Exchange Board of India (SEBI):

Securities and Exchange Board of India (SEBI): Guidelines

Appointment and Role of Merchant Bankers;

Underwrites: Allotment of Shares:

Legal Environment:

RBI' Role, SEBI ACT, 1992 and Securities Contract (Regulation) ACT, 1956;

Companies ACT 1956 (Various Positions Relating to Securities);

Organization of Stock Exchanges, Listing of Securities

Depository System:

Introduction to Depository, Role and Need;

National Security Depository Limited (NSDL);

NSE & OTCEI:

NSE & OTCEI: Role, Organization etc.;

Nature of Transactions-Cash & Forward;

Their Accounting Record and Settlement of Trade

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Portfolio Management

Investment Management Concept & Approaches (PM-03)

Investments:

Meaning and Concept of Investment: Introduction, Meaning and Concept of Investment, characteristics of Investment Analysis, Objectives of Investment Analysis, Speculation and Gambling, Features of Investment Programme, Stages in Investment, Elements of Investment; Finance Vs. Investment; elements Vs. Investment; Avenues of Investment: Characteristics of Investment: Saving and Investment: Financial Investment, Securities, Derivatives; Centre of Investment Information

Fundamental Analysis:

Fundamental Analysis: Introduction; Company Analysis; Financial Statements; Other Significant Variables & Assessment of risk; Industrial Analysis: Concept of Industry; Industry Life Cycle and Characteristics; Company Analysis: Introduction; Financial Statements; Other Significant Variables & Assessment of Risk; Technical Analysis: Meaning, Basic Principles of Technical Analysis; Importance of Timing in Investment; Technical Fundamental Analysis; Old Puzzles and New Developments, Major Trend, Uses of technical Analysis and Tools to Predict overall market trends.

Technical Analysis:

Analysis of Individual Share Trends: Introduction; Tools for Individual Share trends; Moving Average Analysis; Oscillators & Chart Pattern

Development and Investment Institutions:

Investment Companies and Institutions: Introduction; Industrial Finance Corporation of India (IFCI); Industrial Credit & Investment Corporation of India (ICICI); Industrial Investment Bank of India (IDBI); Industrial Investment Bank of India (IIBI); Infrastructure Development Finance Corporation (IDFC); Small Industry Development Bank of India (SIDBI); State Finance Corporations (SFCs); State Industrial Development Corporation (SIDCs); Unit trust of India (UTI), Life Insurance Corporation (LIC), General Insurance Corporation (GIC), Mutual Funds

International Financial Flows:

Foreign Institutional Investors (FIIs): Introduction; Issues Posed by Portfolio Investment; Euro Issues;& GDRs and ADRs; Foreign Portfolio Investment in India: Emerging Trends and Policy Developments; Introduction; New Economic Policy& foreign Portfolio Investment and Emerging Trends

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Portfolio Management

Portfolio Management (PM-04)

Portfolio Management: Introduction and Meaning:

Introduction: Meaning of Portfolio; Special Features of Portfolio; Evaluation of Portfolio Management; Basic Principles of Portfolio; The Portfolio Investment Process & The Statement of Investment Policy; Portfolio and Evaluation: Evaluation of Portfolio; Traditional Portfolio theory; Modern Portfolio Theory; Markowitz Portfolio Model; Indian Capital Market: Concept, Buy and selling Procedure at a Stock Exchange: Market Mechanism

Portfolio Construction:

Possible Set of Portfolios; Set of Efficient Portfolios; Selection of Optimal Portfolio; Markowitz Model: Limitations, Signal Index Model; Portfolio Types and Need: Return and Risk: Subdivision; Systematic and Unsystematic Risk: A Relationship.

Foreign Exchange Risk:

Foreign Exchange Risk: Transaction Risk; Translation/Consolidation Exposure; Systematic and Non-Systematic Risk: Meaning, Elements of Risk, Systematic Risk; Unsystematic/Specific Risk, Risk: Measurement.

Financial Derivative: Options, Futures and SWAPS:

Options and Futures: Development of Options and Futures; Options; Option's Uses; Valuation of Options: Option Buyer & Seller, Naked Seller Hedging Seller; Binomial Model; Black-Scholes Model; Valuation of Put Options: Hedging option Portfolios in Practice; Index Options; Warrants and Convertibles: Warrants: Valuation, Warrants Attached to Debenture; Convertible Securities & Convertible Debentures: Objectives; Functional Specialization of Brokers; Future Contracts:

Future Prices and Spot Prices:

Basic Characteristics; Hedging of Interest-Rate Risk; Different Variants; Users and Uses; Derivatives Market in India: Currency Swaps; Characteristics; Forms of Currency Swap; Fixed-Fixed Currency Swap; Floating-For-Floating Currency Swap; Amortizing Currency Swap; Basic Features of Equity Swap; Types of Equity Swap and Vital Aspects of Swap Management

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Portfolio Management

Securities Evaluation & Analysis (PM-05)

Security Analysis:

Concept of Return and risk: Security Return and risk Analysis Measurement of Return and Risk: Different Dimensions and Classification of Risk: Risk Management: Areas and Steps of Risk Management: fundamental Analysis: Economic Analysis, Industry Analysis, and Company Analysis; Valuation of Securities: Share and Bond Valuation:

Testing of Efficiency, Efficient Market Hypothesis and Modern Portfolio Theory:

