Our MSc In Electronic & Digital Library Management.
Flexible qualifications

Our MSc in Electronic and Digital Library Management gives you the knowledge, understanding and skills to succeed in an exciting and fast-moving field. Our flexible approach to teaching and learning means you can study part time or full time and take the programme as a Postgraduate Diploma or Postgraduate Certificate as alternatives to the full MSc. You may also take individual modules and accumulate credits towards a qualification to be completed later.

We can tailor a course to suit you, whether you're new to the field or an experienced professional looking to develop your career.

Essential skills

The course aims to produce rounded practitioners who can contribute value to an organisation immediately, through influencing skills and with an awareness of strategic and ethical issues. It provides an in-depth understanding of the strategic and practical technical issues and the long-term management and day-to-day challenges involved in leading and supporting electronic and digital library initiatives.

A world-class place to study

Our department has an international reputation for teaching and research. In every Research Assessment Exercise we've been awarded the highest possible rating. We're the only Information Studies department in the country to achieve this.

That means what we teach you is based on the very latest ideas in the field. The way that we teach it is innovative and effective. It also means there are good opportunities to extend your study to PhD level if you wish.

To find out more about the course, see pages 3–4. For details on how to apply, see page 11.
Why take the MSc now?

The information landscape is changing

Organisations need to manage an increasingly complex body of licensed, ‘born digital’ and digitised content. Information services and libraries offer both print and electronic content. Digital libraries, made up primarily of digitised content, have become an important part of the information landscape. Web 2.0 models of user-generated content and the data deluge arising from e-science, and open access initiatives mean that the paradigms are shifting all the time.

Employers need professionals who know the landscape

There is a demand for professionals with a unique range of technical and practical skills. Organisations need professionals with strategic awareness of the information landscape. They’re looking for effective managers, confident with project management techniques, strong communicators who can influence and negotiate with others. The MSc can give you an edge in the careers market or help you to add value to your organisation.

Find out what some of our graduates are doing now on page 12.
Course structure: three levels of qualification

Whatever your career stage, your course is made up of core (compulsory) and optional modules.

**MSc Programme**
You’ll take modules worth a total of 180 credits. The core and dissertation modules are compulsory. You then choose modules from the list of options to make up the rest of your credits.

**Core modules (135 credits):**
- Management and Strategy for Electronic and Digital Libraries (15 credits)
- Digital Multimedia Libraries (15 credits)
- Designing Usable Websites (15 credits)
- Information Retrieval: Search Engines and Digital Libraries (15 credits)
- Research Methods and Dissertation Preparation (15 credits)

**Dissertation** (45 credits)

**And choose one of the following:**
- Information Systems and the Information Society (15 credits)
  - or Libraries, Information and Society I (15 credits)
  - or Information Systems in Organisations (15 credits)

**Then choose three of the following:**
- Academic and Research Libraries (15 credits)
- Business Intelligence (15 credits)
- Content Management Systems (15 credits)
- Database Design (15 credits)
- E-Business and E-Commerce (15 credits)
- E-Government Information (15 credits)
- Educational Informatics (15 credits)
- Electronic Publishing (15 credits)
- Healthcare Information (15 credits)
- Human Computer Interaction and User Interface Design (15 credits)
- Information and Knowledge Management (15 credits)
- Information Literacy Research (15 credits)
- Information Storage and Retrieval Research (15 credits)
- Public Libraries (15 credits)

**With an optional non-credit rated module:**
- Practical Computing (0 credits, autumn)
PG Diploma (PGDip)
You'll take modules worth a total of 120 credits. The core modules are compulsory. You then choose modules from the list of options to make up the rest of your credits.

Core modules (75 credits):
- Management and Strategy for Electronic and Digital Libraries (15 credits)
- Digital Multimedia Libraries (15 credits)
- Designing Usable Websites (15 credits)
- Information Retrieval: Search Engines and Digital Libraries (15 credits)

And choose one of the following:
- Information Systems and the Information Society (15 credits)
- Libraries, Information and Society I (15 credits)
- Information Systems in Organisations (15 credits)

Then choose three of the following:
- Academic and Research Libraries (15 credits)
- Business Intelligence (15 credits)
- Content Management Systems (15 credits)
- Database Design (15 credits)
- E-Business and E-Commerce (15 credits)
- E-Government Information (15 credits)
- Educational Informatics (15 credits)
- Electronic Publishing (15 credits)
- Healthcare Information (15 credits)
- Human Computer Interaction and User Interface Design (15 credits)
- Information and Knowledge Management (15 credits)

