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

June 28 – August 4  
Monday and Wednesday, 5:00-8:20 pm  
Marymount University, Ballston Campus, Ball 211  

Instructor contact information:  
Margaret (Weatherford) Prater  
703-622-2816 (cell) or 202-514-5870 (work)  
margaret.weatherford@usdoj.gov or weatherford@cua.edu (please copy both)  
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 (on reserve at Mullen Library):  
HF 5004 .M7 2004  

Recommended text: none  

Reading materials (on reserve at Mullen Library):  
HC101 .B594 2004
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. Large, prominent companies are better choices as they are more likely to be included in the assigned sources. 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 5 print and 5 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): “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.
**Other expectations:** As the class meets only eleven 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).

**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).

**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%
<table>
<thead>
<tr>
<th>Class date and topic</th>
<th>Readings and websites</th>
<th>Assignments due</th>
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| Monday, June 28 – Introduction to Business Librarianship | Moss, ch. 1 and appendix A.  
Karp, essay #10 (p. 247)  
ALA BRASS core competencies | none                              |
| Wednesday, June 30 – Print Sources and Collection Development | Moss, ch. 2-4  
Karp, skim part 1 and read essay #8 (p. 217) | Homework assignment #1          |
| Monday, July 5 - HOLIDAY                 | None                                                                                  | none                             |
| Wednesday, July 7 – ProQuest (guest speaker) and LexisNexis | Moss, ch. 7  
Business e-journals on ALADIN  
Mergent Online (ALADIN) | Homework assignment #2          |
| Monday, July 12 – Government Information | Moss, Ch. 5 & Appendixes B, C, D  
www.sec.gov/investor/pubs/edgarguide.htm  
www.uspto.gov  
http://dataweb.usitc.gov  
STAT-USA (ALADIN) | Homework assignment #3          |
| Wednesday, July 14 – Investments         | Moss, ch. 11-15  
http://www.sec.gov/investor.shtml | Short paper on library visit     |
| Monday, July 19 – Market and Industry    | Moss, ch. 8  
| Wednesday, July 21 – Dialog (guest speaker) | Dialog Guide (provided in class)  
| Monday, July 26 – Industry Codes and the Economic Census | Boettcher ch. 1 & ch. 4  
www.census.gov/econ/census/guide/index.html  
http://factfinder.census.gov | Homework assignment #6          |
| Wednesday, July 28 – Specialized Questions and Course Review | Pagell ch. 1  
EconLit (ALADIN) | none                             |
| Monday, August 2 – Presentations         | none                                                                                  | Source evaluation report        |
| Wednesday, August 4 – Exam               | none                                                                                  | none                             |