Efficient Market Hypothesis, Random Walk Theory: Introduction; The effect of Efficiency: Non-Predictability; The EMH Response; Efficiency in Economics; How does a Market Become Efficiency? Degrees of Efficiency; Types of Efficiency; The Values of and Efficiency Market; The Meaning of Financial Market Efficiency; two Informal Explanations for Market Efficiency; Definitions; Efficiency Market Hypothesis (EMH); Characteristics of efficiency of the EMH for Optional Investment Strategies; Assumptions and Forms of Efficiency Market Hypothesis; Random Walk Theory; Modern Portfolio Theory (MPT):

Risk Return Optimization:

Portfolio optimization and Risk Return Optimization: Different Models of Risk Return Optimization; Capital Asset pricing Model (CAPM) Basic Concepts Assumptions, Use and Applications in Managing Portfolios

Capital Market Theory:

Capital Market Line, Security Market Line: Capital Market Theory; Market Line; Security Market Line; Arbitrage Pricing: Factor Models: Arbitrage Pricing Theory; Factor Models; Principal of Arbitrage; Arbitrage Portfolios

Portfolio Performance Evaluation:

Measures of Return Risk- Adjusted Measures of Return: Introduction; Measures of Return; Returns Calculation; Risk Adjusted Return; Risk Adjusted Return on Capital (RAROC); Risk Adjusted Return Theory; Definitions of the Three Different Measures of Risk: Market Timing Evaluation, Criteria and Procedures: Introduction; Meaning of Market Timing; stock Market Timing; Mutual Fund Timing; Strategies, Advantages, The dangers of Market Timing; Qualities of a Successful Market Timer; Buy and hold Strategy; The Cost of Market Timing Risk of timing the Market; Constrains and Precautions of Market Timing; Market Indices: Introduction, Meaning, Importance of Market Indices, Classification of Stock Market Indices; Methods of Index Calculation: Stock Indices in India; NIFTY (National Stock Exchange); Special Indices and Major Stock Market Indices

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Language for Advertisement, Marketing & Media

What is Language (LM-01)

Language: Aims and Objective of the lesson and Learning Outcomes.

Definition of Language

Human Language;

Non-Human Language

The Genesis of Language: Aims and Objective of the lesson and Learning Outcomes.

Definition of the term “The Genesis of Language”

Mythical and Traditional Theories about the origin of language: Quasi scientific Theories Linguistic Theories

The Function of Language: Aims and Objective of the lesson and Learning Outcomes.

Definition of the term “The Function of Language”;

Distinct uses of Language;

Phonetic Language Function

Characteristics of Language: Aims and Objective of the lesson and Learning Outcomes.

Design Features that “characterize language”;

Double Articulation

Creativity or Productivity of Language;

Arbitrariness of Language

Discreteness

Structure of Language: Aims and Objective of the lesson and Learning Outcomes.

Structure of Language;

Phonemic Structure;

Morphological Structure;

Arbitrariness of Language

Types of Language: Aims and Objective of the lesson and Learning Outcomes.

Formal and Informal Language;

Use of Slang in Informal language: What are “Informal Situations”? ; What is “Slang”? ; Who use Slang? ; Why does Slang Exist? What Happen to Slang Words and Expressions?

Colloquialism in Informal Language: Use and Purpose of Colloquialism

The Variety of Language: Aims and Objective of the lesson and Learning Outcomes.

Varieties of Language;

Dialect: Dialect Continuum;

Sociolect;

Standard Vs. Nonstandard Varieties

The Study of Language: Aims and Objective of the lesson and Learning Outcomes.

Language Studies:

The science of Language; Linguistics:

History of the Study of Language

Spoken and Written Language: Aims and Objective of the lesson and Learning Outcomes.

Written and Spoken Language:

Speech and Writing:

The difference between spoken and written language.

Language Thought and Culture: Aims and Objective of the lesson and Learning Outcomes.

Language Studies;

History of Language Thought Relationship

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Language for Advertisement, Marketing & Media

What is Communication (LM-02)

Communication: Aims and Objective of the lesson and Learning Outcomes.

Definition of the term “Communication”

Areas of Concentration in the Communication Discipline

Developmental Communication

Verbal Communication: Aims and Objectives of the Lesson and Learning Outcomes

Definition of the Term “Verbal Communication”.

Grammatical acceptability and Communication

Improve your Verbal Communication; Certain Tips

Non-Verbal Communication: Aims and Objective of the lesson and Learning Outcomes.

Definition of the term “Non-Verbal Communication”; Studying Non-Verbal Communication

Categories of “Non-Verbal Communication”

Cross Cultural Communication: Aims and Objective of the lesson and Learning Outcomes.

Cross Cultural Communication;

Theories of Cross Cultural Communication

Developmental Communication: Aims and Objective of the lesson and Learning Outcomes.

Definition of the term “Developmental Communication”;

The Role of Communication for development

Barriers of Communication: Aims and Objective of the lesson and Learning Outcomes.

Definition of the term “Barriers of Communication”

Overcoming Barriers to Communication

Effective Communication; Certain Tips: Aims and Objective of the lesson and Learning Outcomes.

Effective Communication; Certain Tips

Shannon & Weaver’s Model of the Communicative Process: Aims and Objective of the lesson and Learning Outcomes.

Definition of the term “Communicative Process”

Levels of Problems in the analysis of Communication: Advantages of Shannon & Weaver’s Model,

Weakness of the transmission model of communication

Shannon & Weaver’s Model of Effective Communication

Content and meaning in Shannon & Weaver’s Model: Aims and Objective of the lesson and Learning Outcomes.

Content and Meaning: Instrumentalism; Context; Relationship and purposes; Time; Medium;

Conclusion

Operative Communication: Aims and Objective of the lesson and Learning Outcomes.

