

LIS 693 Business Information Sources and Services

Spring 2007: Thursdays 5:00-7:40 PM in HL 156
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INTRODUCTION

Business is omnipresent. In one way or another, a business element is in play in just about everything a community, organization, or individual does. A large portion of reference transactions in public, academic, and special libraries will focus on business, or have some business element in play. It may be in support of strategic planning for a mid-cap company, or a newly developed personal interest in mutual funds, or a course assignment about small business start-up costs. Library users regularly seek information about advertising, commerce, human resources management, hospitality services, accounting, taxes, real estate, personal investment, international trade, small business operations, and much more.

The output of information each year related to business and economics is immense, and often quite technical or specialized. Moreover, modern trends in business information and communication technologies have resulted in an explosion of data, and with it a strong demand for current and very specific materials. Thus, library students interested in reference services, particularly those interested in direct service in a public, academic, or special library, will benefit tremendously from developing a deeper understanding of the nature of business information and the primary resources that support the many areas of business activity.

A quick survey of library programs listed in ALA's Directory of Institutions Offering Accredited Master's Programs shows that more than half offer a three-credit "business information" course. Other leading programs currently offering a business sources course include: Indiana University, University of Illinois, University of Michigan, UNC Chapel Hill, Simmons, University of Pittsburgh, and Syracuse University.

COURSE DESCRIPTION

Study of key sources of business information in accounting, business law, consumer information, finance, industry, international business, job information, management, marketing, small business, taxation, and related areas. Focus is on meeting the user needs for specific types of business information, including those of management executives and other professionals, entrepreneurs, individual investors, and researchers. Emphasizes the use of value-added print and electronic resources, including business resources via the Internet. Includes development of search strategy, building and managing a business reference collection, and reference services to the business community.

Prerequisite: LIS 601

PROGRAM LEARNING OBJECTIVES

This course addresses the following primary objectives of the LIS Program, enabling students to:

- Demonstrate an understanding of the history, philosophy, principles, policies and ethics of library and information science and technology;
- Demonstrate an understanding of the development, organization, and communication of knowledge;
- Apply basic competencies and knowledge that are essential for providing, managing, and designing information services in a variety of information environments;
- Demonstrate theoretical understanding of and basic competencies in storage, retrieval, dissemination, utilization and evaluation of information sources;
- Demonstrate an understanding of research techniques and methods of applying new knowledge as it becomes available;
- Demonstrate the professional attitudes and the interpersonal and interdisciplinary skills needed to communicate and collaborate with colleagues and information users;
- Demonstrate basic competency in the latest specialized information technologies

COURSE LEARNING OBJECTIVES

Students will seek to:

- understand the principle means by which business information is created and disseminated;
- analyze the key sources of business information;
- begin to develop proficiency in using the basic tools of business research, including electronic resources;
- apply principles of search strategy in seeking answers to reference questions;
- improve search skills by documenting and analyzing their own search strategies;
- develop a beginning business vocabulary used in reference transactions and become familiar with the concepts employed in business literature;
- further develop problem-solving and critical thinking skills.

Additionally, students will develop proficiency with business information sources by:

- researching public and private companies and providing a concise written report;
- researching an industry and providing a concise written report;
- answering assigned reference questions;
- completing database assignments; and
- presenting an oral report and written summary on business problem analysis, or business librarianship, or business information.

COURSE PHILOSOPHY

This course emphasizes developing professional knowledge and skills for understanding information seeking and use for the purpose of providing high quality reference services for business communities. It is a specialist course, but one that is fundamental for preparation of expert service to professionals in corporate information centers, as well as to diverse populations at public and academic libraries. Students will engage in active learning through discussions, simulations, presentations, and case studies.

TEACHING METHOD

Class meetings will be a combination of lecturing, guest lecturing, collaborative class exercises, and oral presentations. In addition to classroom activities, students will complete assigned readings and practical exercises. For each class session, students should have completed the assigned readings and exercises, and prepared questions and comments for the class.

REQUIREMENTS

Readings

No text is required for purchase. However, there are weekly reading assignments from the professional literature and relevant Web sites that will be the focus of class discussions. Additionally, students with genuine interest in pursuing a position in business librarianship are encouraged to purchase *Strauss's Handbook of Business Information: A Guide for Librarians, Students, and Researchers*, 2nd ed.

Participation

Attendance, discussion of assigned readings and exercises, and active class participation are required. Students will search for answers to business reference questions, document the experience, and discuss their efforts in class. Active class participation is also essential when discussing specific business information sources, student presentations and stock selections.

