

**REVISED SYLLABUS
FOR
M.Sc. MUSEOLOGY
2012**

I - Semester

Paper-I

MUSEOLOGY & MUSEUM CONTEXT: THEORY & PHILOSOPHY

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT-I

(12 lectures)

Definition & Scope of Museology
Structure and Content of Museology:
Views of Singleton
Neustupny, Peter Van Mensch, Vinos Sofka,
Z.Stransky, T.Sola, Soichiro, Tsuruta etc.
Concept of learning through objects/specimens
Museological terminologies
Philosophy & Context of Museology & Museums
Brief history & Evaluation of collection and museums
Changing museum's role in society
Origin and development of collection/Museums in India

UNIT- II

(12 lectures)

Definition of Museum
Museum Profession, Museum Associations, UNESCO & ICOM
Museology versus Museography
Museology as an academic discipline
Museum profession and professionalism
Museology as a professional Training

UNIT-III**(12 lectures)**

Heritage, Material Culture
Role of Museums in National Integration
Community Education,
Cultural Center etc.
Museum and Volunteerism

UNIT-IV**(12 lectures)**

Type of Museums
Classification of museums on the basis of nature of collections,
Governing body and scope.
New Types of Museums museum like organization and allied institution.
New technologies of museums

Suggested Readings:

1. The Manual of Museum Planning by G.D. Lord & Barry Lord
2. Learning in the museum by George E. Hein
3. Fundamentals of Museology by M.L.Nigam
4. Mannual of Museums by Rolf Lewis
5. Museum Basics by T.Ambrose & C.Paine
6. Museum in Motion by E.P.Alxender
7. Different issues of Journal 'Curator'

PAPER-II

HISTORY OF MUSEUM AND COLLECTION

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT-I (12 lectures)

History & Development of Museum Associations in the World
History of collection in the world
History of major International museum
Development of UNESCO & ICOM.
Role of UNESCO in promoting museums

UNIT- II (12 lectures)

History of collection of museums in India
History & development of major museums in India
Origin & development of Museum Associations of India
Role of Asiatic Society in the development of museum of India

UNIT-III (12 lectures)

History & development of Collection of ASI
History & development of Collection of ZSI
History & development of Collection of BSI
History & development of Collection of National Archive
Current museum Scenario in India- Issues and Challenges
Changing human attitude towards object/materials
New material technology and museums
Interdisciplinary discussion and debate.

UNIT-IV

(12 lectures)

New Museology, Origin and definition
Eco Museums, Origin and definition.
Para museum & Virtual Museum Origin and definition
Discussions pertaining to above mentioned museums
History & development of major private collection

Suggested Readings:

1. Directory of museums by Nicholas & Hudson
2. Directory of Museum by C.Sivaramamurti
3. Museum in Motion by E.P.Alexander
4. Museum in search of usable future by Alma Wetlin
5. Collection Management by Anne Faity
6. Museum of Influence by K.Hudson
7. New Museology by Pro.V.H.Bedekar

PAPER-III

INTRODUCTION TO HISTORY OF ART AND ARCHAEOLOGY

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT-I

(12 lectures)

History of Arts - A world view
History of Art, definition
Categorization of Arts forms
Ajanta Painting, Mughal Paintings
Modern Indian Paintings
Rajasthani School (Kishangarh, Mewar and Bundi)
Pahari School (Basholi, Guler, Kangra)
Bengal School

UNIT- II

(12 lectures)

Introduction to Sculpture
Indian Sculpture in Pre Historic Period
Medieval Indian Plastic Art and Modern Indian Sculpture
Gupta Sculpture
Indian Plastic Art
Mauryan Sculpture
Sunga & Kushana (Gandhara & Mathura School)

UNIT-III

(12 lectures)

Architecture-An Introduction
Brief Survey of Indian architecture
Introduction to human dwelling
Rock cut temples, stupa
Introduction of Arch and dome during Sultanat period
Mughal Architecture-A Synthesis of Indian and Persian Architecture.

