LIS 5474 – BUSINESS INFORMATION NEEDS AND SOURCES

TERM 20XX, COURSE MEETING DAY/TIME, COURSE MEETING LOCATION

MODE OF INSTRUCTION: Online

Instructor:
Email:
Office:
Phone:
Course Location/Website:
Office Hours (in office, online or via phone):
Teaching Assistant:
Email:

COURSE DESCRIPTION:
This course introduces students to print and electronic sources of business information, covers effective methods of access and evaluation of business information, and helps students acquire problem-solving skills and collection-development techniques suitable in business and related disciplines.

COURSE OBJECTIVES:
After the successful completion of this course, students will be able to:
1. Recognize information needs specific to various areas and types of businesses;
2. Apply the problem-solving tools and techniques used when answering business questions;
3. Choose appropriate methods and resources for answering business questions;
4. Determine the relevancy of the information found to the question asked;
5. Discuss and explore current research, concepts, and trends in information retrieval for business and related disciplines; and
6. Identify key business information sources for different business information environments.

COURSE MATERIALS:
Required Text

Business Publications
Daily reading of business publications is strongly recommended, but weekly reading is required. The following are recommended sources, but you may choose others as well:

• The Wall Street Journal (electronic resource available through the FSU Libraries)
• The New York Times business section (electronic resource available through the FSU Libraries)
• Financial Times (electronic resource available through the FSU Libraries—delayed by one month)
• Bloomberg Business (http://www.bloomberg.com)
• Your local newspaper business section
• Publications and websites serving the industry you are following

Any other required readings will be added to the course calendar at least one week prior to the relevant class session.

COURSE ASSIGNMENTS AND EVALUATION:

Weekly participation in the synchronous discussion
This will be your opportunity to ask questions about the week’s topics, readings, and discussions. We may conduct individual or small group activities that will help you learn the material.

Weekly blogging and interaction
Early in the course you will choose a public company to follow and analyze throughout the semester. Each week you will post a summary of news, data, features, or other noteworthy items about the company and its industry and you will interact with other students on the blog. During weeks 2 and 3 you can post on any company/industry (in case you want to research different industries), but from Week 4 on your posts must relate to the company/industry you are researching. Posts must be a minimum of 250 words and contain substantive information; include a reference in APA format, including a link to the resource. Please read each other’s posts and comment on one or more posts with substantive thoughts or cogent questions that will help the writer develop his or her thinking about the subject in question. There is no minimum word count for the interaction, but short responses such as “I agree!” will not be considered sufficient for full credit.

Written reference exercises
You will complete 5 short business reference search exercises. In your written submissions document the process you followed (both thought and behavioral) to obtain the answer you uncovered and present that answer as you would to your library user, client, or colleague. The written submission is an individual exercise, but I encourage you to consult with each other by using the discussion board that will be provided for each assignment. The point of these exercises is to help each other learn the various sources and techniques. In grading your written submission I will focus on the documentation of your process as much as I will focus on the answer to the question.

Company Analysis
Prepare a short analysis (minimum 3 pages) of the company you have been following. Resources that you will need to consult for this assignment include the company’s most recent annual reports, its website, and standard business information sources.

Your analysis should include:
• The company’s name and its headquarters location
• A description of its operations, how long it has been in business, number of employees, and product(s) or service(s) the company generates
• The extent of its operations (domestic and international if applicable)
• Its involvement with the government (if any)—for example, regulatory actions against the company or major regulatory issues concerning the company
• Special internal or external programs related to social responsibility, training and Development
• A description of the company’s general Internet presentation and any special information found on the website (include a link to the website)
• Any other information you deem important
• In-text citations and a reference list of all sources consulted for this assignment in APA style
• An annotated bibliography of up to five recent articles about the company in APA style

Industry Analysis and presentation
You will now write a short report (minimum 3 pages) on the industry you have been reading about and analyzing and develop a presentation for class. Your presentation may take a number of forms, such as an industry profile or an industry investment guide, and you may use any format that is suitable for presentation in Collaborate—please use your imagination and have fun with this assignment. Prior approval of your presentation format is required. More information about the presentations will be provided in class.

Your written analysis should include:
• The industry’s NAICS code
• A list of the major companies in the industry
• Industry averages for financial measurements and performance ratios
• Industry or market size in unit sales or monetary units
• A forecast of the industry’s future performance
• Major regulatory issues
• Any other information you deem important
• In-text citations and a reference list of all sources consulted for this assignment in APA style

Annotated Web Resource Guide
For this project, please think of yourself as business information professional such as a business librarian, an information center manager, or an independent information professional. Your task is to build an original collection of useful websites and resources for your users or clients. Optionally, you can put together a list of resources for a specific subject area or prepare a pathfinder on a current business topic (but you must discuss your topic with me first). For each Internet resource, please provide the complete URL and a concise annotation. The resource guide must be organized so that your target audience can understand it and navigate through it. You must include a minimum of 30 sources. You may form groups to work on this project, but groups must be approved by me prior to beginning work and the end result must be correspondingly larger or more in-depth.

