Course Profile: Business and industry Information Resources

Course Number: LIS 8130

Title: Business and Industry Information Resources

Credits: 1

Prerequisites: LIS 6120, LIS 7040

Rationale for Inclusion in Curriculum:

From business owners and employees conducting their daily activities, to university students enrolled in business degrees, to the average man or woman on the street attempting to invest for their retirement or purchase the best products for their homes; authoritative, accurate, and up-to-date business, consumer, and financial information is essential to the health and prosperity of the nation and its people. To meet this critical need, public, academic, corporate, and special libraries have acquired numerous specialized databases and print resources unique to the business field. It is therefore essential that library and information science students desiring employment in any of these settings attain a firm grounding of business information literacy in order to provide assistance with the ever-growing variety of print and online business, industry, consumer, and investment reference sources.

Learning Outcomes:

By the end of the course students will be able to:

1. Discuss competently: (a) how various branches of business and industry are structured and interrelated; (b) corporate culture and how it impacts information flow; (c) the characteristics of such economic activities as finance, investment, forecasting.
2. Identify and use both traditional reference resources and the specialized business resources and match them with appropriate information needs and patron populations.
3. Compile and manipulate large amounts of information and numerical data to produce coherent, decision-focused business reports

Content:

Determination of the economic and demographic profile of a community; the functional organization of industrial, investment and business enterprises; the bibliographic nature of economic, business and industrial literature; general and specialized sources of company and industrial information; government and business trade organizations; investment issues; the stock markets; banking and finance;
management theories; business trends and forecasting and the nature and structure of accounting, marketing, advertising, real estate and international trade.

Course Methodology:
Lectures, class discussions, assignments, readings, presentations and guest lecturers

Bases for Evaluation of Student Performance:
Evaluation is based on class participation, completion of assignments in a timely and comprehensive manner and quality of presentations.

Text: To be Determined

Approved: 1/12
Updated: 3/16