Definition of the term “Operative Communication”

Level of Problems in the Analysis of Communication

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Language for Advertisement, Marketing & Media

Language of Advertising (LM-03)

Advertising: Aims and Objective of the lesson and Learning Outcomes.

Definition of Advertising;
Objective of Advertising;
Objective of Advertising

Types Of Advertising: Aims and Objective of the lesson and Learning Outcomes.

Types of Advertising: Reason-Why Advertising, Reason-Why Advertising Copy, Test Advertising Copy, Performance Advertising Copy, Testimonial Advertising Copy, Construction Advertising Copy;

Types of Advertising: Human Interest Advertising Copy; Story Advertising Copy; Fear Advertising Copy; Humorous Advertising Copy;

Types of Advertising: Recanalization Advertising Copy; Bargain Advertising Copy; Regular Price Line Advertising Copy

Electronic Advertising: Aims and Objective of the lesson and Learning Outcomes.

Advertising Media: Electronic Media, Commercial in India;

Draw Back of Television Commercial;

Benefits of Television Commercial;

Film Advertising;

Documentary Advertising Films;

Radio Advertising;

Internet Advertising: Overview of the market, Payment conventions, Rich Media Advertising;

Email Advertising: Contractual Advertising, Ads and Malware, Creative Uses, Off line Advertising.

Print Advertising: Aims and Objective of the lesson and Learning Outcomes.

Print Media;

News Papers Advertising: Local Newspapers advertising, Provincial Newspaper, Advertising, National Newspaper Advertising, Image Advertising, Advocacy Advertising, Direct response Advertising, Classified Advertising;

Magazine & Journals;

Yellow Page & Off Beaten Track Advertising

Outdoor Advertising: Aims and Objective of the lesson and Learning Outcomes.

Outdoor Advertising: Hoardings, Neon Signs, Stickers, Posters & Leaf Lets, SKY Writing, Gift Advertising

Language of Advertisement: Aims and Objective of the lesson and Learning Outcomes.

The Language of Advertisement and TV Commercial: The Definitions of Language

The Language of Advertising;

The Concept of Register in the Language of Advertising

The Concept of Style in The Language of Advertising: Aims and Objective of the lesson and Learning Outcomes.

The Notion of Style in Language; **Section 2-** Types of language of Advertising

The Art of Writing Advertisement: Aims and Objective of the lesson and Learning Outcomes.

Media-Emotional Need as the Motivator, Copy writer must recognize trends, happiness as motivator, sex a motivator, health as motivator, wealth as motivator, Security as motivator, Esteem as motivator

Language as a Tool: Aims and Objective of the lesson and Learning Outcomes.

Language as tool-Brevity as tool

Communicative Strategy in Advertising: Aims and Objective of the lesson and Learning Outcomes.

Communicative strategies

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Post Graduate Diploma in Language for Advertisement, Marketing & Media

Language of Media (LM-04)

Language of Media: Aims and Objective of the lesson and Learning Outcomes.

Media;

Etymology of the term Media;

Journalism

The language of Headlines in News Media: Aims and Objective of the lesson and Learning Outcomes.

The language of Headlines in Media;

Headlines of Hindi-Urdu News Media

The Language of News Report: Aims and Objective of the lesson and Learning Outcomes.

What is a report?

Types of Reporting;

Traditional reporting

The Language of Sports Commentaries: Aims and Objective of the lesson and Learning Outcomes.

What is a Commentary and who is Commentator?;

The Grammar of Commentaries;

Use of Grammar in Commentaries

The Language of Holyday Program: Aims and Objective of the lesson and Learning Outcomes.

What is a Travelogue? ;

Types of Sentences in Travelogues

The Language of Arts Reviews: Aims and Objective of the lesson and Learning Outcomes.

What is Art Review? ;

The Language of Arts Reviews

The Language of Interviews: Aims and Objective of the lesson and Learning Outcomes.

What is an Interview?

The Most Common Errors in Language of Interviewers.

The Language of Financial Reports: Aims and Objective of the lesson and Learning Outcomes.

What is Financial Reports;

The Language of financial Reports

The Language of the Internet: Aims and Objective of the lesson and Learning Outcomes.

What is the Language of the Internet?

Need for Grammar in Language of Media: Aims and Objective of the lesson and Learning Outcomes.

What is Grammar?

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Post Graduate Diploma in Language for Advertisement, Marketing & Media

Language of Market (LM-05)

Language Of Market: Aims and Objective of the lesson and Learning Outcomes.

Section 1- Definition of the term “Language of Market”

Section 2- Selectiveness in Language of Market

Market Terminology : Aims and Objective of the lesson and Learning Outcomes.

Market Terminology: Glossary of Market Terms

Economic Approaches to Language of Market: Aims and Objective of the lesson and Learning Outcomes.

Economics of Language of Market

Wealth and Language: Aims and Objective of the lesson and Learning Outcomes.

Wealth and Language

Trade and Language: Aims and Objective of the lesson and Learning Outcomes.

Trade and Language;

National Development and the Choice of Language

Language and the Private Sector;

Conclusion

Negotiation in Market: Aims and Objective of the lesson and Learning Outcomes.

Language of Negotiation

Disagreement in Market Negotiation: Aims and Objective of the lesson and Learning Outcomes.

Disagreement in Market Negotiation

Language of Bargain: Aims and Objective of the lesson and Learning Outcomes.

Language of Bargain

Language of Persuasion: Aims and Objective of the lesson and Learning Outcomes.

Language of Persuasion

Facial Expressions in Language of Persuasion: Aims and Objective of the lesson and Learning Outcomes.

