

Syllabus and Class Schedule for INLS 709 SPRING SEMESTER 2013

Course Goal: This course will provide an understanding of the nature of business reference services, specifically aiming to offer practical skills.

Course Objectives:

Upon completion of this course, students will be able to:

1. Describe business reference within the context of other subjects and also within the context of different types of libraries;
2. To become proficient at finding business information and to learn how to critically evaluate various business sources.
3. To development critical thinking skills related to working in a business-supportive environment.
4. Predict potential sources and/or publishers for specific types of information.
5. Communicate resource and search strategy suggestions clearly and concisely.

Course Topics:

1. Identify and discuss the differences and similarities between business reference and reference assistance for other subjects;
2. Compare and contrast business reference interactions and services in special, academic, and public libraries;
3. Identify and discuss the varying information requirements of the disciplines within business (accounting, marketing, industry analysis, financial reporting etc.);
4. Identify and practice approaches that aid in finding relevant business information sources; this will include search techniques.
5. Identify and apply evaluation criteria for business resources and discuss ways of conveying the importance of resource evaluation to clients;

Free and fee based text, statistical, and data information resources in print and electronic formats from commercial, organizational, and governmental providers will be covered.

Reading:

Strauss's Handbook of Business Information: A Guide for Librarians, Students, and Researchers, 3rd ed.

Rita W. Moss and David G. Ernsthausen, Libraries Unlimited, ISBN: 1598848070, (2012)
Available for purchase at amazon.com or 1 copy at Davis Reference Desk, HF1010.M677
2012 and NCC C378 UMs912.1 2012

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Other Readings:

Basic Business Library: Core Resources and Services, 5th ed. (Libraries Unlimited, 2012)
5th ed. / Eric Forte and Michael R. Oppenheim, editors
ILS Library Z675.B8 B37 2012

Industry Research Using the Economic Census: How to Find it, How to Use It.

(Greenwood Press, 2004)
Jennifer C. Boettcher and Leonard M. Gaines
Davis Library Reference Desk HC101 .B594 2004

Journal of Business & Finance Librarianship

<http://search.lib.unc.edu/search?R=UNCb5836259>

Readings will be given (or posted to Blackboard) throughout the course.

Other:

Subscribe to BUSLIB-L
<http://lists.nau.edu/cgi-bin/wa?A0=BUSLIB-L>

Subscribe to or read *FreePint* <http://www.freepint.com/issues/>

Check frequently *ResourceShelf* <http://www.resourceshelf.com/>

Check *Core Resources for Business Reference* at
<http://www.ala.org/rusa/sections/brass/brassprotools/corecompetencies/corecompetenciesbusiness>

Projects

Industry Project will be due on March 4th (25 points)

Choose an industry from the following: (or suggest another that you want to investigate)

Tourism	Alternative Energy	Call Centers
Mattresses	Cell/Mobile Phones	Bottled Water
Jewelry	Shellfish	Funeral Homes
Organic Foods	Medical Devices	Containers
Generic Pharmaceuticals	Credit Cards	Coffee

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Write an annotated bibliography of resources that will be useful for finding information for completing an analysis of that industry. Describe what information is available in the resource and why that information would be important as part of the industry analysis. This can be a simple Word document, a Web page or a wiki.

Other Class exercises will be posted on Blackboard and will be due the week after they are given. More information will be listed as it becomes available.

Grading

Industry Project	25 points
Database Presentation	10 points
Agency Presentation	10 points
Investment Website	10 points
Small Business Plan	25 points
Short assignments (in class)	10 points
In class participation	10 points

Class Calendar

Wednesday January 9th

Overview of course including projects to be completed.
Types of Business Information – including preferred formats.
Types of Libraries.

Monday January 14th

Industry Information (part 1)

Major Commercial Resources. Industry reports, surveys, statistics.

- Both electronic and print.

Industry assignment Chosen – **25 points, due March 4th.**

Wednesday January 16th

Industry Information (part 2)

- Major government resources (including economic census).
- Free Web sites.

Monday January 21st – MLK

Wednesday January 23rd

Company Information

- Types of companies. Information readily available

Monday January 28th

Company Financial Information – where to look and what is available.

Assignment – due January 30th – 5 points

Wednesday January 30th / Monday February 4th

Investment Resources: Stocks

Types of stocks – reading stock prices. Both print & electronic.

Stock exchanges. Obsolete stocks.

Investment Resources: Bonds

Bonds: types of bonds. Reading prices.

Stocks & bonds assignment given. **(5 points)**

Due February 10th.

Investment Resources: Mutual Funds

Types of funds and information resources.

Journal of Business & Finance Librarianship for reviews.

Assignment – choose an investing Web site – stocks, bonds and/or mutual funds. The information must not be fee based – there must be enough free information to make the site worth a visit. In the next class you will be sharing your views on the site – where it is good, how it can be improved.

Wednesday February 6^h

Presentation of investment Web site.

Monday February 11th

Presentation of investment Web site.

Wednesday February 13th

Futures & Options, Commodities

How the market works, and the risks involved.

Resources for information.

Monday February 18th

Accounting & Taxation

Overview of organizations that oversee these disciplines. Types of accounting.

Essential resources.

Wednesday February 20th

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Banking

Types of banks and the organizations that supervise them.

Monday February 25th

Federal Agency Resources for Business

Wednesday February 27th

State Agency Resources for Business

International Agency Resources for Business

Assignment: choose an agency Web site – what is especially good about it for business?

Is there industry information, statistics etc. Presentations on 14th and 16th of March.

Monday March 4th

Country Information

Commercial and free sites. Why pay?

Wednesday March 6th

Individual presentations – agency web site.

Monday March 11th

SPRING BREAK

Wednesday March 13th

SPRING BREAK

Monday March 18th

Individual presentations – agency web site.

Wednesday March 20th

Statistics & Data, part 1 (Financial Data)

CRSP, Compustat, Datastream – what they are and how they are used.

(In class exercise)

Monday March 25th

Statistics & Data, part 2

World Development Indicators, IMF International Statistics.

China Data

Free Web sites for Statistics & Data. Contributions from everyone expected. If you know of a good site let us all know.

Today choose a business/economics database for an in class presentation.

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Wednesday March 27th

Marketing & Advertising.

Market activities and segments. Regulation. Finding market share.
Advertising media and resources.

Monday April 1st

Insurance/Real Estate

Characteristics and types of insurance. Regulation. Ratings.
Types of real estate. Construction statistics. Amortization.

Wednesday April 3rd

Database presentation

Monday April 8th

Database presentation

Wednesday April 10th

To be handed in on Wednesday April 24th .

Small Business – choose a business and put together a plan (or at least the resources needed to write a plan.) You will work in groups of 2, 3 or 4.

Check:

<http://www.sba.gov/smallbusinessplanner/plan/writeabusinessplan/index.html>

Look at this exercise as something to understand what is out there to help patrons who need information.

You will not be asked to fill out a detailed financial plan but will put together some resources that will help patrons understand where they can find information.

Other sources for business plans include:

http://www.lib.unc.edu/subjectguides/small_business/

More information will be given to you in class.

Monday April 15th

Major vendors, prices, collection development.

Fee vs Free – when to pay for general information e.g. company information, news.

Wednesday April 17th

In class assignment. Each person will be assigned a business question and must find the answer – part of the assignment is to lay out the search strategy and list the resources used (maybe why chosen) - even if the answer was not there.

Monday April 22nd

Class time for business plan/questions/problems.

Wednesday April 24th

Class round-up. Questions. Final discussion. Feedback.