UNIT-IV

(12 lectures)

Fundamental of Archaeology
Surveys: Technique & Tools
Excavation: Technique & Tools
Dating of excavated material
Documentation of excavated material
Aerial photography & Remote Sensing Techniques
Stratigraphy & Magnostratigraphy
Handling, Packing and transportation of excavated material
Care and storage of newly excavated material

Suggested Readings:

1. History of Fine Arts in India & West by E.Temory
2. Material culture and social formations in Ancient India by R.S.Sharma
3. Different issues of Indian Archaeological Reviews (IAR)
4. Iron age of India by N.R.Banerjee
5. Theoretical issues in Indian Archeology by D.K.Chakraborty
6. Indian culture through the ages by S.V.Venkateswara
7. Temple Sculpture of India by Dwivedi

PAPER-IV

MUSEUM ARCHITECTURE

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT-I **(12 lectures)**

Museum Architecture: Definition
General consideration affecting building decisions, selection of site
Type of museum buildings: Adopted buildings, purpose-built building,
Single unit buildings, multistory buildings etc.

UNIT- II **(12 lectures)**

Space requirements for service area
Space requirements for public area
Planning of public area- Surrounding of the museum building, Entrance hall,
Auditorium. Library, Exhibition galleries, Museum Shop and Cafeteria
Planning of service area
Curatorial and administrative offices, Laboratories, Workshop, store for reserve
collection

UNIT-III **(12 lectures)**

Technical requirements in term of security.
Technical requirements in term of conservation
Technical requirements for special audiences-Entrance, Ramps,
slope, corridors and lifts etc.
Architecture in relation to lighting and ventilation

UNIT-IV

(12 lectures)

The building process: planning, Construction and maintenance
Curatorial role in construction activity.
Renovation and expansion of Museum building
Some selected Museum buildings in India and abroad
Some examples of new approaches and experiments.

Suggested Readings:

1. The Manual of Museum Planning by G.D.Lord & Barry Lord
2. An Introduction to Museum works by Garry Thompson
3. Museum Environment by Garry Thompson
4. Museum Basics by T.Ambrose & C.Paine
5. Manual of Museum by Rolf Lewis
6. Manual of Curatorship in Natural History Museums by Geffery Stensfield
7. Fundamental of Museology by M.L.Nigam

PRACTICAL - I

MOULDING AND CASTING

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100

- Preparation of moulds of natural and cultural objects
- Casting of natural & cultural objects in different media
- Refining Colouring & finishing of casts
- Modern object & technique of moulding & casting

PRACTICAL - II

CONSERVATION OF CULTURAL PROPERTY

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100

1. Conservation and restoration of archival materials
 - Paper and manuscripts conservation
 - Deacidification of paper
 - Hand lamination
 - Tissue repair
 - Restoration of manuscript paintings
 - Painting conservation
2. Curative conservation of inorganic material
 - Cleaning of stone objects
 - Cleaning of metal objects
 - Restoration of pottery

II SEMESTER

PAPER-V

HISTORY OF SCIENCE AND TAXONOMY

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT-I (12 lectures)

Brief Introduction to History of Science & Technology
Basic Methods & Principles of Science
Role of Science in Society
Major Scientific inventions
Impact of Scientific invention on human society
Communication, Exploration, Observation.

UNIT- II (12 lectures)

Science as a means of mass production
Impact of Science on human life
Technology and future of mankind
Scientific revolution & Industrial revolution
Science & transformation of environment
Material Basis of primitive life
Achievement of primitive man
Science and faiths
Birth of modern Science

UNIT-III (12 lectures)

Characteristics of living organisms
Difference between living and nonliving
Difference between Plant and Animal
An introduction to Taxonomy, Principles of classification
Introduction to Ecology
Evolution & Paleontology
Classification of rocks, minerals and fossils

UNIT-IV

(12 lectures)

