

LIS 693 Special Topics: Business Librarianship: An Introduction to Resources, Concepts and Services

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Class: 1:00 – 4:15 Tuesday /Thursday

Office hours: 4:15 -5 pm Tuesday / Thursday

Course description

Librarians and information specialists in most libraries as well as in their personal lives face business-related information needs. It is not a lack of resources that is challenging but a glut of ever-changing internet and commercial sources, many of which are irrelevant or inaccurate. By the end of this course, students will understand common business language and concepts and be able to link the terminology to information resources that will meet the needs of users in different service settings.

The goal of this course is to give students hands-on experience using basic information tools of business and introduce them to the language of business as it relates to the resources for business research. Emphasis is on understanding underlying business concepts, recognizing the types of resources needed to answer business questions effectively, using some of the main information sources available from both the internet and commercial databases and gaining an understanding of business librarianship in a variety of settings through guest discussions.

Prerequisite: LIS 601

Student learning outcomes addressed

SLO 1: Understand, apply and articulate the history, philosophy, principles and ethics of library and information science and the related professions.

1c) Develop and apply critical thinking skills in preparation for professional practice

1d) Craft and articulate a professional identity

SLO 2: Develop, administrate, assess, and advocate for information services by exercising principled communication, teamwork and leadership skills.

2b) Work effectively in teams

2c) Develop, manage, and assess information services for specific users and communities

SLO 3: Organize, create, archive, preserve, retrieve, manage, evaluate, and disseminate information resources in a variety of formats.

3c) Search, retrieve and synthesize information from a variety of systems and sources

Course objectives

- Introduce students to the language of business, basic business concepts and business publications that are included in degree-granting business programs
- Provide students with the opportunity to gain competency searching business databases available at UH and introduce them to other specialized business information sources, including non-textual resources

- Encourage students to think of business research as a process including user needs, question formulation, question type, evaluation of existing sources, access and delivery.
- Raise awareness of the issues surrounding using the Web for competitive business research and using commercial databases
- Increase students professional awareness by introducing them to business-related librarians in a variety of settings

Teaching method

This course will include a variety of teaching and learning methods. It will combine lecture/discussion, individual and group work, student presentations and guest appearances. Hands-on retrieval of information is an important part of the learning experience. Readings, exercises, quizzes and assignments reinforce in-class discussions. Active participation in each class

Research methods

Research methods used in this class may include:

Action research, case study, content analysis, evaluation research and information retrieval.

Requirements (course assignments and scoring)

Course schedule

Week 1

May 24 Class 1: Introduction to business librarianship –Business Basics

May 26 Class 2: Research Basics -Articles and news using the web and commercial Databases; guest David Flynn Business and Economics Librarian Hamilton

Week 2

May 31 Class 3: Company information

June 2 Class 4: Accounting and Corporate Finance

Week 3:

June 7 Class 5: Investing - Guest Agatha Foo, Special Libraries, Finance and Consulting

June 9 Class 6: Competitive Intelligence - Industry Analysis – Guest, Lateka Grays, Hospitality Librarians, UNLV

Week 4:

June 14 Class 7: No in-class meeting; take home quiz; begin work on final assignment

June 16 Class 8: Marketing and Demographics

Week 5:

June 21 Class 9: Economics GUEST – Terrence Bennett, Research Data Librarian, Swinburne U, AU and Business & Economics Librarian, College of NJ

June 23 Class 10: Countries and Trade

Week 6:

June 28 Class 11: Introduction to related business resources: Legal, Technology and Innovation, Small business, leadership, entrepreneurship; guest librarians; presentations

June 30 Class 12: Continuation of Class 11 and Wrap Up

ASSIGNMENTS AND GRADING LIS 693

Classes may consist of short quizzes, hands-on exercises, lecture, discussion, readings, student presentations and guests

Hands on Exercises	Practice using and evaluating resources	Each class	15 (G)
Business in the News	Track coverage of news on local and national sources	Due Class 6	15 (G)
Adding Hawaii Content	Contribute local resources to knowledge base	Once during class: Classes 3, 4, 6, 8, 9	10 (Class)
Take-Home Quiz	Review of first half of class; databases and concepts	Class 7	15 (I)
Librarianship	Write a paragraph based on guests – see below	Due class 12	10 (I)
Final Assignment	See below	Start class 4; due class 11 or 12	20 (G)
Class attendance, participation, including readings	Weekly		15 (I)

(I) Individual (G) pairs

Librarianship: We will be having discussions with different librarians working in business related settings throughout the class. You are expected to ask questions. Based on what you heard, what skills are required today to meet the needs of people seeking business and business-related information? What trends did you see based on these discussions?

Final Assignment (choose one in conjunction with the professor by June 9th)

- Evaluate high end databases not available at UH and present them to the class
- Executive summary of an industry analysis
- Resource guide for a business area not covered by UH or comparison of several resource guides in an area of interest to present the best
 1. Select a team mate(s)
 2. Communicate with professor by week 6 to select a topic
 3. Before class 8, write a paragraph on the first steps taken during class 7

CONVERTING POINTS TO GRADES:

A+ >100	A 95-99	A- 90-94
B+ 88 – 89	B 83-87	B- 80-82
C+ 78 – 79	C 73 - 77	

Required and optional texts, readings

To be added prior to each class

Technology requirements

One aspect of this course is learning to search electronic business resources. Students need to have easy access to the internet.

Guidelines for assignments

Note: List here any rubrics or checklists that will help students complete assignments properly.