

LIS 9323 Business and Industry Information Fall 2018
Graduate Program of Library and Information Science
Faculty of Information and Media Studies
Western University

Instructor: Stephen Coulstring

Email: scoulstr@uwo.ca

Telephone: 519 645 5415 (Daytime Monday to Friday)

Office hour: 4:45 p.m. to 5:45 p.m. Thursdays Office Location TBA

Class meets: Thursdays at FNB 2230 from 6:00 to 8:50 p.m.

Course Description

This course considers the information requirements of the small business and corporate environment. Focus occurs on the provision of library and information services to clients in various environments. A range of information sources, including technical, marketing and management information is surveyed.

PREREQUISITES: LIS 9003

Course Objectives

1. To investigate the information requirements of small business and corporations.
2. To develop the skills and knowledge to provide library and information services to small business and corporations.
3. To develop familiarity with small business and corporate information sources, including technical, marketing and management information.
4. To demonstrate an awareness of professional values and standards.
5. To draw valid conclusions based upon sound analysis of reliable data.

Relationship to the Goals and Objectives of the MLIS Program

Students who complete this course will be able to:

1. identify needs of small business and corporate user groups and develop collections to meet these needs (from Goal 2, Obj. 1d);
2. identify, select, acquire, organize, describe, and provide access to small business and corporate information in a variety of formats (from Goal 2, Obj. 1c);
3. apply general principles of library and information science to specific applications in the small business and corporate information environment (from Goal 2, Objs. 1g, 1h).

Pedagogical Approaches

Pedagogical approaches for course instruction include lectures, guest lectures, case study, and labs. Assigned readings will be drawn from academic, practitioner, and conference publications.

Course Materials

Recommended course materials include:

Heckman, Lucy. *How to Find Business Information: A Guide for Business People, Investors, and Researchers*. Santa Barbara, CA: Praeger, 2011. Print.

Hetherington, Cynthia. *Business Background Investigations: Tools and Techniques for Solution Driven Due Diligence*. Tempe, AZ: Facts on Demand, 2007. Print.

Moss, Rita W., and David G. Ernsthausen. *Strauss's Handbook of Business Information: A Guide for Librarians, Students, and Researchers*. Santa Barbara, CA: Libraries Unlimited, 2012. Print.

Methods of Evaluation

Students are expected to attend class and participate.

All students are required to submit:

Assignment Name	Weight	Date Assigned	Date Due
Definitions	15%	Sep 6	Sep 21
<i>Bloomberg</i>	5%	Sep 13	Nov 9
Business Case	30%	Sep 20	Oct 5
Public Company Report	35%	Sep 27	Oct 19
Public Company Presentation*	15%	Nov 1, 8, 15, 22, or 29	

*This ten minute presentation shares findings from the Public Company Report with the class.

Instructor Information

Stephen Coulstring (BSc, BA, BEd, MA, MLIS) is a lecturer with the Faculty of Information and Media Studies. He has over twenty years experience with reference service, bibliographic instruction, and collection management in a special government library context (Canada Revenue Agency). His research background and interests include business, legal, government, science, and public records information. He has taught the following LIS courses:

LIS 9323 Business and Industry Information

LIS 9318 Legal Information

LIS 9316 Government Information

LIS 9319 Science, Technology, and Medical Information

Course Policies

Writing - Professional, grammatically correct writing is expected. This means that spelling, punctuation, and grammar are part of assignment evaluation. If you need assistance with writing, find someone whose writing skills you trust to proofread your written work or visit the Writing Support Centre <http://www.sdc.uwo.ca/writing/>.

Plagiarism - Students must write their assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major scholastic offence. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf

Attendance – Attendance at all classes is mandatory. Please see the section on attendance in the MLIS Graduate Handbook. Allowances will be made for attendance at professional conferences and job interviews only if you are in good standing in the course AND if you consult with me in advance of your absence.

Communication – I plan to respond within 24 hours to all relevant course email that is sent to scoulstr@uwo.ca

Grading – My grading of assignments will conform to the guidelines published in the MLIS Graduate Student Handbook (http://intra.fims.uwo.ca/students/handbooks/mlis/mlis-handbook-04.htm#P269_25111).

Wellness – Students who are in emotional/mental distress should refer to Western’s “Health and Wellness” http://www.uwo.ca/health/mental_wellbeing/index.html for a complete list of options about how to obtain help.