Broad classification of Plant Kingdom

Broad classification of vertebrates and invertebrates

1) INVERTEBRATES

(a) Protozoa (b) Porifera (c) Coelenterata (d) Nematoda (e) Annelida
(f) Arthropoda (g) Mollusca (h) Echinodermata

2) VERTEBRATES

a) Fish (b) Amphibians (c) Reptiles (d) Birds (e) Mammals

Suggested Readings:

1. Science and History by J.D.Bernal
2. General Zoology by T.I.Storer, R.L.Vsinger, R.C.Stebbing
3. General Zoology by H.R.Linville & H.A.Kelly
4. Desert Ecology by Ishwar Prasad
5. World Encyclopedia of Animals
6. Habitats by Tony Hare

PAPER-VI

CARE AND PRESERVATION OF NATURAL HISTORY COLLECTION

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT-I (12 lectures)

Care and storage of museum collection

- Physical, Chemical, Biological causes of deterioration
- Causes of deterioration of Natural history specimen
- Causes of deterioration of wet preserved specimen
- Causes of deterioration of dry preserved specimen
- Insects pests of museum materials and their control
- Rodents and museum pests
- Preventive and curative method for controlling deterioration

UNIT- II (12 lectures)

Preservation technique
Definition of preservation
Different Types of preservation
Methods for wet preservation
Colour preservation
Alizarin mounts
Micro technique

UNIT-III (12 lectures)

Dry preservation of Natural History Specimens
Herbarium
Insect collection
Plastic embedding
Preservation of nest & eggs

UNIT-IV

(12 lectures)

Taxidermy: Preparation of Cabinet Skin
Mounting of Birds, Mammals, Reptile & Fishes
Freeze drying: Introduction & History
Freeze drier, Freeze drying process and methods
Fabrication of natural history specimens

Suggested readings:

1. Biological museum methods (Vol I & II) by G.Hangry & M.Dingle
2. Manual of curatorship in Natural History Museums by Geffery Steinsfield
3. Museum Basics by T.Ambrose & C.Paire
4. Museum Environment by Garry Thomson
5. An introduction to museum work by G.E.Burcaw
6. Museum management by Kevin Moore
7. Biodeterioration of Cultural property by O.P.Agarwal

PAPER-VII

CONSERVATION AND PRESERVATION OF CULTURAL PROPERTIES

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT-I (12 lectures)

Conservation of Organic Materials of plant origin

- a) Paper and paper manuscript preventive conservation and digitization
- b) Wooden objects
- c) Textile

UNIT- II (12 lectures)

Conservation of organic material of animal origin

- a) Skin
- b) Parchment
- c) Leather
- d) Bone
- e) Ivory

UNIT-III (12 lectures)

Special technique for the conservation of mixed materials

- a) Easel painting: Material, technique and structure of easel painting
- b) Palm leaf manuscripts
- c) Prints
- d) Drawings
- e) Illustrated manuscripts

Preventive conservation: Cleaning, Air Conditioning, Control of Temperature, Humidity, Atmosphere Pollution, Control of Biological agencies etc.

UNIT-IV

(12 lectures)

General introduction to the cleaning and conservation of Inorganic material like metals, Siliceous and related material

Metal cleaning: Electro chemical reduction method and Electrolytic Reduction method

- Gold and Electrum
- Silver and its alloys
- Copper and its alloys
- Lead, Tin, and Pewter
- Iron and Steel
- Rock and stones, their composition, structure & use
- Sculpture, weathering and crystallization
- Terracotta: cleaning and removal of soil incrustation and reconstruction of pottery
- Glass: Care and storage of glass objects.