Assignments and Grading

25%	Public and Private Company Analyses	100	points
25%	Industry Analysis	100	points
20%	Presentation (Business -- Problem, Librarianship, or Information)	80	points
15%	Reference Question Exercises (six @ 10 points)	60	points
5%	Database Exercises (two @ 10 points)	20	points
<u>10%</u>	<u>Class Participation</u>	<u>40</u>	<u>points</u>
100%		400	points

Grading Scale:	100-97 (388-400 pts) A+	96-93 (372-387 pts) A	92-90 (360-371 pts) A-
	89 - 87 (348-359 pts) B+	86-83 (332-347 pts) B	82-80 (320-331 pts) B-
	79 - 77 (308-319 pts) C+	76-73 (292-307 pts) C	72-70 (280-291 pts) C-
	69 - 67 (268-279 pts) D+	66-63 (252-267 pts) D	62-60 (240-251 pts) D-

Due Dates

Due dates will be given on the course schedule and should be followed accordingly. For every class session that a project is past due, the grade will be reduced by 10 percent.

Technology Requirements

This course requires students to use a computer for database searching and production of written assignments. It is likely as well that students will use computer applications for presentation and communication. Students will be required to obtain a university email account. Students are expected to use the Internet to access web-based subscription databases and free web resources.

COURSE SCHEDULE, 2007

Date	Topics	Assignments, Due Dates
Jan 11 (Session 1)	<ul style="list-style-type: none"> - Introduction to course - Overview of business information - Professional associations - Wall Street Journal - Guides to the literature - Locating experts 	
Jan 18 (Session 2)	<ul style="list-style-type: none"> - Business books - Public vs academic collections - Intro to collection development issues - Industry classification systems - Directories - Intro to general business databases 	
Jan 25 (Session 3)	<ul style="list-style-type: none"> - Directories - Databases, General - Indexes - Public companies 	<p>Assignment Due: Reference Questions #1</p> <p>Selection of companies for Project #1</p>
Feb 1 (Session 4)	<ul style="list-style-type: none"> - Public company financials - Financial statement analysis - Private companies <p>Discuss Project #1</p>	<p>Assignment Due: Reference Questions #2</p>
Feb 8 (Session 5)	<p>Guest Speaker: Cynthia Gibson, Research Director, Pacific Business News</p> <ul style="list-style-type: none"> - Business publishing - International business 	<p>Assignment Due: Database Exercise #1</p>
Feb 15 (Session 6)	<p>Guest Speaker: Mary Ellen Bates, Founder and Principle of Bates Information Services</p> <ul style="list-style-type: none"> - Independent information brokers - International business, continued - International trade - Business statistics <p>Discuss Project #1</p>	<p>Assignment Due: Database Exercise #2</p>

Date	Topics	Assignments, Due Dates
Feb 22 (Session 7)	Guest Speaker: Gwen Sinclair, Government Documents, UH Manoa Library - Government documents - Government statistical sources - Census data - Industry, introduction	Assignment Due: Project #1 Private and Public Company Analyses
Mar 1 (Session 8)	Guest Speaker: Gail Urago, Hawaii State Library - Public librarianship for business - Serving the local community - Collection development - Industry, continued	
Mar 8 (Session 9)	- Investment information - Stocks, bonds, options information - Mutual funds information - Investment analysis	
Mar 15 (Session 10)	Guest Speaker: Michelle Pommer, DBEDT Library - Local, state, regional economic information - Local, state, regional industry information - Hawaii business statistics - Special libraries - Small business	Assignment Due: Reference Questions #3
Mar 22 (Session 11)	- Marketing and Advertising - Market Research - Demographics	Assignment Due: Project #2 Industry Analysis
Mar 29	No class (Spring Recess)	
Apr 5 (Session 12)	- Personnel and labor relations - Business law - Patents - Issues in business libraries - Bibliographic instruction - Careers in business libraries	Assignment Due: Reference Questions #4

Date	Topics	Assignments, Due Dates
Apr 12 (Session 13)	Guest Speaker: Elaine Schultz, (recently retired) Business Librarian, UH Manoa Library - Money - Credit - Banking - Corporate librarianship - Economics - Management	Assignment Due: Reference Questions #5
Apr 19 (Session 14)	- Accounting - Taxes - Real Estate - Insurance - Knowledge Management	
Apr 26 (Session 15)	Student Presentations Sell stock investment	Assignment Due: Presentations
May 3 OR May 10 (Session 16)	Student Presentations Course evaluations	Assignment Due: Reference Questions #6 Presentations

