

**COURSE DATA****Data Subject**

<b>Code</b>	33826
<b>Name</b>	Management of Resources in Information Units
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2021 - 2022

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1007 - Degree in Information and Documentation	Faculty of Geography and History	2	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1007 - Degree in Information and Documentation	3 - Planning, organization and evaluation of information units	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
BOLAÑOS PIZARRO, MAXIMA	225 - History of Science and Documentation

**SUMMARY**

This course has a cross application on any type of information service, documentation center, archive or library. In any work context (businesses, local government, university, etc.) it is necessary to know the most important concepts related to planning and management of services and products. Today all organizations require effective and efficient services, and for this, management techniques must be applied to the development of the information units.

**PREVIOUS KNOWLEDGE**



### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

No previous knowledge required

## OUTCOMES

### 1007 - Degree in Information and Documentation

- Demonstrate organisational and planning skills.
- Have problem-solving skills.
- Be able to work in a team and to integrate into multidisciplinary teams.
- Be able to apply critical reasoning to the analysis and assessment of alternatives.
- Show ethical commitment in the relationships with users and in information handling.
- Be able to adapt to changes in the environment.
- Be able to undertake improvements and propose innovations.
- Be able to analyse and interpret the information needs of actual and potential users, and to provide and organise the resources needed to ensure their satisfaction both with the information received and with their interaction with the information professional.
- Be able to run marketing programmes and disseminate information systems and services.
- Be able to identify the strengths and weaknesses of an information service, system or product by establishing and using evaluation indicators and developing solutions to improve their quality.
- Be able to plan and organise information units.
- Be able to manage the human, economic and material resources of the different information units.

## LEARNING OUTCOMES

1. Learn the basics concepts of management in organizations.
2. Analyze the functions of planning, organizing, directing and control in information units.
3. Learn the techniques for managing resources and evaluating performance.

## DESCRIPTION OF CONTENTS



## **1. Introduction to concept of information units management**

Terminology: administration and management.

Evolution of the concept of management.

The scientific approach.

The perspective of human relationships.

The systems approach.

The contingent approach.

## **2. Information units planification**

Definition of planification.

Who does it?

Why plan?

Advantages of planning.

Aspects of planning.

The planning process.

Case studies.

## **3. Information units organization**

What is an organization?

Formal and informal organizations.

Information units and organizations. Organizational structure.

Specialization: departmentalization. Specialization: Hierarchy.

Coordination and integration.

## **4. Human Resource Management**

Organisational structure. Description of the jobs. Jobs specification.

Audit job.

Recruitment policy.

Staff training.

Performance evaluation.

The direction.

## **5. Management of financial resources**

Introduction.

The budget.

Sources of public funding for libraries and archives.

Potential sources of funding.

**6. Management of buildings and facilities**

The library building.

Location and dimensions: characteristics, recommendations and requirements. Architect-librarian relationship.

Adapting historic buildings.

Spaces distribution spaces.

Signaling.

Furniture and equipment.

**7. Marketing and quality**

Marketing. Definition.

product marketing vs services marketing. Marketing in information units

Market segmentation.

The marketing-mix.

The marketing plan.

Quality.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Computer classroom practice	15,00	100
Attendance at events and external activities	8,00	0
Development of group work	10,00	0
Development of individual work	10,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	22,00	0
Preparing lectures	15,00	0
Preparation of practical classes and problem	7,00	0
Resolution of case studies	8,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

The teaching-learning of this course combines lectures, exercises in the classroom and practical work in the computer lab consisting of solving problems and case studies. This is complemented by the following activities: reading and analysis of professional articles, oral presentation of results and participation in forums where issues related to the theoretical contents will be discussed. The participation and initiative of the student will be assessed.



Students may participate in tutorships, either in person either via email or through the virtual classroom.

## EVALUATION

1. Proof written: There will be a final exam will represent 50% of the grade. It will be necessary to obtain a minimum score of 5 in the exam.
2. Practical work: it consists in a series of practical activities on the matter, of individual form or in group. This practical work represents a 50% of the final note.
3. To pass the course students must obtain a minimum mark of 5 out of 10 points in the final written exam. In the second call only the final exam score can be recovered.

The presentation of exercises, questions, activities, reading cards and other exercises subject to evaluation that have not been carried out directly by the student or that come from the direct copy of other similar works will be considered sufficient reason for failure in the subject, regardless of the other possible actions of disciplinary nature that must be carried out. The presentation of the compulsory assignments will be exclusively through the virtual classroom platform of the course, no other means of presentation will be accepted, always within the time limits indicated. Late submission of the assignments will make it impossible to pass the course in that call.

The composition of the final note resolves of the following way:

Written tests	50%
Practical work	50%
TOTAL	100%

This assessment starts from the premise that teaching at the University of Valencia is, by definition, on-campus lecture delivery method. In this sense, the student should be aware that attendance at both the theoretical and practical lectures is essential for proper monitoring of the contents of the course. The student must also consider the possibility to enroll part time when it is unable to attend all courses (60 credits). However, there is an exception for those students that justify it and request it. They have the possibility of being assessed without attending to all or part of the lectures. For these cases, students should proceed as follows:





- At the beginning of the course, student should inform to lecturer responsible for the course, the incidence that makes her/him unable to attend the class. This must be adequately justified in documentary form.
- The lectures in charge, in the light of this information, will decide the possibility of evaluation without full or partial assistance to the lectures.

