Credit Hours: 3
Prerequisite: LSC 553, Information Sources and Services, or nine hours of graduate credits in business.

May 18 – June 20
Tuesdays and Thursdays, 6:00-10:00 pm

Instructor contact information:
Margaret Weatherford
703-960-9406
mweatherford2@cox.net
Office hours by appointment

Course description:
Introduces the student to key business information sources and services. Includes bibliographic, statistical, and government-published sources for marketing, finance, management, accounting, economics, international business, and related fields. Pragmatic skills of business reference, competitive intelligence, collection development, training/instruction, and other services are explored.

Instructional methods:
In-class instruction with discussions and some research exercises. One presentation is required.

Required text (MR before the call number means the book is on reserve at Mullen Library):
MR - HF 5004 .M7 2004

Recommended text: none

Reading materials (MR before the call number means the book is on reserve at Mullen Library):
MR - HC101 .B594 2004

WRLC- Z675.B8 B37 2002
MR - HF5 4.5 .P33 1998

Websites:

ALA BRASS core competencies: http://www.ala.org/ala/mgrps/divs/rusa/sections/brass/brassprotools/corecompetencies/corecompetenciesbusiness.cfm
American Fact Finder: http://factfinder.census.gov
Economic Census: www.census.gov/econ/census/guide/index.html
SEC EDGAR guide: www.sec.gov/investor/pubs/edgarguide.htm
SEC guide for investors: http://www.sec.gov/investor.shtml

No special materials required.

Course Goals

The goals for the course are:

- to present business information sources and services in both print and electronic formats;
- to cover the range of subjects within the field of business, including investment, company research, finance, economics, competitive intelligence and market/industry research;
- and to convey practical skills of business librarianship, such as the reference interview, written or oral answer, and collection development.

Goals for Student Learning:

At the end of the course, the student will be able to:

- Evaluate sources of business information for collection development or reference work.
- Use print and electronic sources to find information on a business or industry.
- Recognize business terminology and the salient characteristics of a business (i.e. private or public).
- Conduct a reference interview for a business question and write an answer.

Course Requirements:

The coursework includes six homework assignments with questions to be answered using the materials assigned for the class. One week, instead of a homework assignment, students will hand in a 3-5 page paper on a visit to a library, evaluating its business collection and discussing the availability of specialized business reference services.

Each student will select a private and a public company to follow through the course work. When a database, website, or print reference source is assigned, look up the companies. Note how the information is useful or incomplete. (If your companies are not in the source, make general notes about its contents.) At the end of the class, each student will hand in a source evaluation report and give a presentation about how the sources were useful or not useful for his/her companies. The report should be
5-10 pages and should include at least 10 print and 10 electronic sources. Each student will give a 10-15 minute presentation on his/her findings in the final class, including preparing a PowerPoint presentation to be emailed to the instructor before class.

There will be a final exam with both short answer and essay sections.

**Expectations and policies**

**Academic honesty:** Academic honesty is expected of all CUA students. Faculty are required to initiate the imposition of sanctions when they find violations of academic honesty, such as plagiarism, improper use of a student’s own work, cheating, and fabrication. The following sanctions are presented in the University procedures related to Student Academic Dishonesty (from [http://policies.cua.edu/academicundergrad/integrityprocedures.cfm](http://policies.cua.edu/academicundergrad/integrityprocedures.cfm)): “The presumed sanction for undergraduate students for academic dishonesty will be failure for the course. There may be circumstances, however, where, perhaps because of an undergraduate student’s past record, a more serious sanction, such as suspension or expulsion, would be appropriate. In the context of graduate studies, the expectations for academic honesty are greater, and therefore the presumed sanction for dishonesty is likely to be more severe, e.g., expulsion. ...In the more unusual case, mitigating circumstances may exist that would warrant a lesser sanction than the presumed sanction.” Please review the complete texts of the University policy and procedures regarding Student Academic Dishonesty, including requirements for appeals, at [http://policies.cua.edu/academicundergrad/integrity.cfm](http://policies.cua.edu/academicundergrad/integrity.cfm).

**Other expectations:** As the class meets only ten times, attendance is required. Missed classes will be reflected in the “attendance and participation” portion of the grade. Regular participation in class is expected. Homework should be handed in at the start of class. If a student has to miss class, assignments may be emailed to the instructor by class time. Any assignment handed in late will be marked down one grade, or two grades if more than a week late.

**Campus resources for student support:**

CUA Libraries: [http://libraries.cua.edu/welcome.html](http://libraries.cua.edu/welcome.html), 202-319-5070
CUA Counseling Center: [http://counseling.cua.edu](http://counseling.cua.edu), 202-319-5765
CUA Writing Center: [http://english.cua.edu/wc](http://english.cua.edu/wc), 202-319-4286

**Accommodations for students with disabilities:** Any student who feels s/he may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. Please contact Disability Support Services (at 202 319-5211, room 207 Pryzbyla Center) to coordinate reasonable accommodations for students with documented disabilities. To read about the services and policies, please visit [http://disabilitysupport.cua.edu](http://disabilitysupport.cua.edu).

**Assessment:**

Assignments will be graded on the A-F system. The final grade will be determined as follows:
- Attendance and participation: 10%
- Homework assignments: 30% (5% each)
- Library visit paper: 5%
- Source evaluation report and presentation: 25%
- Exam: 30%
### University grades:

The University grading system for graduate students is available at [http://policies.cua.edu/academicgrad//gradesfull.cfm#iii](http://policies.cua.edu/academicgrad//gradesfull.cfm#iii). Reports of grades in courses are available at the end of each term on [http://cardinalstation.cua.edu](http://cardinalstation.cua.edu).

### Course schedule:

<table>
<thead>
<tr>
<th>Class date and topic</th>
<th>Readings and websites</th>
<th>Assignments due</th>
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</thead>
<tbody>
<tr>
<td>May 19 – Introduction to Business Librarianship</td>
<td>Moss, ch. 1 and appendix A. Karp, essay #10 (p. 247) ALA BRASS core competencies</td>
<td>none</td>
</tr>
<tr>
<td>May 21 – Print Sources and Collection Development</td>
<td>Moss, ch. 2-4 Karp, skim part 1 and read essay #8 (p. 217)</td>
<td>Homework assignment #1</td>
</tr>
<tr>
<td>May 26 – LexisNexis (guest speaker) and other online sources</td>
<td>Moss, ch. 7 LexisNexis Academic (ALADIN) Business e-journals on ALADIN Mergent Online (ALADIN)</td>
<td>Short paper on library visit.</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Reading/Additional Information</td>
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| June 11 – Investments | mushrooms | Moss, ch. 11-15  
[link](http://www.sec.gov/investor.shtml)  
[optional supplementary reading - WSJ Complete Money & Investing Guidebook](http://www.sec.gov/investor.shtml) | Homework assignment #6                      |
| June 16 – Specialized Questions and Course Review | mushrooms | Pagell ch. 1  
EconLit (ALADIN) | Source evaluation report due                     |
| June 18 – Exam and Presentations | mushrooms | none | Exam and presentations               |

**Bibliography:**

**Recommended reading:**

*Journal of Business and Finance Librarianship* – Available at American University and the Library of Congress.


Not in WRLC system, but only about $10.

**Recommended websites:**


Wall Street Journal Online - [http://online.wsj.com](http://online.wsj.com)