Facial Cues in Persuasive Language

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Certificate in Communicative English

Phonetics & Spoken English (CCE-11)

Unit - 1

Problems in Pronunciation

Letters and Sounds

The Speech Mechanism

Unit - 2

Speech Sounds of English

Unit - 3

The Syllable

Word Stress

Intonation

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Certificate in Communicative English

Writing Skills (CCE-12)

Unit-1-

Part. A

1. Essential of Writing
(Ideas, Presentation Clarity etc)
2. Punctuations
3. Revision

Part B.

Figurative use of Language

1. Idiom & Meaning
2. Phrase & Proverbs

Unit-2- The Sentence (Types, Functions, Clarity and Correctness)

1. Subject
2. Predicate
3. Phrase and Clause
4. Sentence Connectors

Unit-3-

1. Report Writing
2. Expansion of an Idea
3. Paragraph Writing
4. Writing a Script as per-
Situation-Writing for Announcement

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Certificate in Communicative English

Vocabulary Building & Reading Skills (CCE-13)

Unit -1-

Part –A- Guessing Difficult Meaning of Word:

1. Context
2. Form (Noun, Adverb, Adjective etc)

Part-B-

1. Root of Words
2. Affixation: (Prefix, Suffix)
3. Punctuations: (Full stop, Comma, Apostrophe etc)
4. Phrases
5. Meaning of Idioms

Unit-2-

1. Pronouns
2. Sequence words
3. Conjunctions

Unit-3-

Scanning

Unit-4-

Skimming

Unit-5-

Reading Comprehension

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Certificate in Communicative English

Communicative Grammar (CCE-14)

Unit -1 **Use of Articles**

1. a, an (Indefinite)
2. the (Definite)
3. finite Verbs
4. Non-finite Verbs
5. Types of Sentence

Unit -2

1. Note-Making
2. Note-Taking
3. Summarizing

Unit -3

1. Describing Persons: (Friend, Father, Mother, Ideal etc)
2. Describing Place: (Favorite Spot etc)
3. Process Writing (Opening a Saving Account, etc)
4. Giving Instructions

Unit -4

1. Reading Comprehension/Passage
2. Make-Notes

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Diploma in Communicative English

Oral Communication Skills (DCE-21)

UNIT-I

- a) Language- Its Definition and properties
- b) language and communication
- c) Communication process
- d) Levels and forms of communication

UNIT-II- The Art of Listening

- a) Distinction between hearing and listening
- b) Obstacles to effective listening
- c) Principles for promoting effective listening

UNIT- III Nature of Public Speaking

- a) Concept of public speaking
- b) Importance of public speaking
- c) Tips for Effective Speaking

UNIT- IV Conversational English

- a) Announcements
- b) Commentaries and comparing
- c) Interviewing

UNIT- V. Language in Situations

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Diploma in Communicative English

Legal English (DCE-22)

UNIT-I

1. Law and Language By Lord Macmillan
2. Language, Legal and Literacy By John Mason Borwn
3. The Advocate By Charles P.Cuttis

UNIT-II- VOCABULARY

1. Special Vocabulary
2. Homonyms
3. Legal Terms
4. Choice of Words

UNIT-III- Modern Usage

1. Modern English Usage
2. Verbs

UNIT-IV- Writing for Law

1. Precis Writing/ Summarising
2. Description and Narration

UNIT-V- Making Presentations

1. Presenting a topic effectively
2. Negotiating with clients and counterparts

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Diploma in Communicative English

Business English (DCE-23)

UNIT-1

1. General Lexis

UNIT-2

1. Basic Economic Issues

UNIT-3

1. Written communication in Business
2. Letters/Emails
3. Memos,
4. Fax Messages

UNIT-4

Glossary Terms for Business

UNIT-5

Role of Grammar in Business Communication

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Diploma in Communicative English

English for Media Skills (DCE-24)

MEDIA

- 1) A glossary of Media Terms
- 2) Grammar in the Language of Media
- 3) Language of Media

NEWS

- 1) Language of News Headlines
- 2) Language of News Report

SPORTS AND ARTS

- 1) Language of Sports Commentaries
- 2) Language of Art Reviews

REPORTS AND INTERVIEWS

- 1) Language of Interviews
- 2) Language of Financial Reports

SOCIAL NETWORKING AND INTERNET

- 1) Language of Internet
- 2) Media and Social Networking

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Diploma in Communicative English

Science English (DCE-25)

UNIT 1:

1. Reading and Vocabulary Building
 - a. Words
 - b. Texts and passages

UNIT 2:

1. Listening and Note Taking
2. Writing in Science

UNIT 3:

1. Principles of Scientific Writing
2. Style of Scientific Writing

UNIT 4:

1. Comprehension Practice-I
2. Comprehension Practice-II
3. Comprehension Practice-III
4. Comprehension Practice-IV

UNIT 5:

1. Description of objects/ materials in Science and Technology
2. Writing Science Reports

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Bachelor of Library & Information Science

Library & Society (BLIS-01)

Chapter 1: Library and Society

Introduction, Needs of Modern Society, Institution Founded By Society, Concept of Modern Library, Library and Education, Library in Research, Library in Cultural Activities, Library in Disseminating Information, Library in Religious and Spiritual Institutions, Library in Recreation and Leisure, Library and the Changing Society, The Role of the Library, Expanding Role of the Library

Chapter 2: Laws of Library Science

Introduction, First Law "Books Are For Use", Second Law "every Reader His/Her Book", Third Law "Every Book Its Reader", Fourth Law "Save The Time Of The Reader", Fifth Law "Library Is A Growing Organism", Open Interpretation of Five Laws

