REVISED SYLLABUS
M.Sc MUSEOLOGY 2018 (A)

Semester I

History and Development of Museum and Museology

(MUM-1001)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

Unit I

(12 Lectures)

- Definitions of Museum and Museography
- ICOM Museum’s Definition (1946-2007)
- Classification of Museums
- ICOM basis of Museum Classification

Unit II

(12 Lectures)

- History of museum and museum collection: Brief world view
- Some Major Museums of the world (British Museum, Smithsonian, Louvre, Hermitage, Topkapi)
- Role of UNESCO and ICOM in Development of Museums

Unit III

(12 Lectures)

- Role of Museum in Society.
- History and Role of Museum Association of India
- Current Issues and challenges faced by museums.

Unit IV

(12 Lectures)

- History, Definition and development of Museology
- New Museology, Concept of Eco museums, Para museum, Virtual Museum.
- Museology as an Academic Discipline
- Museology as a profession
- Professional Ethics.
Suggested Reading:

- Museums of India by Usha Agarwal
- Claims & Reality of New Museology; A case Study in Canada by Hauenhild, Andrea
- New Museology - NET- YouTube Lecture by Devis Peter.
- A component to Museum studies by Sharon, Macdonald ISBN.978-14051-0839-3 ICOM working Papers, Study Series by Wiley Blackwell
- New Museology by Bedekar. V.H, Museum Association of India, New Delhi.
Preservation and Conservation of Natural History Collection

(MUM-1002)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

Unit I: (12 Lectures)
- Nature and composition of Natural History collections.
- Causes of deterioration of museum collection.
- Deterioration of wet and dry preserved specimens
- Biodeterioration and its control measures
- Definition of Preservation.
- Types of Preservation; Dry and wet Preservation.
- Preservatives and their types.
- Advantage and disadvantage of liquid preservatives like Alcohol, Formalin etc

Unit II: (12 Lectures)
- Different type of Preservation techniques
- Methods of wet preservation.
- Wet Preservation of plants.
- Wet preservation of Animals.
- Color preservation techniques
- Alizarin mounts

Unit III: (12 Lectures)
- Dry preservation of Natural History specimens
- Micro techniques
- Insect collection
- Plastination; Plastic embedding and Plastic infiltration
- Preservation of Egg
- Herbarium preparation

Unit IV: (12 Lectures)
- Cleaning and Mounting of skeletons.
- Definition of Taxidermy.
- Preparation of cabinet skin
- Freeze drying technique.
- Insect pest of museum materials.
- Definition of Insecticides and their classification.
- Preventive and curative conservation methods of deterioration.
- Fabrication Techniques of Natural History Specimens
Suggested readings:

- Biological museum methods (vol I & II) by G. Hangry & M. Dingle
- Manual of curatorship in natural history museums by Geffery Steinsfield
- Museum Basics by T. Ambrose & C. Paire
- Museum Environment by Garry Thomson
- An introduction to museum work by G. E. Burcaw
- Museum management by Kevin Moore
- Biodeterioration of Cultural property by O. P. Agarwal
Introduction to Archaeology and History

(MUM-1003)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

Unit I: (12 Lectures)
- Brief History of civilization: Time Chart/Time Line
- Introduction to Material Culture & Cultural Property
- Fundamentals of Archaeology
- Types of Archaeological collection
- Exploration: Locating Archaeological Sites and Surveys
- Use of Remote Sensing and GIS in Exploration
- Excavation: Its Classification, Tools & Techniques
- Relation of Archaeology with museums

Unit II: (12 Lectures)
- Introduction to Indian Ancient History
- Historiography
- Bases of Historiography
- Historical Resources
- Building, Structure, Object, Site, District etc.