Students who are in this situation must submit for evaluation all work required by the lecturer (not necessarily the same to those required for the course) and may also be called to defend them orally to the lecturer, and conduct a knowledge test. The weight of the final grade work will be 50% and the test the remaining 50% knowledge.

## REFERENCES

### Basic

- Bryson, J. (1992). Técnicas de gestión para bibliotecas y centros de información. Madrid: Fundación Germán Sánchez Ruipérez.

Fuentes Romero, J. J. (2007). Planificación y organización de centros documentarios: organización y funcionamiento de bibliotecas, centros de documentación y centros de información (Gijón). Trea.

Gimeno Perelló, J. (2009). Evaluación de la calidad en bibliotecas: Compromiso con lo público. Buenos Aires: Alfagrama.

Klaassen, U., Wiersma, C., & Giappiconi, T. (1999). Gestión de la calidad y marketing en las bibliotecas públicas. Barcelona: Fundación Bertelsmann.

Lau, J. (2010). Evaluación del desempeño de personal bibliotecario. Buenos Aires: Alfagrama.

Lozano Díaz, R. (2006). La biblioteca pública del siglo XXI: atendiendo clientes, movilizandolos personas. Gijón: Trea.

McClure, C. R. (1991). Manual de planificación para bibliotecas: sistemas y procedimientos. Madrid: Fundación Germán Sánchez Ruipérez.

Ministerio de Educación, Cultura y Deporte (2002). Pautas sobre los servicios de bibliotecas públicas. Madrid.

Pacios Lozano, A. R. (1997). La administración de las unidades de información: una aproximación a su concepto y evolución. Documentación de las Ciencias de la Información, 20, 225-248



Solimine, G., Di Domenico, G., & Pérez Pulido, M. (2010). *Gestión y planificación en bibliotecas*. Buenos Aires: Alfagrama.

Stueart, R. D., & Moran, B. B. (1998). *Gestión de bibliotecas y centros de información*. Lleida: Pagès Editors.

#### **Additional**

- Aalto, M., & Knight, T. (2000). *Alternativas de financiación de las bibliotecas públicas*. Barcelona: Fundación Bertelsmann.

Arias Coello, A., & Simón Martín, J. (2005). Planes estratégicos en las bibliotecas universitarias españolas. *Documentación de las Ciencias de la Información*, (28), 7385.

Bonachera-Cano, F.-J. (2000). Algunos aspectos de la gestión en unidades de información: propuesta de plan estratégico para una biblioteca pública. *Boletín de la Asociación Andaluza de Bibliotecarios*, 60, 7392.

Bonachera-Cano, F.-J. (2005). El dilema del cobro por servicios en las bibliotecas de titularidad pública: una aproximación conceptual y dos visiones contrapuestas. *Boletín de la Asociación Andaluza de Bibliotecarios*, 78(20), 5380.

Campbell, N., Sutherland, S., & Poustie, K. (1999). *Reforma organizativa y estrategias de gestión en las bibliotecas públicas*. Barcelona: Fundación Bertelsmann.

Klaassen, U., Wiersma, C., & Giappiconi, T. (1999). *Gestión de la calidad y marketing en las bibliotecas públicas*. Barcelona: Fundación Bertelsmann.

Marcial, V. F. (2004). Promoción de los servicios de la biblioteca: un enfoque desde el marketing no convencional. *Biblios: revista electrónica de bibliotecología, archivología y museología*, (20), 1-11.

Osuna Alarcón, M. R. (1999). La teoría general de sistemas y su aplicación a los Servicios de Información Documentales. *Boletín de la ANABAD*, 49(3), 633641.

#### **ADDENDUM COVID-19**

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**

#### **1. Contents**



The contents initially included in the teaching guide are maintained

## **2. Workload and time schedule**

The activities and their hours of dedication in ECTS credits marked in the original Course Guide will be kept. If the classrooms capacity according to the sanitary norms allows it, the theoretical and practical class attendance will be 100% (if the capacity couldn't be guaranteed, the class attendance would be reduced). Teaching planning will be specified at the beginning of the term.

If the sanitary situation changes and no access to the University facilities is possible, all teaching activities will be carried out completely online. In this case, the adaptations will be communicated to the students through the Virtual classroom.

## **3. Teaching Methodology**

Theory and practice classes that may be complemented with different types of materials and activities in the Virtual classroom.

Tutorials will be done online (through the UV corporate mail) or face-to-face by prior appointment with the teacher.

If the sanitary situation changes and no access to the University facilities is possible, teaching and tutorials will be carried out completely online. In this case, the adaptations will be communicated to the students through the Virtual classroom.

## **4. Evaluation**

The evaluation criteria established in the Course Guide are kept.

If the University facilities were closed on the dates set in the official calendar for the final exam, the face-to-face exam will be replaced by an online test.

An alternative answer exam will be conducted through aula virtual.

## **5. Bibliographic references**





The recommended bibliography in the Course Guide is kept. If the sanitary situation changes and the access to the recommended bibliography is not possible, it will be replaced by materials accessible online.