Chapter 3: Librarianship and Ethics of Librarianship

Introduction, Ethics, Librarianship As A Profession, Professional Ethics, Duties and Responsibilities of The Librarian, Librarians in The Different Type Of Libraries, Professional Ethics In The Librarianship, US Experience and UK Experience, Indian Scenario, Some of The Problems in Implementing A Code Of Professional Ethics

Chapter 4: Types of Libraries

Introduction, Academic Libraries, Public Libraries, School Media Centers, Medical Libraries, Special Libraries

Chapter 5: National Libraries of India, UK and USA

Introduction , Concept of a National Library , Emergence of the National Library , Definition of National Library , Objectives and Functions of a National Library , Disseminating Functions , U.S.A National Library, The British Library National Libraries

Chapter 6: Library Movements in India

Introduction, Medieval Period, Period of Modern Cycle (Till Nineteenth Century), Twentieth Century

Chapter 7: Library System in India

What is System? Concept of Library System., Library System in India:

- Public Library System, • Academic Library System, • Industrial Library System,
- Specific Library System, • Storing Library System.

Chapter 8: Library Legislation in India

Introduction, Model Public Libraries Act of Dr. S R Ranganathan , Model Public Libraries Bill of Ministry of Education, Model Public Libraries Bill of the Planning Commission ,Model Public Libraries Bill of Indian Library Association ,Model Union Library Act , States with Library Legislation ,States/ UTs without Library Legislation

Chapter 9: Library Resource Sharing

Introduction, Definition, Objectives of Resource Sharing ,Concept of Resource Sharing, Agreements On ,Basic Records ,Technology

Requirements for the Organisation of Resource Sharing

Developments Resource Sharing in India CALIBNET, DELNET, INFLIBNET

Chapter 10: User Studies: Need and Methods

Introduction, User and User Studies User Studies, User Characteristics , User Studies ,Necessity of User Studies ,Planning of a User Study ,Techniques for User Studies ,User Studies: Limitations and Criticisms

Chapter 11: User Education: Need and Methods

Introduction ,User Education ,Definition ,Components ,User Education: Goals and Objectives ,Goals and Objectives ,Goals and Objectives of Library User Education ,Teaching Methods and Media ,Evaluation of a User Education Programme ,The Scope of Evaluation ,Methods of Evaluation ,Need for Evaluation of Library User Education

Chapter 12: Library Cooperation

Definitions, Why Library Cooperation?, OCLC (Online Computer Library Center), OhioLINK (Ohio Library and Information Network, Obstacles and Barriers to library cooperation ,Cooperative Acquisition and Storage, Cooperative Cataloging

Chapter 13: Library Associations

Introduction ,Need and Importance of Professional Associations ,Aims and Objectives of Library Associations , Programmes and Activities of Library Associations ,A General Account of Library Associations in India ,Indian Library Association (ILA) ,Indian Association of Special Libraries and Information Centers (IASLIC) ,Library Associations in Other Countries ,American Library Association (ALA) ,Library Association (LA-UK) Library Associations, Promotional Agencies and Systems, International Federation of Library Associations and Institutions (IFLA)

Chapter 14: Library Authority and Committee

Introduction, Library Authority, Authority control in Library Science, Library Committee

Chapter 15: Library and Information Science Education in India

Introduction, First Course of Library Science in India, Certificate, Diploma, and Training Courses, Post Graduate Diploma, Degree Courses, Five Year Integrated Course in LIS, Present Status of LIS Education in India, Problems with Present LIS Education and Research, LIS Research in India, Library and Information Science as a Profession

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Bachelor of Library & Information Science

Library Management (BLIS-02)

Chapter 1: Management and Their Application to Library

Introduction, Management - Meaning, Scientific Management, Management School of Thought, Functions of Management, Management in Library System

Chapter 2: Library Organizational Structure

Introduction, Formal and Informal Organizational Structures, Process of Structuring, Factors Affecting Organizational Structure, Principles of Organizations, Characteristics of Division (Departmentation), Organisational Charts

Chapter 3: Management Information System (MIS)

Introduction, Definition and Meaning of Management Information System, Scope, Objectives and Purposes of Management Information System, Characteristics of Management Information System, Benefits of Management Information System, Problems and Pitfalls in Developing MIS, Management Information System for Library and Information Managers

Chapter 3 : Management Information System (MIS)

Introduction, Definition and Meaning of Management Information System, Scope, Objectives and Purposes of Management Information System, Characteristics of Management Information System, Benefits of Management Information System, Problems and Pitfalls in Developing MIS, Management Information System for Library and Information Managers

Chapter 4 : Physical Structure of Library

Introduction, Library Building, Library Furniture, Library Equipment, Other Aspects, Standards Specification

Chapter 5 : Personnel Management

Introduction, Definition, Aims of Personnel Management, Importance of Personnel Management, Function of Personnel Management, Problems in Personnel Management

Chapter 6 : Budgets and Financial Management in Library

Introduction, Budget, Budgeting, Budgeting Method, Meaning: Finance, Sources of Fund for the Library

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Bachelor of Library & Information Science

Library Classification Theory (BLIS-03)

Chapter 1: Library Classification

Introduction, Definition, Need of Library Classification, Different Schemes of Classification

Chapter 2: Dewey decimal classification (DDC), 19th Edition

Introduction, Notation, Basic Plan of DDC

Vol-1 Introduction and Tables

Auxiliary Tables

Summaries

Vol-2 Schedules

Hierarchical Order

Sequence of numbers

Understand the schedules

Vol-3 Relative Index

Assignment of Class Numbers in the Book, Numbers in the Square-Brackets and Obsolete Entries