Information Literacy Research (15 credits)
Information Storage and Retrieval Research (15 credits)
Public Libraries (15 credits)

With an optional non-credit rated module:
Practical Computing (0 credits, autumn)

PG Certificate (PGCert)
You'll take modules worth a total of 60 credits from the following:
- Management and Strategy for Electronic and Digital Libraries (15 credits)
- Digital Multimedia Libraries (15 credits)
- Designing Usable Websites (15 credits)
- Information Retrieval: Search Engines and Digital Libraries (15 credits)

And:
- Information Systems and the Information Society (15 credits)
- Libraries, Information and Society I (15 credits)
- Information Systems in Organisations (15 credits)

With an optional non-credit rated module:
Practical Computing (0 credits, autumn)

For details on the modules available, see page 5.
Modules

Academic and Research Libraries
Introduction to the purposes, functions and practices of specialist library and information/knowledge services in the public and private sectors. It considers the challenges of delivering and developing services in a demanding, fast-moving and complex environment.

Business Intelligence
Provides an understanding of the way in which business people use information and why. You’ll study the key channels and sources of business information plus key issues concerning the value of information and library services within business.

Content Management Systems
This module aims to make students aware of the requirements for a content management system (CMS) for intra- and internet delivery and to give students the practical skills to design and implement a full content management system.

Database Design
Introduction to the theoretical and practical aspects of relational database design. Provides an overview of emerging database concepts such as object-oriented and distributed databases.

Designing Usable Websites
This module enables you to understand the key elements in the process of planning, implementing and testing a website to meet users’ needs. You’ll gain practical experience of creating effective web pages using application-specific packages.
Digital Multimedia Libraries
Explores the technical and practical aspects of creating and organising digital libraries with particular attention to multimedia collections. You will study digitisation of multimedia material and management of ‘born digital’ content.

E-Business and E-Commerce
This module addresses both theoretical and practical aspects of e-business and e-commerce through an exploration of the digital economy. The module aims to equip students with knowledge and skills to understand and manage new ways of doing business in the digital economy.

E-Government Information
Introduces you to the policy context of e-government, for example in relation to questions of social inclusion and freedom of information, then examines current issues and practice in the management of government information.

Educational Informatics
Introduction to current practice and research in educational informatics. Addresses theoretical and practical issues associated with the use of information and communication technologies (ICTs) to support learning in the information society. Aims to help you engage critically with issues and debates in the field.

Electronic Publishing
Introduction to electronic publication, including: text encoding and markup languages; the production, retrieval and analysis of electronic multimedia; and the commercial and scholarly impact of the electronic mode of delivery.

Healthcare Information
Provides an understanding of healthcare information and its importance to different health-related groups including: the public, patients, healthcare professionals and managers. Introduces you to the climate within which health information services are delivered and examines the provision and use of information by these different health-related groups.
Human Computer Interaction and User Interface Design
Introduces usability principles and the design process for user interfaces in interactive systems. The focus is on the underlying principles of human computer interaction and user-centered design approach.

Information Literacy Research
Deepen your understanding of the key research problems in information literacy and appropriate research methods for investigating those problems. Learn about the research contexts and problems. Increase your capability in information literacy and relevant research approaches.

Information and Knowledge Management
Addresses the theoretical and practical aspects of information and knowledge management in organisations. Enables you to understand key aspects of information and knowledge management, and engage critically with a number of current issues and debates in this field.

Information Retrieval - Search Engines and Digital Libraries
Introduces you to a wide range of predominantly computerised techniques for the organisation, searching and processing of textual information. Focus on keyword searching; subject analysis; networked retrieval; record description and user interface issues.

Information Storage and Retrieval Research
Introduces you to current research into computational methods for the storage and retrieval of textual and multimedia information. Looks at both semantically and statistically-based approaches to retrieval.

Information Systems and the Information Society
The role and impact of information and communication technologies (ICTs) and systems in society. Key issues within the context of technological change in the information society.
Information Systems in Organisations
Introduction to organisations, management and information systems. Provides an integrated set of concepts and tools for understanding information systems in organisations.

Libraries, Information and Society I
An overview of the role of library and information services (LIS) in contemporary society. Introduces you to public policy issues and their implications for the provision of LIS. Examines the importance of users in the design and management of LIS.

Management and Strategy for Electronic and Digital Libraries
Explores the strategic technical and management issues relating to electronic and digital libraries. Areas covered by the unit include: digital library visions; information retrieval; information architecture, ICTs, standards development and interoperability; legal, economic and ethical issues; service evaluation and project management.