READINGS for LIS 693 Business Information Sources and Services, Spring 2007

For January 18 (session 2) Public and academic collections; Industry classifications; General directories; General business databases; General business overview

ASK Dr NAICS (2006). Retrieved November 14, 2006, from <http://www.census.gov/epcd/www/drnaics.htm>

Lavin, M. (1992). *Business information: How to find it, how to use it*. pp. 3-12 [Hawaii Voyager Reserves]

New data for a new economy. (1998). Retrieved December 4, 2002, from <http://www.census.gov/epcd/www/pdf/naicsdat.pdf>

Tudor, J. D. (1999) Business searching revisited. *Database*, 22(1), 77. [Full text available via UHM Library electronic journals]

The Wall Street Journal Student Guide (n.d.). Retrieved November 14, 2006, from <http://info.wsj.com/student/pdf/StudentGuide.pdf>

📄 Scan full issue of *The Wall Street Journal* (paper copy). Read one full story of interest for sharing with class.

For January 25 (session 3) Directories, continued; General business databases, continued; Indexes; Public companies

Lavin, M. (1992). *Business information: How to find it, how to use it*. pp. 113-116 [Hawaii Voyager Reserves]

McGinn, J. M. (2002). Business libraries: Changing collections, services, and roles. In R. S. Karp (Ed.), *The basic business library: Core resources* pp. 109-126 [Hawaii Voyager Reserves]

Ojala, M. (2006). The new life cycle of business information. *Online*, 25(3), 41-45. [Full text available via UHM Library electronic journals]

Tudor, J. D. (2001). Researching news and narratives for public companies. *Online*, 25(3), 41-45. [Full text available via UHM Library electronic journals]

📄 Scan business section of *The New York Times*. Read one full story of interest for sharing with class.

For February 1 (session 4) Public company financials; financial statement analysis; private companies

Bornstein, J. (2002). Reference in the business area. In R. S. Karp (Ed.), *The basic business library: Core resources* pp. 247-258 [Hawaii Voyager Reserves]

Taylor, H. L. (1989) How to analyze financial statements. *Economic Development Review*, 7(2), 62-67. [Full text available via UHM Library electronic journals]

📄 Scan business section of *The Washington Post*. Read one full story of interest for sharing with class.

For February 8 (session 5) Business publishing; International business

Diamond, W. & Oppenheim, M. (2004). International marketing sources. *Journal of Business & Finance Librarianship*, 9(4), 237-265. [Full text available via UHM Library electronic journals]

Dewald, N. H. & Silvius, M. A. (2005). Business faculty research: Satisfaction with the web versus library databases. *portal: Libraries and the Academy*, 5(3), 313-328. [Full text available via UHM Library electronic journals]

Meredith, M. (2000). Doing business internationally: An annotated bibliography. *Reference Services Review*, 28, 223-239. [Full text available via UHM Library electronic journals]

📄 Scan full issue of *Pacific Business News* (paper copy). Read one full story of interest for sharing with class.

For February 15 (session 6) International business, continued; Independent information brokers; International trade; Business statistics

Bates, M. E. (2002, September). *From CEO to file clerk: A day in the life of an information broker*. Retrieved November 15, 2006 from <http://www.batesinfo.com/day-in-the-life.pdf>

James, S. (2004). The challenges of researching Pan-Asian company information: Pan-Asian company sources. *Business Information Alert* 16(7). [Hawaii Voyager Reserves]

James, S. (2005). Researching Central American company information. *Business Information Alert* 17(2). [REF HF5001 .B85 or Business and Company Resource Center via Hawaii State Public Library System]

James, S. (2006). Researching European companies: New EU legislation affecting company research, part 1. *Business Information Alert* 18(7). [REF HF5001 .B85 or Business and Company Resource Center via Hawaii State Public Library System]

James, S. (2006). Researching European companies: New EU legislation affecting company research, part 2. *Business Information Alert* 18(8). [REF HF5001 .B85 or Business and Company Resource Center via Hawaii State Public Library System]

James, S. (2004). Researching Pan-Asian company information: The challenges. *Business Information Alert* 16(6). [Hawaii Voyager Reserves]

James, S. (2004). Researching South American company information. *Business Information Alert* 16(9). [Hawaii Voyager Reserves]

📄 Scan current issue of *FT.com*. Read one full news story of interest for sharing with class.