Chapter 3: Definitions, Notes and Instructions Used in DDC Schedules

Introduction, Definition, Explanation and Scope Notes

Different Types of Notes

Inclusion notes

'Class here' notes

'Class elsewhere' notes

Centered heading /Centered Entries, Number Building Synthesis of Class Numbers

Chapter 4: Ascertaining Specific Subject of a Document and Assigning Class Number to it

Introduction

Sources of Obtaining Information about the Subject

Titles of document

Other sources of information for ascertaining specific subject of a document

Subject Analysis ,Sources of Readymade Numbers ,Deciding the View Points or Forms of a Subject

Searching the Class Numbers

Steps in arriving at the class number

Classification by discipline

Defining Non-Subject Elements in the Class Number

Chapter 5: Synthesis of Class Numbers and Number Building Process

Introduction

Process of Number Building in DDC

Building numbers with the addition of standard subdivision

Number building with proper instructions

Addition of a Full Number

Addition of a Segment or Part of a Class Number

Addition of a segment from other parts of the schedule

Addition of a segment from the same division or section

Addition of Numbers from the Same Division with 0 (zero) as Facet Indicator

Collective Add-note Instruction

Chapter 6: Use of Relative Index

Introduction, Need and Purpose, Relative nature of the Index, Scope of the Index

Organisation of the Index

Searching through key terms

Location of numbers in the Index

Abbreviations used in the Index for the classifiers

Entries from the Seven Tables, Cross-References used in the Index

Chapter 7: Common Isolates and Phase Relations

Introduction, Anteriorising Common Isolates (ACI), Posteriorising Common Isolates (PCI)

Chapter 8: Book Number & Collection Number

Introduction, Components of Book Number, Facet Formula for Book Number, Collection Number

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Bachelor of Library & Information Science

Library Cataloging Theory (BLIS-04)

Chapter 1: Introduction to Cataloguing

Introduction, History of Catalogue Code, Definition, Objectives, Need, Functions, Importance, Type of Catalogue, Distinction between Catalogue and Bibliography, Cataloguing Process, Physical Forms of Library Catalogue, Comparison of Printed Book Catalogue and Card Catalogue, Discussion on Selection of a Physical Form

Chapter 2: Structure of AACR & Standardization

AACR-1, AACR-2, AACR 2:1998, AACR 2002, ISBD, Standards
MARC

USMARC, UKMARC, UNIMARC

Information Interchange Format: ANSIZ 39.5

Chapter 3: General Rules for Description

Descriptive Elements, Main entry and added entry, Style of writing, Sources of information
Levels of description

First level of description, Second level of description, Third level of description

Skeleton card

Items in the catalogue entry

Heading, Descriptive elements, Call number, Accession number, Tracing

Chapter 4: Entry Format & Techniques for Subject Indexing

Introduction, Entry Format

Introduction

Main Entry and Added Entries, Unit Card System, Catalogue Codes

Techniques for Subject Indexing

PRESIS, POPSI

Chapter 5: Subject Headings & Non Print Media

Subject Headings—Introduction Sears' List of Subject Headings, Worked out examples

Chapter 6: Co-operative Cataloguing, Centralized Cataloguing, Pre-natal Catalogue, Union catalogue

Introduction

Centralised Cataloguing

Forms of Centralisation, Card Services, Commercial Cataloguing

Cataloguing-in-Publication, Pre-natal Cataloguing

Co-operative Cataloguing

Union Catalogue, Co-operative and Centralised Cataloguing

Chapter 7: Recent Trends in Cataloguing and Machine Format

Current and Emerging Trends in Cataloguing, OPAC, CCF

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Bachelor of Library & Information Science

Reference & Information Sources (BLIS-05)

Chapter 1: Types of Information Resources, Selection Principles & Classification of Documents

Introduction

Information Resources

Documentary Sources, Non-Documentary Sources

Classification of Documents

By Physical Characteristics ,By Information Characteristics ,Books ,Periodicals and Serials ,Government Documents ,Dissertations and Theses ,Reports ,Pamphlets ,Standards and Specifications ,Patents ,Trade Literature, Maps, Atlases and Globes ,Photographs and Illustrations ,Microforms ,Audio-visuals ,Reference Books ,Non-Documentary Sources ,Institutional Resources ,Human Resources

Selection Principles

Drury's Principles, Dewey's Principles, McColvin's Principles, Ranganathan's Principles

Policies, Norms and Standards

Chapter 2: Natures of Reference Books

Introduction

,Childhood of Reference Book ,Varieties of Reference Books ,Audio-visual materials ,Govt. Publications ,Questions and source materials ,Guide to reference books

Chapter 3: Bibliography: Aims, Types and Control

Introduction, Definition, Objectives of bibliography, Types of Bibliography, Primary-information based bibliography, Bibliography based on ancient books, Universal bibliography, Trade bibliography, National bibliography

Bibliography based on received information

Subject bibliography, selected bibliography, Author bibliography, Personal bibliography, Bibliography of Bibliographies

Types of systematic bibliography

Bibliographical control

International Endeavour

Chapter 4: Subject Bibliography & National Bibliography

Subject Bibliography

Introduction

Philosophy, Religion, Social Sciences, Economics, Law

Language

Science and technology

Mathematics, Computer, Astronomy, Health Science

Current bibliography

Literature

Guide Books (Bibliography)

Library Science, Literature, Science

National Bibliography

Introduction, British, India

Chapter 5: Index and Abstract

Introduction

Evaluation

Publisher, Periphery, Duplication, Depth, Periodicity, Size, Subject Heading, Authenticity