Suggested Readings:

1. Conservation of Antiquities and work of art by H.J.Plenderlith
2. Manual of Curatorship (Cultural Property)
3. Museum and Cultural Heritage of India by N.R.Banerjee
4. Museum Environment by Garry Thomson
5. An introduction to museum work by G.E.Bucaw
6. Conservation of library and archival materials and the graphic art by Guy Petherbridge
7. Conservation of Manuscripts and paintings of south-east Asia by O.P.Agarwal

PAPER-VIII

MUSEUM DISPLAY & EXHIBITION

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT-I **(12 lectures)**

Theories for presentation
Planning and layout of museum displays
Material & equipment for display.
Different types of showcases and Display accessories
Signage and its importance in museum orientation

UNIT- II **(12 lectures)**

Colour scheme
Types of colour
Warm and cool colours
Neutralization of colours
Harmonies of related and contrasting colours
Function of colour in interior decoration
Museum lighting
Advantage and disadvantage of lighting

UNIT-III **(12 lectures)**

Museum labeling
Types of museum labels
Positioning & designing of labels
Modern multimedia techniques of labeling
Method and presentation of label

UNIT-IV

(12 lectures)

Museum exhibitions

Definition of museum exhibition

Different type of Museum exhibition

(a) Permanent (b) Temporary (c) Mobile

Designing of Educational Exhibits & Exhibition

Graphic design

Suggested Readings:

1. Museum basics by T.Ambrose and C. Paine
2. Developing Museum Exhibition Edited by Gail Durbin
3. Display principle, Methods and Techniques by V.H.Badekar
4. Design Fundamentals in Architecture by V.S.Pramar
5. Exhibition in Museum by M.Beleher
6. On Display by M.Hall
7. Exhibits :Planning and Design by L.Klein
8. The Design of Educational Exhibits by R.G.Miles

PRACTICAL III

PRESERVATION OF NATURAL HISTORY SPECIMENS

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100

1. Field study & field collection
 - Field identification of plants, fishes, insects, bird and mammal
 - Field collection of plants, fishes, insects, bird and mammal

2. Dry and wet preservation of Biological materials
 - Preparation of herbarium
 - Dry preservation of insects
 - Cleaning and mounting of skeleton of animal i.e. frog, birds & mammals
 - Egg cleaning
 - Preparation of study skin of birds & mammals
 - Plastic embedding
 - Wet preservation of plant
 - Wet preservation of fishes, amphibians and reptile
 - Alizarin mount Preparation

PRACTICAL IV

EXHIBIT PREPARATION TECHNIQUE

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100

- Graphic & Design
- Preparation of labels, writing Roman letter
- Preparation of labels in different materials
- Designing of different type of show-cases
- Designing of pedestal
- Graphic designing of posters and publicity materials
- Preparation of cut-out models, maps, chart etc

III-SEMESTER

PAPER – IX

COLLECTION MANAGEMENT AND DOCUMENTATION

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT – I (12 Lectures)

Nature and scope of Museum collections
Collection policies
Methods of collections: Field collection, bequest, will loan, donation, exchange, purchase, confiscation etc.
Collection management, Storage, Packing & Transportation
Infrastructure Management
Museum premises
Fire-fighting
Security

UNIT – II (12 Lectures)

Legal and Ethical context of museum collections
The Indian Treasure Trove Act, 1878
The Ancient Monuments and Archaeological Sites and remains Act, 1958
The Antiquities and Art Treasures Act, 1972
Wildlife Protection Act, 1972
CITIES
UNESCO Charter
World Heritage sites

UNIT – III (12 Lectures)

Administrative aspects of collection, Purchase committee etc.
Disposing museum collection: Purpose of disposal, Methods of disposal
Term and conditions of disposal, procedures of disposal
Financial Management
Budgeting
Income Generation

Sponsorship, public relation & Public participation

UNIT – IV

(12 Lectures)

Documentation of museum collections

Objectives of documentation

Methods of documentation

Manual documentation: Field book

Accessioning, Bipartite numbering System, Tripartite numbering system, accession register, Requirements of Sectional register, classification, Card index etc., Concept of computers in museum, the development of computer based documentation, Museum documentation Association (MDA), National and International Collaboration.