Unit III: (12 Lectures)
- Introduction to Paleography
- Application of Paleography in Document Dating
- Introduction to Archival Material
- Types and classification of Archival materials
- Documentation of Archival materials
- Storage of Archival Materials

Unit IV: (12 Lectures)
- Introduction to Anthropology
- Types of Anthropology: Social, Cultural, Biological, Lingual etc.
- Introduction to Ethnography
- Types of Ethnographic Materials
- Role of Museums in Anthropological & Ethnographical Studies
Suggested readings:

- History of Fine Arts in India & West by E.Temory
- Material culture and social formations in Ancient India by R.S.Sharma
- Different issues of Indian Archaeological Reviews (IAR)
- Iron age of India by N.R.Banerjee
- Theoretical issues in Indian Archeology by D.K.Chakraborty
- Indian culture through the ages by S.V.Venkateswara
- Temple Sculpture of India by Dwivedi
Museum Architecture
(MUM-1004)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

UNIT-I (12 lectures)
- Museum Architecture: Definition
- Type of museum buildings: Adopted buildings, purpose-built building, single unit buildings, multistory buildings, etc
- General consideration affecting building decisions.
- Selection of Site
- Site Selection Process.

UNIT-II (12 lectures)
- Space required for service area
- Space required for public area
- Planning of public area-surrounding of the building, Entrance hall, Auditorium. Library, Exhibition galleries, treatment of walls; flooring and ceiling.
- Planning of service area
- Curatorial and administrative offices, Conservation and preservation laboratories, Workshop, Store and space 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, Corridors, Elevation etc
- Architecture in relation to lighting and ventilation
- Signage and orientation for special audiences etc.

UNIT-IV (12 lectures)
- The building process: Planning, Construction and maintenance
- Curatorial role in construction activity.
- Renovation and expansion of Museum building
- Museum buildings in India and abroad; some examples of new approaches and experiments.
Suggested readings:

- The Manual of Museum Planning by G.D. Lord & Barry Lord
- An Introduction to Museum works by Garry Thompson
- Museum Environment by Garry Thompson
- Museum Basics by T. Ambrose & C. Paine
- Manual of Museum by Rolf Lewis
- Manual of Curatorship in Natural History Museums by Geffery Stensfield
- Fundamental of Museology by M.L. Nigam
- Design Fundamentals in Architecture by V.S. Pramar
Practical

Preservation of Natural History Specimens
(MUM 1071)

Sessional: 40 Marks
End Semester Exam: 60 Marks
Total: 100 Marks (4 Credits)

1. Field study and field collection of Plants and Animals
2. Cleaning and conservation of Geological collection
3. Dry Preservation of Natural History
   - Cleaning, Preservation and mounting of osteological collection
   - Egg cleaning
   - Taxidermy & Preparation of study skin and their mounting
   - Plastic embedding.
4. Wet Preservation of Natural history Collection
   - Wet Preservation of plants.
   - Wet preservation of animals.
   - Alizarin mount preparation.
   - Microtomy and Slide preparation.
   - Fabrication techniques for Natural History Specimens
Practical
Audio-Visual Techniques used in museums
(MUM1072)

Sessional: 40 Marks
End Semester Exam: 60 Marks
Total: 100 Marks (4 Credits)

- Basics of Photography
- Principles of different type of cameras
- Outdoor Photography
- Indoor Photography
- Developing Black and White films
- Fixing and enlarging Photos
- Color Photography
- Use of Photoshop in Photography
- Use of audio recording in museum
- Types of audio recording equipments
- Recordings of Audio Commentaries and Gallery Talk
- Use of LCD Projector and Power Point Presentation.
Semester II
MUSEUM EXHIBITION, DISPLAY AND EVALUATION
(MUM-2001)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

UNIT-I (12 lectures)
- Theory of presentation
- Planning and layout of museum displays
- Material and equipment for display.
- Different types of showcases and accessories; Mock ups and dioramas.
- Signage and its importance in museum orientation

UNIT- II (12 lectures)
- Colour scheme, Harmonies of related and contrasting colours
- Function of colour in interior decoration
- Museum Lighting
- Advantages and disadvantages of different types of lighting

UNIT-III (12 lectures)
- Museum labeling, Types, Positioning and designing of labels
- Modern multimedia techniques of labeling
- Method and presentation of labels
- Museum exhibitions and Different type of Museum exhibition (Permanent, Temporary, Mobile)
- Designing of Educational Exhibition