Index

Science and technology

Citation index, Newspaper, Literary index, Concordance

Abstract

Library and information science

Psychology, Social Science, Political science, Economics, Linguistics

Science and technology

Mathematics, Physics, Astronomy, Chemistry, Geophysics or Geology,

Biology, Period after World War II

Chapter 6: Ready Reference Sources Part I

Introduction ,History ,Characteristics ,Evaluation ,Kinds of Dictionary ,Dictionary in Indian Languages, Subject Dictionaries ,Dictionary of Translations ,Dictionary of Synonyms and Antonyms ,Thesaurus

Chapter 7: Ready Reference Sources- Part II

Introduction ,Almanac and Yearbook ,Purpose ,General Almanac ,General Yearbook ,Subject Yearbook and Almanac ,International Yearbook ,National Yearbook , Science and Technology

Handbook and Manual

Objectives, Scope, General handbook and manual, Subject based manual and handbook

Chapter 8: Geographical Information Sources

Introduction, Definition and nature, History, Maps and library, Evaluation, Index and bibliography, Map - Atlas of distinction, Gazetteer, Guidebook

Chapter 9: Biographical Information Sources & Statistical Information Sources

Introduction, Kinds of biographical reference sources, Famous examples

International biographical sources

Current universal dictionaries, National biographical sources, Special biographical encyclopedia,

Biographical index

Sources of biographical reference

Genealogical table, Portraits, Festschrifts, Diaries, Private Papers, etc.

Evaluation, Conclusion, Statistical Information Sources

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Bachelor of Library & Information Science
Information Services (BLIS-06)

Chapter 1: Concept and Need for Information

Introduction

Origin of Information processing

Research and development, Survey and census, Government Activities, Other activities

Who needs information? , What information? , Varieties of Information

Chapter 2: Information Service Organization

Introduction

C.A.S.

Features of C.A.S., Levels of C.A.S. , Method of C.A.S.

Content method, Comprehensive subject based, Classified method, Project method, Mixed method , S. D. I.

Steps of work, Mechanical S.D.I.

Cataloguing

Alphabetical subject cataloguing, Classified cataloguing, Chain indexing, PRECIS, Coordinate indexing, Title index, Citation index

Abstract

Indicative abstract, Informative abstract, Annotations, Telegraphic abstract, Automatic abstract

Document Delivery

Chapter 3: Document Delivery Service

Introduction, What is a Document Delivery Service (DDS)?

Efficiency of the- Document Delivery Service

Speed, Cost, Satisfaction Level

Document Delivery Service - World Scenario

Historical Perspective, Increase in Demand, Recent Trends

Problems of DDS and Role of International Organizations, Document Delivery Service of INSDOC

Chapter 4: Literature Search and Database Services

Introduction ,Users Their Information Needs and Literature Search, Reference Service and Literature Search ,Need for Literature Search

Steps in Literature Search

Selection of Sources

Search in Secondary Sources, Search in Other Sources, Recording of References on Information, Presentation of Results, Skills -in Literature Search

Computer Databases

Indexing and Abstracting Databases, Online Searching, Some Examples of Online Databases, Expansion and Diversification

General Observations

Chapter 5: Reference Service

Introduction, Growth of Reference Service, Origin of Reference Service, Evolution of Reference Service, Reference Service: Definition and Nature, Recent Trends, Reference Service: In Search of Theory

Chapter 6: Reference Service: Organization and Management

Introduction, Planning, Organization, Appointment of Staff, Directions, Cooperation, Reports, Financial provisions and statement of Income and expenditure

Chapter 7: Reference Processing

Introduction, Definition and nature, Selection of queries

Selection of queries in respect of decision making

Exercise: Selection, Words for subject indicator, Given subject and required subject

Selection of reference tools, Words for subject indicator and table of answerable-sources

8 Steps of Grogan

Problem, Information needs, Primary question, Reference interview, Search method, Search system, Answer, Response

Chapter 8: Organization of Information Services

Introduction

Documentation and Information Centres and Databases

Definitions, Relationship to Libraries

Types of Documentation and Information Centres

By Ownership, By Specialised Interest, By Different Levels

Functions of Documentation and Information Centres

Organization of Documentation and Information Centres in India

Functional Organization, Planning Process

Growth and Development of Documentation and Information Centres in India

Government's Encouragement and Support, Progress during the 1950s and 1960s, Progress during the 1970s, Progress during the 1980s and 1990s, Future Direction

Chapter 9: Information Services in Libraries

Introduction, Public Library, Academic Library

Special Library

- Information service
- Bibliography-based service
- Online search service
- Document supply service
- Indexing source
- Abstracting service
- Publication and Notifications service
- Translation service
- Newspaper Clipping service

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Bachelor of Library & Information Science

Information Technology Basics (BLIS-07)

Chapter 1: Computer & Types of Computer

Introduction, Definition, Computer dynasty, Characteristics of a computer, Types of computers, Generations of Computers

Chapter 2: Computer Hardware

Introduction, Input devices, Central Processing Unit, Motherboard, Output devices, Hard Disk, MODEM, Ports

Chapter 3: Computer Software

Introduction, Business Model wise Software, Functions wise Software, Operating Systems, Single User OS: MS-WINDOWS

Chapter 4: Data Representation and Number Systems

Introduction, Set of Data Characters, Data Representation in Computer, Binary System, ASCII

Chapter 5: Introduction To MS-WORD XP

Introduction, Important Concepts, Creating Documents, Toolbar and Rulers, Status Bar and Task Pane, Page Setup, Formatting Document, Spelling and Grammar Checking, Saving and Opening Document, Printing, Mail Merge

Chapter 6: Library Automation

Introduction, Benefits & Barriers of Library Automation, Modules & Functions, Computer based Acquisition System, Computer based Cataloguing, Computer based Serial Control, Library OPAC