Suggested Readings:

1. Collection Management by Anne Faity.
2. Museum Basics by T.Ambrose and C.Paine
3. Fundamentals of Museology by M.L.Nigam.
4. The Manual of Museum Planning by G.D.Lord and B.Lord
5. The cost of collecting – Collection Management in U.K. museums by B.Lord, G.Lord and H. Hicks.
6. The return of Cultural Treasures by J. Greenfield.
7. Collection Management for Museum by A.D. Robert.

PAPER – X

MUSEUM MANAGEMENT AND ADMINISTRATION

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT – I (12 Lectures)

Principles of Museum Management, Planning and Policy Development
Mission Statement, Vision and Road map.
Management by objective (MBO)
Critical Path Analysis (CPA)
SWOT Analysis Code of Ethics, International laws
Treaties (UNESCO, ICOM, UNEP, IUCN etc.)

UNIT – II (12 Lectures)

Functions of Museum
Museum administration-office procedures
Stock and Store maintenance
Infrastructure Management
Museum Premises Equipments & house keeping

UNIT – III (12 Lectures)

Museum Security
Security Staff
Mechanical Gadgets
Fire Fighting/Gadgets
Health and Safety Measures
Financial Management
Budgeting
Income Generation
Sponsorship etc

UNIT – IV

(12 Lectures)

Human Resource Development, Personnel Administration
Recruitment Procedure, Inservice Training, Skill Development,
Career Development Promotions and Upward Movements
Incentives, Job Description and Job Specifications
Administrative and Human Resource Management

Suggested Readings :

1. Museum Basics by T.Ambrose & C.Paine
2. Museum Management by Kevin Moore
3. Collection Management by Anne Faity
4. The Manual of Museum Planning by G.D.Lord and B.Lord
5. Fundamentals of Museology by M.L. Nigam
6. Learning in the Museums by George E. Heins
7. Museums in search of usable future by Alma Weitlin
8. Personnel Policies for Museums: A Handbook for Management by R.Millet.
9. Forward Planning by T.Ambrose and S. Runyard.

PAPER – XI

INTANGIBLE HERITAGE MANAGEMENT

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT – I **(12 Lectures)**

Definition of Intangible Heritage
Human Identity and Intangible Heritage
Memory, Collective Memory, Community National Memory
Significance of Intangible Heritage in Museology
Types of Intangible Heritage in Museology
Threats and Challenges faced by World's Intangible Heritage

UNIT – II **(12 Lectures)**

Definition of Cultural Intangible Heritage
Narrative, Dance, Drama, Music, Theatre
Tradition of Folk Culture
Language as a vehicle of Intangible Heritage
Traditions and traditional folk culture
Dance, Drama, Music etc
Myth, legends and rituals
Oral history, narratives, folk tails, Qissagoi, Daastan, Jatak, Kathaas etc.

UNIT – III **(12 Lectures)**

Definition of Intangible Heritage
Types of Natural Intangible Heritage
Natural sound, Animal and Bird Calls
Methods of recording birds and animals calls
Fragrances, Odor and Smells
Indigenous knowledge traits and skills related with nature

UNIT – IV

(12 Lectures)

Significance and scope of conservation of Intangible Heritage

Methods and equipments and tools for documentation of Intangible Heritage

Tools for preservation of intangible heritage

Methods for storage and preservation of Intangible Heritage

Scope and prospects of research in Intangible Heritage.

UNESCO's Efforts for Safeguarding Intangible Heritage.

Museums role in safeguarding and presenting Intangible Heritage.

