

School of Information Management

## **INFO 533 MANAGEMENT OF LIBRARY SERVICES**

Trimester 3, 2012

### **COURSE OUTLINE**

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#### **Names and Contact Details**

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#### **Trimester Dates**

19 November 2012 – 18 February

#### **Class Times**

INFO 533 will be held in the third trimester of the 2012 academic year. There will be no classes during the mid-term break (24 December - 4 January).

- Internal students  
There will be a seminar on Tuesdays (from 1.40-3.30 p.m.) in the Railway Building, Lecture Room RWW 222.
- Distance students  
The weekly Internet conference sessions will be held on Tuesdays from 6.45-8.15 pm.

Timetable	Topic
Week 1: 20 November	Customers of special information services
Week 2: 27 November	Communities of practice, knowledge management
Week 3: 4 December	Information behaviour, information needs seeking, and use
Week 4: 11 December	Information needs and community needs analysis
Week 5: 18 December	Technology and communication
Break	
Week 6: 8 January	Information literacy in special groups
Week 7: 15 January	Programmes and services
Week 8: 22 January	Marketing
Week 9: 29 January	Specific subject materials
Week 10: 5 February	Collection management
Week 11: 12 February	Review

### Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 30 November.
2. The standard last date for withdrawal from this course is 25 January.

After the last date stated in #2, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

### Expected Workload

**You should expect to spend about 150 hours on this course.** Part of this time commitment will be taken up in your weekly internal or Internet conference session.

The remaining time should cover:

- reading recommended texts and articles -- you are expected to have read these before the relevant session;
- reading additional, non-required material on the topics;
- thinking about the module, and taking notes on assigned practical work in preparation for the session;
- working on assignments.

### Course Description

INFO 533 is examination of information-seeking behaviour in specific subject disciplines, such as law or business, or in specific groups within society, such as children and young adults, and the development and marketing of collections and services for these groups.

### Introduction to INFO 533

The course is in two parts. In the first half of the course all students work together to learn the essentials of providing an information service to a specific customer group. Questions asked and discussed include: what do we know of information seeking behaviour?; how can we analyse the information needs of a specific customer group or community?; how best can an information service providing specific services fit into the parent organisation?

Having learned the basics, students then select a specific customer group to develop a service for that community or group in the second half of the course. This will include learning about suitable resources and appropriate collection management, organising programmes and activities for special groups, and information literacy methods to use with a special group.

## Learning Objectives

By the end of the INFO 533 course, students should be able to:

- Identify key customer groups in the organisation or community, and define their likely information needs.
- List and review key resources that will be needed by the information service.
- Develop resources for teaching information literacy in context.
- Develop a communication strategy for the information service, including a business plan for a new product or service.

## Readings

There is no set text for this course.

## Assessment

This course is internally assessed, with all the following assignments to be completed in order to satisfy the mandatory course requirements.

**Full details, including explanatory notes and criteria, are available in the "Assessment" section on Blackboard.**

Assignments	Date due	Value	Length
Report [relates to Learning Objectives 1 & 2]	Friday 21 December	45%	1500 words max.
Group and individual work [relates to Learning Objectives 1, 3 & 4]	Friday 15 February	55%	Individual report word limit 1000 words max.

## Penalties

Assignments submitted after they are due will have a 10% penalty imposed. Assignments submitted more than one week late without an extension will be given a zero grade. All requests for extensions must be made in via email well before the due date, and must state a reason for the extension.

## Word count

Each submitted assignment **MUST** contain a word count. The word count should appear under your name. (Note: your name should appear only on the back of the last page of the assignment.) The penalty for not including your word count, or going over the word count, will be 5%.

## Mandatory Course Requirements

- Complete all the assessments (given above).
- Attend at least 75% of the classes.

## Communication of Additional Information

If you have questions or comments about course material and activities, the preferred “channel” is the appropriate Blackboard discussion forum, so that all students can see your message, and participate in any subsequent discussion. The Blackboard discussion forums will be regularly checked for new messages. However, if you prefer to send your message via email (particularly if it is sensitive or involves personal information), you should begin the subject line with [INFO533]

**Link to general information**

For general information about course-related matters, go to  
<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

**Note to Students**

*Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.*

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