Chapter 7: Indian Library Software Packages

Indian Library Software

Software Development at Institutional Level, Commercially available Library Software Systems

Library Housekeeping Software in India, Libsys, SANJAY, MAITRAYEE

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Bachelor of Library & Information Science

Library Classification Practice (BLIS-03P)

Chapter 1: Use of Table 1: Standard Subdivisions

Introduction, Features of Standard Subdivisions

How to Use Standard Subdivisions

Addition of a Standard Subdivision to a Main Class or Division

Addition of a S.S. to a Subdivision of a Principal Field

Variations in the Use of Several Zeros Together

Using Two Zeros, Using Three Zeros

Extension of a S.S. by Add-To-instructions, Variations in the Meaning of Standard Subdivisions, Co-occurrence of Two or More Standard Subdivisions, When Standard Subdivisions are not used

Chapter 2: Use of Table 2 Areas

Introduction, Divisions of the Areas - Table 2

Addition of an Area Number

Area number as a part of the class number, Addition of area number through Standard Subdivision,

Addition of area number following Add-to-instruction

Addition of Two Area Numbers ,Insertion of Area Number between Two Aspects of the Same Subject

,Extension of Area Number from Table-2 by Another Number from Table-2 ,Addition of Area Notation to a Standard Subdivision Other Than -09

Chapter 3: Use of Table-3: Subdivisions of Individual Literatures

Introduction, Divisions of Main Class 800 Literatures, Introduction to Tables-3 and-3A

Classifying Works of Individual Authors

Class numbers of some English Writers, Class numbers of some American Authors, Class numbers of some Indian Writers

Anthologies and Critical Appraisals of General Literatures of More than One Language

,Anthologies and General Criticism of Literary Works in a Specific Language ,Anthologies, History, Critical Appraisal of Literatures of a Specific Language, Form and Period ,Use of Table-3A with Other Classes

Chapter 4: Use of Tables 4 and 6

Introduction, Introduction to Table-4, Use of Table - 4

Introduction to Table - 6

Use of Table - 6, Use of Table - 6 with Table-4

Chapter 5: Use of Table-5 Racial, Ethnic, National Groups and Table-7 Persons

Introduction, Use of Table-5

With specific instructions, Use of Table - 5 with the help of Standard Subdivision

Introduction to the Use of Table - 7 Persons Notation

Use of Table-7 directly with "add instructions", Use of Table -7 with the help of Standard Subdivision

Chapter 6: Colon Classification: Introduction

Introduction ,Structure and Out-Lines of Main Classes in the System ,Notation Used in the System ,Faceted or Analytico-Synthetic Pattern ,Call Number ,Class Number and the Out-Lines of Main Classes in CC ,Facet Analysis and Fundamental Categories

Rounds and Levels of Manifestations

Rounds of Manifestation, Levels of Manifestation

Steps of Classifying a Document

Chapter 7: Formation and Sharpening of Isolates

Introduction, Chronological Device (CD) ,Geographical Device (GD)

Creation of a new Isolate-Number, Sharpening of an existing Isolate

Subject Device (S.D.)

Creation of a New Isolate Number, Extension of an existing Isolate Number

Mnemonic Device (MD) ,Alphabetical Device (AD) ,Super-Imposition Device, Use of Parallel Schedules

Chapter 8: Facet Analysis and Synthesis in Physical and Biological Sciences

Introduction, Mathematics, Treatment of Main Class Physics

Biological Sciences

Botanical Science, Zoology

Chapter 9: Facet Analysis and Synthesis in Humanities and Social Sciences

Introduction

Literature

Application of Common Isolates

Linguistics and Languages, History and Political Science, Psychology and Education Economics and Sociology, Law

Chapter 10: Treatment of Generalia Class

Introduction, Studies about a Geographical Area, Studies about a Person, General Encyclopedic Works, General Serials and Periodicals, General Biographical Works, Generalia Bibliography

CENTRE FOR DISTANCE EDUCATION, AMU ALIGARH

Bachelor of Library & Information Science

Library Cataloging Practice (BLIS-04P)

Section A: Library Cataloguing Practice (AACR-2)

Chapter 1: Single Personal Author

Personal author

Western names, Indian names

Worked out examples

Chapter 2: Shared Responsibility, Mixed Responsibility and Editorial Works

Shared responsibility

Principal responsibility indicated, Principal responsibility not indicated

Worked out examples

Works of mixed responsibility

Adaptations, Illustrated texts, Revision of texts, Translations

Works under editorial direction, In analytics

Chapter 3: Choice among Different Names and References

Change of Names

Predominant Name, Change of Name, Entry under title of nobility, distinguishing identical Names

Pseudonymous author worked out examples, References

Chapter 4: Serial Publications

Definition of Serial Publication, Cataloguing of serials—Problems, Worked out examples

Chapter 5: Multipart Works and Multivolume

Descriptive element, Worked out examples

Chapter 6: Uniform Titles

Definition and rules governing uniform titles, Collective Titles, Sacred scriptures

Section B: Classified Catalogue Code (CCC)

Chapter 1: Introduction to Classified Catalogue

Classified Catalogue Code (CCC), Main entry and tracing, added entries

Chapter 2: Types of Authorship

Single personal author

Exercise

Joint author

More than two authors, Collaborator

Corporate authorship

Corporate authorship — Government, Corporate authorship — Institutional, Corporate authorship —

Conference

Chapter 3: Pseudonymous and Anonymous Works

Pseudonymous, Anonymous works

Chapter 4: Miscellaneous Works

Composite Book, Multivolume Book, Series, Periodical Publications