Suggested Reading:

1. Manual of Museums by Ralph Lewis
2. Interpreting our Heritage Freeman Tilden
3. Museum and Cultural Heritage of India by N.R. Banerjee
4. Museum and the shaping of knowledge – Eilean Hooper Green
5. Traditional festivals by Roy
6. Indian promoting Arts by Utpal K Banerjee

PAPER – XII

MUSEUM EDUCATION AND INTERPRETATION

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT – I

(12 Lectures)

Theories and principles of museum education
Educational activities in museums, Planning of educational activities
The concept of museums communication and interpretation
Methods of interpretation, Dance, Drama, A.V. Aids etc
Different types of exhibitions, temporary exhibition, permanent exhibition and mobile exhibition

UNIT – II

(12 Lectures)

Museum education, history in India and abroad
Major educational services of United States and European museums
Museums as a centre of formal and non formal education, school museums, college museums, departmental museums and universities role of museums and non formal education centre
Museum information services
Museum and school relationship
Museums relationship with educational institution

UNIT – III

(12 Lectures)

Museum education services, culture show, guided tour, museums lecture, demonstration and film shows
Museum education programmes for targeted groups, school children, slum children, youth illiterate, senior citizen
Education programme for special audience like blind, handicapped, deaf and dumb etc
Conduct school visit, gallery talks
Celebration of special events such as museum day, science day, environmental week etc

UNIT – IV

(12 Lectures)

Museum outreach programme

Installation of temporary exhibitions in remote areas like village, school, community centre

Exhibits loans kits for school, conducted field trip and excursions, organize seminar workshop and symposium for public awareness.

Museum and neighborhood

Public participation in museum development

Friends of museums

Relation of museum and NGOs

Suggested Reading:

1. Interpreting objects and collections, edited by Susan Pierce
2. Educational role of museums by E. H. Green Hill
3. Museums and the Shaping of Knowledge by E.H. Green Hill
4. Learning in the museums by George E Hein
5. The role of museum and art gallery in community education by A. F. Chadwick
6. Manual of museum by Ralph Lewis
7. Museum basics by Ambrose, C Paine

PRACTICAL V

MUSEUM DOCUMENTATION AND ENVIRONMENTAL MONITORING TECHNIQUES

Annual Exam	70
Sessional Marks	30
Total Marks	100

- (a) Museum Documentation Practice
 - (i) Accessioning
 - (ii) Cataloging
 - (iii) De-accessioning
 - (iv) Digital documentation
 - (v)

- (b) Environmental Monitoring
 - (i) Humidity measurement and control
 - (ii) Temperature Measurement and control
 - (iii) Light intensity measurement and control
 - (iv) Pesticide Fumigation
 - (v) Air Pollution Monitoring

IV-SEMESTER

PAPER – XIII

MUSEUM RESEARCH AND PUBLICATIONS

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT – I (12 Lectures)

Definition and Objectives of Research in Museums
Research Methodologies, Concepts & Hypothesis.
Collection of Data, Data Analysis
Scope and nature of museum research
Classification of Museum Research
Field research and collection based research
Research policies and Ethics

UNIT – II (12 Lectures)

Museum Material Research
Preservation Techniques Research
Exhibit effectiveness research
Research on Visitor Behavior
Research for displays and Exhibitions
(Basics of Robots and Animatronics)
Museum Marketing and Management Research
Research on Biodeterioration of Museum materials

UNIT – III (12 Lectures)

Museum Environmental Control Research
Research on documentation
Research on Museum Interpretation
Research on Museums Education
Research about Future of Museum Studies in India
Historical research about origin of Museum and Role of Museum in Society

UNIT – IV

(12 Lectures)

Categories of Museum Publications

Publication produced and published by the museum

Publication produced by the museum and published by the Publishing house for the museum

Publication by independent author

Factors affecting Publications.

Finances, expertise, time, market potential, existing policy and practice etc.

Various forms of Museum Publication

Catalogues of Collection, popular guidebooks, Poster, Postcards, Stickers etc.

Technical papers, Manuscripts and research papers, Monograph, video discs, audio tapes and computer software etc.

Modern methods of publications

E-Publications, E-books, E-Journals etc.

Suggested Readings:

1. The manual of museum planning by G.D.Lorci and B. Lord
2. Museum Basics by T.Amrose C.Paine
3. Museum Provision and Professionalism by G.Kavanagh
4. Towards the Museum of the future by R.Miles and L.Zavala
5. Production of Museum Publications: A step by step Guide by H.Kebabian and W.Padgett
6. The manual of Curatorship by J.Thompson.

