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

June 26 – August 2  
Tuesdays and Thursdays, 5:30 - 8:30 pm  
Marymount Ballston Center, Room 504  
2807 North Glebe Road  
Arlington, VA

Instructor contact information:  
Margaret Prater  
703-622-2816 (cell) or 202-514-5870 (work)  
mprater@cavtel.net  
Office hours by appointment

Course description:

Introduction to information sources used in business, finance, and economics, with special emphasis given to company and industry information and to the use and interpretation of statistical sources. Also examines labor, taxation, trade, and international sources. Printed data sources examined and contrasted with their database equivalents. Prior knowledge of on-line database systems helpful but not required. Prerequisite: 553 or nine credits of graduate credit in business.

Instructional methods:

In-class instruction with discussions and some research exercises. There will be one remote access class. One presentation is required.

Required texts:

At Mullen in non-circulating reference - Z675.B8 B37 2012

Additional Reading (on reserve at Mullen Library):

HC101 .B594 2004

The instructor will post additional articles and websites to the class Blackboard site.

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.

Assignments:

The coursework includes eight homework assignments with questions to be answered using the materials assigned for the class. One week, instead of a homework assignment, students will write a short paper on a visit to a library, evaluating its business collection and discussing the availability of specialized business reference services. Students will select companies to research using the assigned materials throughout the semester, and present their findings at the end of the class in a research paper and a PowerPoint presentation. There will be a take-home final exam with short answer and essay sections. The instructor will provide handouts with details about all assignments.

Other Expectations:

As the class meets only twelve 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.
Assessment:

Assignments will be graded on the A-F system. The final grade will be determined as follows:
- Attendance and participation: 10%
- Homework assignments: 40% (5% each)
- Library visit paper: 5%
- Source evaluation report and presentation: 25%
- Exam: 20%

CUA 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).

**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).
Course schedule:

<table>
<thead>
<tr>
<th>Class date and topic</th>
<th>Readings</th>
<th>Assignments due</th>
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</thead>
<tbody>
<tr>
<td>Tuesday, June 26 – Introduction to Business Librarianship and Company Information</td>
<td>Forte – chapters 1, 10, &amp; 11 Moss – p. 47-48 &amp; appendix F</td>
<td>none</td>
</tr>
<tr>
<td>Thursday, June 28 – Print Sources and Collection Development LIBRARY VISIT</td>
<td>Forte – chapter 9 and skim chapter 3 Moss – chapters 1 &amp; 2</td>
<td>Homework assignment #1</td>
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<tr>
<td>Thursday, July 5 – Databases II: Lexis and More</td>
<td>Forte – chapter 2 Moss – chapter 3</td>
<td>Homework assignment #3</td>
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<tr>
<td>Tuesday, July 10 – Guest Speakers on Management and Business School Librarianship REMOTE ACCESS CLASS</td>
<td>Forte – chapter 8 Moss – appendix G</td>
<td>none</td>
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<tr>
<td>Thursday, July 12 – SEC Filings, Statistics, and Other Government Information</td>
<td>Forte – chapter 4 Moss – chapters 5 &amp; 6 and appendixes B, C, &amp; D</td>
<td>Short paper on library visit</td>
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<tr>
<td>Tuesday, July 17 – Industry Research and the Economic Census</td>
<td>Boettcher – chapters 1 &amp; 4 Moss – chapter 4</td>
<td>Homework assignment #4</td>
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<tr>
<td>Thursday, July 19 – Small Business &amp; Marketing</td>
<td>Forte – chapters 6 &amp; 7 Moss – chapter 7</td>
<td>Homework assignment #5</td>
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<tr>
<td>Tuesday, July 24 – Investments I: Stocks &amp; Bonds</td>
<td>Forte – chapter 5 Moss – chapters 10, 11 &amp; 12</td>
<td>Homework assignment #6</td>
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<tr>
<td>Thursday, July 26 – Investments II: Other Investments</td>
<td>Moss – chapters 13 &amp; 14</td>
<td>Homework assignment #7</td>
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<tr>
<td>Tuesday, July 31 – Finance, Economics, &amp; Taxation</td>
<td>Moss – chapter 9, pages 181-194, &amp; appendix E</td>
<td>Homework assignment #8</td>
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<tr>
<td>Thursday, August 2 – Presentations and Course Review</td>
<td>none</td>
<td>Source evaluation research paper &amp; presentation PowerPoint</td>
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<tr>
<td>Saturday, August 4 (no class)</td>
<td>none</td>
<td>Take-home final exam due 11:00 pm</td>
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