For February 22 (session 7) Government documents; Government Statistics; Census; Industry

Guide to the 2002 Economic Census (n.d.). Retrieved November 14, 2006, from <http://www.census.gov/econ/census02/guide/index.html>

Lavin, M. (1992). *Business information: How to find it, how to use it*. pp. 326-334 [Hawaii Voyager Reserves]

Understanding the 2002 Economic Census (2005) Retrieved November 15, 2006, from <http://www.census.gov/econ/census02/guide/understandingEC02.pdf>

☒ Scan current issue of *BusinessWeek Online*. Read one full news story of interest for sharing with class.

For March 1 (session 8) Public library services; Industry, continued; Collection development

Crandall, S. & Olshan, T. P. (2004) Acquisitions and collection development in business libraries. In R. S. Karp (Ed.), *The basic business library: Core resources* pp. 217-230 [Hawaii Voyager Reserves]

Keiser, B. E. (2001). Economic statistics and forecasting data via the Web. *Searcher*, 9(10), 42-70. [Full text available via UHM Library electronic journals]

McGuigan, G. (2003). Invisible business information: The selection of invisible web sites in constructing subject pages for business. *Collection Building*, 22(2), 68-74. [Full text available via UHM Library electronic journals]

Vinyard, M. (2006). All the right numbers. *Searcher*, 14(8), 54-59. [Full text available via UHM Library electronic journals]

☒ Scan current issue of *CBS MarketWatch*. Read one full news story of interest for sharing with class.

For March 8 (session 9) Investment; Stocks, bonds, options, mutual funds

Hartmann, J. (2000). Mutual funds information sources. *Econtent*, 23(3), 56-61. [Full text available via UHM Library electronic journals]

Lavin, M. (1992). *Business information: How to find it, how to use it*. pp. 200-217, 249-255 [Hawaii Voyager Reserves]

Ojala, M. (2004) The lowdown on mutual funds. *Online* 28(1), 45-47. [Full text available via UHM Library electronic journals]

Moss, R. (2004) *Strauss's Handbook of Business Information: A guide for librarians, students, and researchers*. Chapter 12 Stocks, pp. 269-288, Chapter 13 Bonds and Other Fixed-Income Securities, pp. 297-312, Chapter 14 Mutual Funds and Investment Companies, pp. 313-327. [REF HF5351 .A12 S77 2004]

☒ Scan current issue of *Bloomberg Business News*. Read one full news story of interest for sharing with class.

For March 15 (session 10) Local and state information; Hawaii business; Special libraries; Small business

Awe, S. C. (2000). Small business resources on the World Wide Web: An evaluative guide. *Reference Services Review*, 28, 95-102. [Full text available via UHM Library electronic journals]

Ojala, M. (2002). Researching the small business concerns. *Online*, 26(6), 55-57. [Full text available via UHM Library electronic journals]

📄 Scan business section of *The Honolulu Advertiser* or *Honolulu Star-Bulletin*. Read one full story of interest for sharing with class.

For March 22 (session 11) Marketing; Advertising; Demographics

Diamond, W. & Oppenheim, M. (2004). Advertising and media planning sources. *Journal of Business & Finance Librarianship*, 9(2/3), 157-187. [Full text available via UHM Library electronic journals]

Diamond, W. & Oppenheim, M. (2004). Demographic, geographic, and lifestyle sources. *Journal of Business & Finance Librarianship*, 9(2/3), 109-134. [Full text available via UHM Library electronic journals]

Diamond, W. & Oppenheim, M. (2004). Introduction to sources and strategies for research on marketing. *Journal of Business & Finance Librarianship*, 9(2/3), 3-37. [Full text available via UHM Library electronic journals]

Diamond, W. & Oppenheim, M. (2004). Sources for market research reports. *Journal of Business & Finance Librarianship*, 9(2/3), 91-106. [Full text available via UHM Library electronic journals]

Klopper, S. M. (2000). Unearthing Market Research: Get Ready for a Bumpy Ride. *Searcher*, 8(3), 42-47. [Full text available via UHM Library electronic journals]

Moss, R. (2004) *Strauss's Handbook of Business Information: A guide for librarians, students, and researchers*. Chapter 8 Marketing, pp. 157-188. [REF HF5351 .A12 S77 2004]

📄 Scan current issue of *PR Newswire*. Read one full news story of interest for sharing with class.