PAPER – XIV

MUSEUM MARKETING AND PUBLICATION RELATION

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT – I (12 Lectures)

Principals and Fundamentals of Marketing
Market Survey
Market Intelligence, Understanding the Market
Market Analysis Marketing Services
Consultancy Services

UNIT – II (12 Lectures)

Concept of Mix Marketing
Profit and nonprofit marketing
Museum a product for marketing, Promotion museum Services
Museum information service
Visitors development and Visitor's Survey
Analysis of visitors remarks, Museum visitor study
Museum visitors and Public Relation

UNIT – III (12 Lectures)

Fund raising and income generation
Commercial sponsorships
Museum Development funds
Special assistance schemes of Govt. & NGO
Projects and project proposals

UNIT – IV

(12 Lectures)

Museum Publicity and Advertisement
Use of Electronic and Print media
Conference, Seminars, Workshop
Cultural programmes, films shows etc.
Museum and Tourism
Heritage interpretation centers
Museum and Entertainment
Marketing, collaboration and partnership stake holders.

Suggested Readings

1. Marketing the Museum by Fion Mclean
2. Fundamentals of Marketing by Philip Kotler
3. Museum Basics by T. Ambrose & C.Paine

PAPER – XV

MUSEUM EVALUATION AND VISITOR STUDIES

Annual Exam Marks	70
Sessional Marks	30
Total Marks	100
Total Periods	48

UNIT – I (12 Lectures)

Definition and Types of Evaluation
History of Museum Evaluation
Survey of Literature on Museum Evaluation
Scope and Significance of Evaluation
Reasons for evaluating exhibit and exhibitions
Scope of evaluation
Front end evaluation, Formative evaluation, Summative evaluation, Critical Appraisal
Evaluation of exhibits, services and performance

UNIT – II (12 Lectures)

Evaluation of Museum Audiences, Purpose and Scope
Techniques of Evaluation
Front, Formative, Summative and Corrective evaluation, Naturalistic Evaluation
Tool for museum evaluation, Questionnaire Pre and post visit interviews, time spent or exhibit, evaluation through cameras etc.
Cost effectiveness of evaluation
Exhibit Evaluation , Front End, Formative, Summative, Remedial Evaluation
Programme/Service Evaluation
Servqual Analysis

UNIT – III (12 Lectures)

Approaches to visitor studies
Classification of visitor studies
Management approach to Museum Visitor
Community approach to Museum Visitor
Special Visitors, Family Visitors, School Visitors, Disabled Visitors, Senior Citizen
Other categories of museum visitors
Museums and slum dwellers
Museums and Minorities/Lingual, Religious etc.
Techniques and Tools of Museum Evaluation
Visitor Exhibit Matrix

UNIT – IV

(12 Lectures)

Demographic studies and Museum visitors

Visitor surveys and visitor Profile

History of visitor studies

British Museum of Natural History

Scope for Evaluation and Visitor Study-Research in Museology

Suggested Readings

1. Museum Basics by T. Ambrose & C.Paine
2. Evaluating Exhibition by S Griggs in The Manual of Curatorship (London 1984)
edited by J Thompson
3. Approaches to summative evaluation by D Prince in the manual of curatorship
(London 1984) edited by J Thompson
4. Exhibitions in museums by M Belcher
5. Visitor studies 1988, Theory , Research and practice by S Bitgood, J Roper & A
Benefield
6. Museum visitors by Venugopal B.

PRACTICAL VI

PHOTOGRAPHY

Annual	70
Sessional Marks	30
Total Marks	100

- A.** Basics of Photography and Camera Operation
Indoor and outdoor photography
Still photography
Darkroom operation
Developing and Printing (Black and White)
Copy work and enlargement
Storage and preservation of photographic material (negative positive slides and Translite)
Video Camera Operation
Storage and preservation of Videos
Digital Photography and Digital photo printing
- B.** Photographic Port Folio