Public Libraries
Introduction to the principles, politics, value and impact of the public library service. Considers the challenge of delivering such a service and examines key issues and best practice in the field.
Research Methods and Dissertation Preparation
Designed to help you identify and prepare a dissertation proposal. You will also take lectures in social research methods and statistics for information management.

Dissertation
Everyone registered for the MSc has to complete a research-based dissertation from the middle of June to September (full-time attendance), after finishing the taught part of the course. The topic is chosen in consultation with members of teaching staff.

There are opportunities to carry out dissertation studies with external organizations. CPD students may wish to undertake a dissertation project directly relevant to their own work situation. Students who have carried out such dissertations have welcomed the opportunity to tackle real-life problems.

The dissertation is a major part of your degree, and you are allocated an academic supervisor to provide advice and guidance throughout the period of study.
What suits you best?

Full-time study
The full-time course lasts 12 months, starting in late September each year.

Part-time study
Part-time students also start in September each year. The MSc takes two to three years to complete. The taught part of the degree is studied over the first two years. You can complete your dissertation study either in the summer months of your second year to complete in two years, or over the whole of the third year.

The Postgraduate Diploma and Postgraduate Certificate normally take a maximum of two years to complete.

The tuition fees payable are based on the number of credits taken, rather than the length of time taken to complete the programme.

Funding

A small number of studentships for the MSc programme are available each year as part of the University's allocation from the Arts and Humanities Research Council (AHRC) under their Professional Preparation Master’s Scheme. If you intend to apply for this funding, we recommend you apply for a place on the MSc as early as possible, ideally by 31st December in the year before the course starts. Competition for this funding is strong. Demand far outweighs the number of studentships available. This funding is not available to overseas students.

www.ahrc.ac.uk

Career development Loans have often been used by the Department’s British students as the means of affording the fees for its programmes. They are highly recommended and the link below explains how they work. This funding is not available to EU or Commonwealth students. For the latter there are funding schemes administered by British Council and the Association of Commonwealth Universities that may apply.

www.direct.gov.uk/en/EducationAndLearning/AdultLearning/CareerDevelopmentLoans/DG_10033237
What qualifications do I need?
At least a second-class honours degree, or its equivalent, in any subject. The programme is aimed at students with at least one year of practical work experience within the information sector, but we may still consider candidates with no work experience.

What if I haven’t got a degree?
If you have no first degree but do have other qualifications and substantial relevant work experience you may be considered for the Postgraduate Diploma or Postgraduate Certificate in Electronic and Digital Library Management. Please contact us for further information and to discuss your particular circumstances.

What if English is not my first language?
You need IELTS minimum overall score of 6.5 with at least 6.0 in the writing and speaking components and at least 5.5 in the reading and listening components. Or TOEFL minimum score 575 (paper-based) 232 (computer-based) with at least 5.0 in the written English Test. If your application is successful but you don’t have the necessary scores, you may be asked to attend an English Language course at the University before or during the MSc programme.

How to apply

Online
This is the quickest and easiest way to apply. For details: www.sheffield.ac.uk/postgraduate/taught/apply

By mail
If you didn’t get a form with this brochure, you can download one from the website (above). Return your completed form and all supporting documents to the address shown on the back cover of this brochure.

Supporting documents
This includes documents such as references and transcripts. You can send these by mail or email them to: inf-apply@sheffield.ac.uk
Your future career

What our graduates will do
Having completed the programme you will be equipped to embark on a career in roles such as Head of e-Strategy and Development, Electronic Resources Adviser, Electronic Resources Librarian, Electronic Services Officer, E-content Coordinator, Web Librarian, Repository Librarian, Digitisation and Copyright Officer, Digital Projects Librarian, Digitisation Project Manager.

Meet the team

Andrew Cox (Programme Coordinator) has worked primarily in the area of Information Systems and electronic resource management. He is on the editorial board of Program. His main research interests are online community, Web 2.0 and the digital library.

Sheila Corrall has worked in public, special, national and academic libraries. She has a particular interest in strategic management, information resources and the changing roles and skills of information professionals.

Daniela Petrelli has been a member of the Department’s Information Retrieval group since 2001. She has participated in many research projects in the digital library and cultural heritage fields, and in information and knowledge access in manufacturing. Her main interests are user-centred system design in non-traditional areas of computer use, such as for multilingual and multimedia information access.
Our
MSc In
Electronic &
Digital Library
Management.