GRADE CALCULATION:

Activity and Assignment Values

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
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<tr>
<td>Weekly synchronous participation</td>
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<tr>
<td>Weekly blogging and interaction</td>
<td>20</td>
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<td>Written reference exercises</td>
<td>20</td>
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<tr>
<td>Company Analysis</td>
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<td>Industry Analysis</td>
<td>10</td>
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<td>Industry Analysis presentation</td>
<td>10</td>
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<tr>
<td>Annotated Web Resource Guide</td>
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<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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GRADING SCALE:
All grades will be given either on a 4-point letter scale or on a 100-point scale:

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<tr>
<th>Grade</th>
<th>93 – 100</th>
<th>81 – 84</th>
<th>69 – 72</th>
<th>57 – 60</th>
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COURSE SCHEDULE:

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<tr>
<th>WEEK</th>
<th>TOPICS TO BE COVERED</th>
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<tbody>
<tr>
<td>1</td>
<td>Course Introduction and Logistics</td>
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<tr>
<td>2</td>
<td>Business Research Issues, Basic Resources, &amp; Business Research</td>
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<td>3</td>
<td>Electronic Resources</td>
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<td>4</td>
<td>Researching Companies</td>
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<td>5</td>
<td>Business, Industry, &amp; Economic Conditions</td>
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<td>6</td>
<td>Business Information from the U.S. Government &amp; International Business Sources</td>
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<td>7</td>
<td>Accounting &amp; Taxation</td>
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<td>8</td>
<td>Marketing</td>
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<td>9</td>
<td>Banking &amp; Investments</td>
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<td>10</td>
<td>Insurance &amp; Real Estate</td>
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<td>11</td>
<td>Knowledge Management &amp; Industry Presentations</td>
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<td>12</td>
<td>Industry Presentations</td>
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<td>13</td>
<td>Industry Presentations and Course Wrap-up</td>
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COPYRIGHT STATEMENT:
Some of the materials in this course are possibly copyrighted. They are intended for use only by students registered and enrolled in this course and only for instructional activities associated with, and for the duration of, the course. They may not be retained in another medium or disseminated further. They are provided in compliance with the provisions of the Technology, Education, And Copyright Harmonization (TEACH) Act (refer to the 3/7/2001 TEACH Act at www.copyright.gov/legislation/archive/).

SEXUAL HARRASSMENT POLICY:
It is the policy of the University that its employees and students neither commit nor condone sexual harassment in any form. http://registrar.fsu.edu/bulletin/grad/info/university_notices.htm

SCHOOL OF INFORMATION HARDWARE AND SOFTWARE REQUIREMENTS:
A list of all hardware and software requirements for students participating in the School of Information courses can be found at the following location: http://ischool.cci.fsu.edu/academics/online/requirements/

STUDENT ELIGIBILITY FOR AN INCOMPLETE GRADE:
Incomplete (“I”) grades will not be assigned, except in the case of exceptional unforeseen circumstances that occur within the last three weeks of the semester and your work has otherwise been satisfactory (C average).
University Attendance Policy:
Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Academic Honor Policy:
The Florida State University Academic Honor Policy outlines the University’s expectations for the integrity of students’ academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to “. . . be honest and truthful and . . . [to] strive for personal and institutional integrity at Florida State University.” (Florida State University Academic Honor Policy, found at http://fda.fsu.edu/Academics/Academic-Honor-Policy.)

Americans With Disabilities Act:
Students with disabilities needing academic accommodation should:
(1) register with and provide documentation to the Student Disability Resource Center; and
(2) bring a letter to the instructor indicating the need for accommodation and what type. This should be done during the first week of class.

This syllabus and other class materials are available in alternative format upon request.

For more information about services available to FSU students with disabilities, contact the:

Student Disability Resource Center
874 Traditions Way
108 Student Services Building
Florida State University
Tallahassee, FL 32306-4167
(850) 644-9566 (voice)
(850) 644-8504 (TDD)
sdrc@admin.fsu.edu
http://www.disabilitycenter.fsu.edu/

Free Tutoring from FSU
On-campus tutoring and writing assistance is available for many courses at Florida State University. For more information, visit the Academic Center for Excellence (ACE) Tutoring Services’ comprehensive list of on-campus tutoring options - see http://ace.fsu.edu/tutoring or contact tutor@fsu.edu. High-quality tutoring is available by appointment and on a walk-in basis. These services are offered by tutors trained to encourage the highest level of individual academic success while upholding personal academic integrity.

Syllabus Change Policy
"Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice.”