UNIT-IV (12 Lectures)
- Scope and Significance of Evaluation
- Museum Exhibition Evaluation Research
- Types and Techniques of Exhibition Evaluation of Labels and Texts
- Visitors Research, Visitor survey & data collection (Demographic studies of Museum Visitors)
- Visitors Behavior Studies
- Use of Technology in Audience Research
Suggested readings:

1. Museum basics by T. Ambrose and C. Paine
2. Developing Museum Exhibition Edited by Gail Durbin
3. Display principal, Methods and Techniques by V. H. Badekar
4. Design Fundamentals in Architecture by V. S. Pramar
5. Exhibition in Museum by M. Belcher
   On Display by M. Hall
Introduction to Natural History and History of Art
(MUM-2002)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

UNIT I
(12 Lectures)

• Introduction to Natural History.
• Basics of Taxonomy, Binomial Nomenclature (Concept of Genus and Species)
• Classification of Plant and Animal Kingdom
• Characteristics features of Plant phyla.
• Characteristic features of phyla of non chordates and Chordates.

UNIT-II
(12 Lectures)

• Geological time chart
• Evolution and Ecology
• Evolutions Theory, Evidences of Evolution,
• Adaptation of Living Organisms
• Major ecosystems of the World
• Introduction to Physical Geology (Rocks and minerals)
Basics of Palaeontology

UNIT- III(12 Lectures)

• History of Art – A World View
• Prehistoric Paintings in India: Ajanta Paintings
• Mughal Paintings, Rajasthani and Bengali school of art
• Sculptures
• Indian sculptures in prehistoric period (Harrapan age)
• Sculpture in Mauryan and Gupta Periods
• Gandhara and Mathura school of art
• Medieval Indian Plastic Art and Modern Indian Sculpture

UNIT- IV
(12 Lectures)

• Brief Survey of Indian architecture, Rock cut temples, Stupas
• Introduction of Arch and Dome during Sultanate period
• Mughal architecture- A Synthesis of Indian and Persian Architecture
• Fundamentals of Archaeology and Excavation: Technique and tools,
• Dating Techniques of excavated materials, Aerial photography and Remote Sensing Techniques, Stratigraphy and Magnostratigraphy
• Care and storage of newly excavated materials, Handling and packaging of excavated materials
Suggested readings:

- History of Fine Arts in India & West by E.Temory
- Material culture and social formations in Ancient India by R.S.Sharma
- Different issues of Indian Archaeological Reviews (IAR)
- Iron age of India by N.R.Banerjee
- Theoretical issues in Indian Archeology by D.K.Chakraborty
- Indian culture through the ages by S.V.Venkateswara
- Temple Sculpture of India by Dwivedi
Museum Research and Publication
(MUM 2003)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

Unit I: (12 Lectures)
- Scope and Nature of Museum research
- Classification of Museum research
- Field research and Collection based research
- Research on museum materials
- Research on Preservation and conservation Techniques,
- Research on Visitor behavior,
- Research on display and Exhibition,
- Research on bio deterioration of museum materials

Unit II: (12 Lectures)
- Research methodology- Concepts and Hypothesis
- Collection of Data and Data Analysis
- Research Publications
- Research Policy and Ethics
- Plagiarism

Unit III: (12 Lectures)
- Publications
- Categories of Publications
- Publications produced and published by the museum
- Publication by independent author
- Factors affecting Publications (Finances, Expertise, time, market potential,
  existing policy and practice etc.

Unit IV: (12 Lectures)
- Various forms of Museum Publication
- Catalogues of Collection, Popular guidebooks, Poster, Poster cards, 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:

- Advanced Research Methodology by Dr. Ranjit Kaur Bhalla and Dr. Mohit Puri
- The manual of Curatorship by J. Thompson.
- Towards the Museum of the future by R. Miles and L. Zavala
- Museum Provision and Professionalism by G. Kavanagh
- Museum Basics by T. Amrose C. Paine
- The manual of museum planning by G. D. Lorci and B. Lord
Heritage Tourism and Museums
(MUM-2004)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

Unit I : (12 Lectures)

