LONG ISLAND UNIVERSITY
COLLEGE OF EDUCATION AND INFORMATION SCIENCES
PALMER SCHOOL OF LIBRARY AND INFORMATION SCIENCE

SYLLABUS FOR LIS 513

MANAGEMENT OF LIBRARIES AND INFORMATION CENTERS

Sundays 12:30 to 5:00 pm

NYU Bobst Library

Fall 2010

Professor:
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Course Description: LIS 513  Management of Libraries and Information Centers

Principles and techniques of management applicable to libraries and information service organizations. Focuses management theory on organizing for library and information service, collections, facilities management, and measurement and evaluation of services. (3 credits, LIS 510 pre-requisite)

Technology:
Working knowledge of basic computer applications – word processors, spreadsheets, database search services.

Palmer School objectives met by this course:

- articulate the mission of the library and information professional in the context of the constituency served;
- identify the information needs of society through the application of principles of organization, selection, and evaluation of information resources;
- exhibit comprehension of the varied missions and organizational patterns in libraries and information agencies and their inter-relationships;
- recognize the importance of the contributions of other fields of knowledge to the profession, of ethical behavior, and commitment to the ideals of intellectual freedom.

Course Objectives:

- Exercise strategic planning, problem solving and decision-making skills as applied to actual library and/or information services management.
- Articulate the mission and other drivers of an information or library service organization in relation to the constituency served.
- Trace the evolution of management theory and its application to current practice.
- Learn to utilize appropriate theory and skills to create an environment of excellence within the and information services or library organization.
- Understand the critical importance of planning, communication, marketing and competitive analysis for the information or library manager.
- Develop a familiarity with budgeting and cost analysis for information service organizations
- Identify the major issues affecting the profession of librarianship, and the management of information services – including intellectual freedom, ethics and the role of professional organizations.
ASSIGNMENTS, EXAMS, AND CRITERIA FOR GRADING

1) **Readings** – Readings should be completed before the class session

2) **Class Participation** – (20%) – Regular attendance is required. Class participation is expected. A number of in-class **Case Studies** will be assigned and undertaken. Participation in class discussions and in the case studies will contribute significantly to the final grade.

3) **Reaction Paper** – (20%) – Read either Machiavelli’s *The Prince* or Fredrick Taylor’s *The Principles of Scientific Management*. Write a paper reacting to the book. How timeless is it, or not? What management principles are still relevant and what not? Justify those conclusions. The paper should not exceed 2,000 words.

4) **Term Paper** – (30%) – Select a challenge / opportunity facing library managers today. Some topics might be: Competition from Amazon.com, Barnes and Noble, etc. Changing customer expectations. The role (subordination?) of the library within KM. The Googleization of reference / information search. The increasing complexity of financial resource deployment. Changing perceptions of the Role of Library as Place. The changing role of public libraries. The effects of social networks on libraries. Start thinking about this early on. The topic can be discussed with the instructor before launching far into your research, and your topic, a brief summary of your scope and approach (250 words) is due before early in the semester (see course schedule). Utilizing professional literature and the internet, analyze the challenge/opportunity, and recommend how librarians should respond. The paper is due at the next to last session. At the last session, you will be presenting before the class the highlights of your paper. The paper should include a **one page executive summary**. The paper should not exceed 3,000 words (exclusive of the executive summary).

5) **Final Exam** – (30%) – A Take-home exam.

Estimates / Guidelines for Deployment of Non-Class Hours

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<tr>
<th>Assignment</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Reading</td>
<td>60</td>
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<tr>
<td>Term (Research paper) Paper</td>
<td>40</td>
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<tr>
<td>Reaction Paper</td>
<td>20</td>
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<tr>
<td>Final Exam</td>
<td>10</td>
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<tr>
<td><strong>Total Non Class</strong></td>
<td><strong>130</strong></td>
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TEXTBOOKS AND OTHER READINGS (There is no required textbook for the course, but you will need to find equivalent readings if you do not use the recommended texts below).


You should also know about Stueart, Robert D. & Moran, Barbara B. (2002) *Library Management*. 6th Ed. Westport, CT: Libraries Unlimited. 494 p. This is the best known textbook in the States, but I prefer the combination of 1 and 2 above, as I think that Evans, Ward, & Rugaas is superior overall to Steuart & Moran, and further that 1 and 2 nicely complement each other, one more traditional textbook in style, the second very chatty and down to earth; one rather international, the second clearly US centric.

Both 1 and 2 have good bibliographies and links and serve as a good entry point to the literature of both librarianship and information services management. Don’t overlook this aspect of the textbooks when it comes to researching your papers.

Other References: (Both available online and free through Google Books)


SCHEDULE OF TOPICS AND READINGS

1) November 7, 2010
   a. **Topics**: Introduction to the course; Overview of the information industry; Why do information companies fail – the case of Encyclopedia Britannica
   b. **Readings**:
      i. Evans, Ward & Rugaas, Chapters 1 & 2 (pp. 3-68)
      iii. Gordon, Chapter 11, Pages 259 – 287

2) November 14, 2010
   a. **Topics**: Group discussion and presentations on the case of Encyclopedia Britannica; introduction to classical management approaches
   b. **Due**: **Term Paper Topic Proposal**. Research your term paper topic for the course and write a one page proposal for submission at the November 14th class. Also review Taylor and Machiavelli and decide which you will write your reaction paper.
   c. **Readings**:
      i. Encyclopedia Britannica Case Study
      iii. Gordon, Chapter 8, pages 183 – 201.
      iv. Evans, Ward & Rugaas, Chapter 5 (pp. 115-136)

3) November 21, 2010
   a. **Topics**: Introduction to budgeting; Making good financial decisions – the case of the University of Trent; Group discussion and presentations on the University of Trent Case.
   b. **Due**: **Reaction Paper on either the Prince(Machiavelli) or Principles of Scientific Management (Taylor)**
   c. **Readings**:
      i. University of Trent Case
      ii. Evans, Ward & Rugaas, Chapter 15 (pp. 431-478)
4) November 28, 2010 – No class Thanksgiving Holiday

5) December 5, 2010
   a. Topics: Introduction to planning; Porter’s five market forces competitive analysis; field exercise
   b. Readings:
      i. Evans, Ward & Rugaas, Chapter 7 (pp. 161-190)
      ii. Evans, Ward & Rugaas, Chapter 4 (pp. 89-113)
      iii. Drucker, Part Two, Chapters 1 & 2 (pp. 53-71)

6) December 12, 2010
   a. Topics: Group discussion and analysis of the field exercise; group presentations on findings; The end of management – innovators dilemma; wrap up and discussion
   b. Due: Final Term Paper
   c. Distribution: Final Take Home exam
   d. Readings:
      ii. Evans, Ward & Rugaas, Chapters 8 & 9, (pp. 191 - 239) and Chapter 13 (pp. 359-378)
      iv. Drucker, Part One, Chapter 2 (pp. 9-27), and Chapter 5 (pp. 45-49)

7) December 19, 2010
   a. Topics: Term Paper Presentations by individual students to the class with follow-up questions.
   b. Due:
      i. Term Paper Presentation
      ii. Completed Final Exam