For April 5 (session 12) Personnel; Labor; Business law; Patents; Instruction; Careers

Affelt, A. (2005). The riches of niche databases for merger & acquisition transactions. *Online* 29(6), 29-32. [Full text available via UHM Library electronic journals]

Cooney, M. (2005). Business information literacy instruction: A survey and progress report. *Journal of Business & Finance Librarianship* 11(1), 3-25. [Full text available via UHM Library electronic journals]


Dearstyne, B. W. (2001). E-business, e-government & information proficiency. *Information Management Journal*, 35(4), 16-21. [Full text available via UHM Library electronic journals]

Liu, L. & Allen, B. (2001). Business librarians: Their education and training. *College & Research Libraries*, 62(6), 555-563. Retrieved November 15, 2006 from <http://www.ala.org/ala/acrl/acrlpubs/crljournal/backissues2001b/november01/liu.pdf>

O'Conner, L. & Marien, S. (2002). Recruiting quality business librarians in a shrinking labor market. *The Bottom Line: Managing Library Finances*, 15(2), 70-74. [Full text available via UHM Library electronic journals]

📄 Scan current issue of *USA Today Money*. Read one full news story of interest for sharing with class.

For April 12 (session 13) Money; Banking; Corporate libraries; Economics; Management

- Brody, R. (2006). Information ethics in the business research environment. *Online*, 30(1), 38-41. [Full text available via UHM Library electronic journals]
- Edgar, W. (2004). Corporate library impact, part I: A theoretical approach. *Library Quarterly* 74(2), 122-151. [Full text available via UHM Library electronic journals]
- Jacobs, L. & Strouse, R. (2002). What is your budget saying about your library? *Information Outlook*, 6(6), 6-17. [Hawaii Voyager Reserves]
- James, S. (2005). Researching financial services: A global perspective, part 1. *Business Information Alert* 17(5). [REF HF5001 .B85 or Business and Company Resource Center via Hawaii State Public Library System]
- James, S. (2005). Researching financial services: A global perspective, part 2: Sources for glossaries and reports. *Business Information Alert* 17(6). [REF HF5001 .B85 or Business and Company Resource Center via Hawaii State Public Library System]
- James, S. (2006). Researching financial services: A global perspective, part 3: Keeping up to date. *Business Information Alert* 18(1). [REF HF5001 .B85 or Business and Company Resource Center via Hawaii State Public Library System]
- Klopper, S. (2006). The journey from corporate to academic librarian. *Online*, 30(5), 14-20. [Full text available via UHM Library electronic journals]
- Moss, R. (2004) *Strauss's Handbook of Business Information: A guide for librarians, students, and researchers*. Chapter 10 Money, Credit, and Banking, pp. 231-258. [REF HF5351 .A12 S77 2004]
-  Scan current issue of *CNNMoney*. Read one full news story of interest for sharing with class.

For April 19 (session 14) Accounting, Taxation; Knowledge Management; Real estate

- Choo, C. H. (2000). Working with knowledge: How information professionals help organizations manage what they know. *Library Management*, 21, 395-403. [Full text available via UHM Library electronic journals]
- Duke University School of Law Library (2000) *Federal Tax Research Guide* Retrieved November 14, 2006, from <http://www.law.duke.edu/lib/researchguides/pdf/fedtax.pdf>
- James, S. (2006). Company research and the effect of new international accounting standards: International financial reporting standards (IFRS) part 1: The background. *Business Information Alert* 18(2), 1-5. [REF HF5001 .B85 or Business and Company Resource Center via Hawaii State Public Library System]
- James, S. (2006). Company research and the effect of new international accounting standards part 2: Sources and examples. *Business Information Alert* 18(3). [REF HF5001 .B85 or Business and Company Resource Center via Hawaii State Public Library System]
- James, S. (2006). Company research and the effect of new international accounting standards part 3: Tracking companies filing under IFRS. *Business Information Alert* 18(4). [REF HF5001 .B85 or Business and Company Resource Center via Hawaii State Public Library System]

Klopper, S. M. (2000). Taxing research. *Econtent*, 23(3), 12-23. [Full text available via UHM Library electronic journals]

Loughridge, B. (1999). Knowledge management, librarians and information managers: fad or future? *New Library World*, 100(6), 245-253. [Full text available via UHM Library electronic journals]

Moss, R. (2004) *Strauss's Handbook of Business Information: A guide for librarians, students, and researchers*. Chapter 9 Accounting and Taxation, pp. 189-230. [REF HF5351 .A12 S77 2004]

Moss, R. (2004) *Strauss's Handbook of Business Information: A guide for librarians, students, and researchers*. Chapter 17 Real Estate, pp. 379-402. [REF HF5351 .A12 S77 2004]

☞ Scan current issue of *Red Herring*. Read one full news story of interest for sharing with class.