- Concept & Definition of heritage
- Types of heritage- Tangible (material) & Intangible(Non material), Living heritage (Movable and non movable)
- Traditional role of museums in dealing with tangible heritage (material evidence)
- Natural heritage (Specimens & Eco facts)& Cultural heritage (Artifact, material culture)
- Museum accreditation and social audit

Unit II : (12 Lectures)

- History and development of tourism in human society
- Modern Definition of tourism
- Types of tourism (Heritage, Religious, Adventure & Medical Tourism)
- Tourism industry-Its stakeholders, Tourist Organizations
- Economics of tourism

Unit III : (12 Lectures)

- Heritage Tourism- Cultural & Natural
- Tourism heritage sites (natural & cultural)
- ICOMOS Cultural tourism charter
- World heritage Conventions

Unit IV : (12 Lectures)

- Impact of tourism on Museums
- Impact of tourism on Natural Environment
- Impact of tourism on Cultural site, local communities etc.
- Sustainable tourism & Role of museum in promoting sustainable tourism
- Ecotourism
Suggested Readings:

- Heritage & Tourism in the Global Village by Priscilla Boniface & Peter J. Fowler
- Digital Heritage by Mac Donald
- The Industrial Heritage – Managing Resources & Uses by Judith Alfrey & Tim Putnam
- Cultural & Heritage Tourism by Prem Nath Dhar
- Heritage & Identity by Marta Anico & Elsa Peralta
- Cultural Heritage by Laurajane Smith
Practical
(MUM 2071)
Field Trip and Field Collection

Sessional: 40 Marks
End Semester Exam: 60 Marks
Total: 100 Marks (4 Credits)

1. Field studies on flora and fauna: A special visit to Plants Nursery of land & Garden, Department of Botany and Herbaria of Tibbiya College.

2. Field trips for the study on Archaeological objects of arts and cultural heritage.

3. Visit to various museums, libraries in Aligarh district with special reference to museums of Department of Museology, Zoology, Geology, Botany, Anatomy, Pathology, Pharmacology, Sir Syed Academy and M.A.Library etc.

4. A survey on heritage sites such as University Fort, Sir Syed Hall (North & South), Strachey Hall, Lytton Library, Faiz Gate, Victoria Gate etc.

5. Visit to different museums of National Importance

6. Field Collection of Insects

7. Collection of Plants for Herbarium Preparation.
Practical
Museum Display and Exhibition
(MUM- 2072)

Sessional: 40 Marks
End Semester Exam: 60 Marks
Total: 100 Marks (4 Credits)

1. Preparation of moulds of different Plants and Animals.
2. Preparation of moulds of different kinds of artefacts.
3. Modern techniques of moulding and casting.
4. Preparation of casts of different parts and animals in different materials like Wax, POP, Rubber, Fiber glass etc.
5. Preparation of cast of different cultural objects in different materials like Wax, POP, Rubber, Fiber glass etc.
6. Floor plan of exhibition and planning charts.
7. Showcase designing and dressing, Showcase accessories preparation.
8. Preparation of Display accessories.
9. Planning and Development of an exhibit.
10. Graphic designing and preparation of posters and other publicity materials.
Semester III

Museum Communication, Interpretation and Education
(MUM-3001)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

Unit I:
(12 Lectures)
- Definition of Education: Formal, Non-formal and informal Education
- Learning Theories: Learning in Museums
- Learning from object
- Concept of Communication
- Museum as a communication system
- Brief history of educational activities of museums

Unit II:
(12 Lectures)
- Definition and scope of interpretation
- Principles of Interpretation
- Interpretive activities, techniques, devices in museums
- Within the showcase:
  (Labels, Models, Graphics, AV Media etc.)
- Outside the showcase:
  (Guided conducted tours, Publications, Extension Lectures, Demonstrations, Workshops, Seminars and Training Programmes)

Unit III:
(12 Lectures)
- Museum outreach and extension activities
- Mobile and Travelling Exhibitions and associated activities
- Museum Loan Services, Loan Kits, Lecture Demonstrations in formal education institutions
- Field Trips, Excursions etc.
- Discovery Rooms
- Museum Information Services: Museum web sites, Museum based TV and Radio Programmes, Museum Networking etc.

Unit IV:
(12 Lectures)
- History of Museum Education in North America and Europe
- Educational activities and programmes of major museums of the world
- Educational Programmes of major museums of India
  (National Museum, NMNH, IGRMS, NCSM, National Children Museum etc.)
Suggested Readings:

- Multimedia & Communication Technology by Steve Heath
- Interpreting Objects & Collections by Susan M. Pierce
- Digital Applications for Cultural & Heritage Institutions by Jame Hemsley, Vito Cappelini & Gerd Stanke
- The Educational Role of the Museum Purpose, Pedagogy & Performance by Eilean Hooper Grenhill
- Museums & Educator’s Handbook by Graeme K. Talboys
Conservation and Preservation of Cultural Properties
(MUM-3002)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

UNIT-I
(12 lectures)
- Causes of Deterioration of Cultural Property
- Preventive conservation: Cleaning, Air Conditioning, Control of
  Temperature, Humidity, Atmospheric Pollution, Biological agencies etc.
- Ethics of Conservation

UNIT- II
(12 lectures)
- General introduction to the cleaning and conservation of Inorganic materials
  like metals, Siliceous and related materials
- 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

UNIT-III
(12 lectures)
- Conservation of organic materials of animal origin (Skin, Parchment,
  Leather, Bone, and Ivory)
- Conservation of Organic materials of plant origin
- Paper and Palm leaf manuscripts, preventive conservation and digitization
- Wooden objects
- Textile
- Polymers

UNIT-IV
(12 lectures)
- Special technique for the conservation of mixed materials
- Easel painting: Material, technique and structure of easel paintings, Prints,
  Drawings, Illustrated manuscripts
- Rocks and stones:” their composition, structure and use in Sculpture,
  weathering and crystallization
- Terracotta: cleaning and removal of soil incrustation, restoration and
  Reconstruction of pottery.
- Glass: Care and storage of glass objects.
Suggested readings:

- Conservation of Antiquities and work of art by H. J. Plenderlith
- Manual of Curatorship (cultural property)
- Museum and Cultural Heritage of India by N. R. Banerjee
- Museum Environment by Garry Thomson
- An introduction to museum work by G. E. Bucaw
- Conservation of library and archival materials and the graphic art by Guy Petherbridge
- Conservation of Manuscripts and paintings of south-east Asia by O. P. Agarwal
Museum Management and Administration
(MUM-3003)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

Unit I: (12 Lectures)
- Principles of museum management: Management planning and policy development, Mission Statement, Vision Document and Road Map
- Management by objective (MBO): Its significance in Museum Management
- Critical Path Analysis (CPA)
- SWOT Analysis and its significance in Management Planning
- Code of Professional Ethics, International Bodies (UNESCO, ICOM, UNEP, IUCN etc.)

Unit II: (12 Lectures)
- Management of different museum functions
- Museum Administration and Office Procedures
- Office Management
- Management of the office records
- Infrastructure Management (Premises, Equipments, House Keeping etc.)

Unit III: (12 Lectures)
- Security management
- Definition of Museum Security
- Basic Principles of Museum Security, Security of staff
- Mechanical and Electrical Security Gadgets
- Security against Fire (fire fighting, fire extinguishers and other gadgets)
- Health and Safety Measures

Unit IV: (12 Lectures)
- Financial Management in museums: Capital Funding and Revenue Funding
- Methods and Management of Revenue generation: Commercial Sponsorship, Public Funding, Government Aid etc.
- Human Resource Management, In-Service Training, Carrier Development (Promotions, Incentives etc.)
- Recruitment procedure in museum including Job Description and Persons Specification
**Suggested Readings:**

- Museum Management, by Kevin Moore
- Collection Management, by Anne Faity
- The Manual of Museum Planning, by G. D. Lord & B. Lord
- Forward Planning, by T. Ambrose & S. Runyard
- Museum Basics by, T. Ambrose & C. Paine
Practical
Conservation of Cultural Property
(MUM-3071)

Sessional: 40 Marks
End Semester Exam: 60 Marks
Total: 100 Marks (4 Credits)

1. Identification of deterioration of Cultural Property

2. Conservation and restoration of Archival materials
   - Conservation of Paper and Manuscript
   - Minor repair and removal of creases
   - De-acidification of paper
   - Full page repair
   - Solvent lamination
   - Tissue repair
   - Cephone repair
   - Cephone Lamination

3. Conservation of Inorganic Materials
   - Restoration of Pottery
   - Cleaning of metal objects
   - Preventive Conservation technique
Open Elective

Preservation Techniques of Biological Specimens

(MUM-3091)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

Unit I: (12 Lectures)
- Nature and composition of Biological Specimens.
- Causes of deterioration of Natural History collection.
- Biodeterioration and its control measures
- Definition of Preservation.
- Types of Preservation; Dry and wet Preservation.
- Preservatives and their types.
- Advantage and disadvantage of liquid preservatives like Alcohol, Formalin etc
- Storage of Biological Specimens in a Museums.

Unit II: (12 Lectures)
- Different type of Preservation techniques
- Dry preservation of Natural History specimens
- Micro techniques for Biological Specimens
- Preservation of Insect collection
- Definition of Plastination;
- Plastic embedding and Plastic infiltration

Unit III: (12 Lectures)
- Cleaning and Preservation of Egg
- Herbarium Preservation.
- Cleaning and Mounting of skeletons.
- Definition of Taxidermy.
- Preparation of cabinet skin
- Freeze Drying Technique.

Unit IV: (12 Lectures)
- Methods of wet preservation.
- Wet Preservation of plants.
- Wet preservation of Animals.
- Color preservation techniques
- Alizarin Mount Technique.
- Fabrication Techniques of Natural History Specimens.
- Definition of Insecticides and their classification.
- Preventive and curative methods of deterioration.
Suggested readings:

- Biological museum methods (vol I & II) by G.Hangry & M.Dingle
- Manual of curatorship in natural history museums by Geffery Steinsfield
- Museum Basics by T.Ambrose & C.Paine
- Museum Environment by Garry Thomson
- An introduction to museum work by G.E.Burcaw
- Museum management by Kevin Moore
- Biodeterioration of Cultural property by O.P.Agarwal
**Semester – IV**

**Intangible Heritage**

**(MUM-4001)**

Sessional: 30 Marks  
End Semester Exam: 70 Marks  
Total: 100 Marks (4 Credits)

**Unit I:**  
(12 Lectures)

- Definition, Meaning and Scope of Intangible Heritage
- Types of Intangible Heritage, Natural and Cultural Intangible Heritage
- UNESCO and ICOM initiative for safeguarding intangible heritage

**Unit II:**  
(12 Lectures)

- Definition of Intangible Natural Heritage
- Types of Intangible Natural Heritage
- Method and Tools for Documentation and Safeguarding of Intangible Natural Heritage
- Role of Museums in safeguarding Intangible Heritage
- Field studies

**Unit III:**  
(12 Lectures)

- Intangible Cultural heritage
- UNESCO Convention for the Safeguarding of Intangible Cultural Heritage
- Intangible Cultural heritage domains
- Language as a Vehicle of Tangible and Intangible Heritage
- Expressive Culture and Performing Arts (Music, Theatre, Dance & Festivals)

**Unit IV:**  
(12 Lectures)

- Methods and Tools for Documenting and Safeguarding Intangible Cultural Heritage
- Equipments and Technology for Collecting and Documenting Intangible Cultural Heritage (Audio, Video and Digital)
- Indigenous Traditional and Local methods for safeguarding Intangible Cultural Heritage.
Suggested Readings:

- World Folklore & Folklife Vol.2 by William M. Clements
- Traditional Festivals- A Multicultural Encyclopedia by Christian Roy
- Kathputli – The World of Rajasthani Puppeteers by Nazir Ali Jairazbhoy
- Living with Folk Art – Ethnic Styles from around the World by Nicholas Barnard
- Indian Performing Arts – A mosaic by Utpal K. Banerjee
- Traditions in Motion – Religion & Society in History by Satish Sabrewal & Supriya Varma
Museum Marketing and Public Relation
(MUM-4002)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

Unit I:
(12 Lectures)
- Definition of Marketing and Product
- Types and Values of Product (Tangible, Intangible & Mixed)
- Principles and fundamentals of marketing
- Concept of marketing in museums
- Understanding your market
- Market survey and Market research
- Market segmentation and the bases of segmentation

Unit II:
(12 Lectures)
- Profit and non-profit marketing
- Concept of Mix Marketing
- Factors that affect mix marketing (4 P’s)
- Museum as a product for marketing, promotion of museum services
- Visitors development and visitor’s survey for marketing
- Analysis of visitors remarks, museum visitor study

Unit III:
(12 Lectures)
- Financial management for non-profitable institution
- Fund raising and income generation
- Commercial sponsorships
- Museum development funds
- Special assistance schemes of Govt. and NGO’s
- Income through Tourism
- Projects and project proposals for financial assistance

Unit IV:
(12 Lectures)
- Museum Visitor Study
- Museum publicity and advertisement
- Use of electronic and print media
- Conference, Seminars and Workshops
- Cultural programmes, film show etc.
- Museum visitors and public relation
**Suggested Readings:**

- Marketing the Museum, by Fion Mclean
- Fundamentals of Marketing, by Philip Kotler
- Museum Educator’s Handbook by Graeme K. Talboys
- Museum Management & Marketing by Richard Sandell & Robert R. James
- Museum Marketing & Strategy by Neil G. Kotler, Philip Kotler & Wendy I. Kotler
- Environmental Management by May Cassar
Museum collection and Documentation

(MUM-4003)

Sessional: 30 Marks
End Semester Exam: 70 Marks
Total: 100 Marks (4 Credits)

Unit I: (12 Lectures)
- Type of Museum Collection
- Collection Policies and Ethics
- Methods of collections: Field collection, gift, loan, donation, exchange, purchase, confiscation etc.
- Field collection: Natural history specimens and Cultural objects.

Unit II: (12 Lectures)
- Legal aspects related with International & National Laws
- The Indian Treasure Trove Act, 1878.
- Wildlife Protection Act, 1972
- International Treaties and Conventions (CITES, UNESCO etc.)
- World heritage Sites

Unit III: (12 Lectures)
- Collection management
- Storage, handling of fragile materials
- Packing and Transportation
- Safety and Security of museum collection
- Modern Security Gadgets

Unit IV: (12 Lectures)
- Objectives of Museum Documentation.
- Methods of Manual Documentation System: Field book,
- Accessioning (Bipartite numbering System, Tripartite numbering system)
- Accession register, Sectional Register, Cataloguing, IndexCard etc.
- De-accessioning
- Computer Application in Documentation
- CIDOC’s Statement of Principles of Museum Documentation
- Museum Documentation Association (MDA)
**Suggested readings:**

- Collection Management by Anne Faity.
- Museum Basics by T.Ambrose and C.Paine
- The Manual of Museum Planning by G.D.Lord and B.Lord
- The cost of collecting – Collection Management in U.K. museums by B.Lord, G.Lord and H. Hicks.
- The return of Cultural Treasures by J. Greenfield.
- Collection Management for Museum by A.D. Robert.
- Museum Documentation Systems by R.B.Light, D.A.Roberts and J.D.Stewart
Practical

Museum Documentation Techniques and Environmental Monitoring
(MUM-4071)

Sessional: 40 Marks
End Semester Exam: 60 Marks
Total: 100 Marks (4 Credits)

1. Manual Documentation Practice
   - Accessioning and Accession Registers
   - Sectional Registers
   - Cataloguing and Index Cards
   - De-accessioning & disposal procedure

2. Digital Documentation
   - MDA and ICOM Procedures and recommendations
   - Latest applicable documentation software like JATAN
   - Uploading and searching of documented data

3. Environmental Monitoring
   - Humidity measurement and control
   - Temperature Measurement and control
   - Light intensity measurement and control
   - Use of Pesticide and Fumigation
   - Air Pollution Monitoring