

## *LIS 9323 Business and Industry Information Winter 2022*

Graduate School of Library and Information Science

Faculty of Information and Media Studies

University of Western Ontario

Instructor: Stephen Coulstring

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Office hour: After class on Fridays or by appointment

Class meets by MS Teams for optional synchronous sessions on Fridays from 1:00 to 2:00 p.m.

LIS 9323 Winter 2022 is an online course.

### **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.

### **Enrolment Restrictions**

Enrollment in this course is restricted to graduate students in the Master of Library and Information Science program.

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, Obj. 1g, 1h).

### **Pedagogical Approaches**

Pedagogical approaches for course instruction include lectures, guest appearances (on MS Teams), case study, and labs. Suggested readings will be drawn from academic, practitioner, and conference publications. A mixture of synchronous (MS Teams) and asynchronous (OWL course site) delivery of content applies to this course.

### **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%	Jan 7	Jan 21
<i>OWL Forum Postings</i>	5%	Various dates	
(3 topics with one original posting and one response to a peer's posting for each topic).			
Capital IQ lab questions	5%	TBA	
Canadian Public Company Report	30%	Jan 14	Mar 4
Business Case	25%	Jan 21	Feb 4
Public Company Presentation*	20%	Various dates in March and April	

\*This ten-minute solo MS Teams presentation shares findings from the Public Company Report with the class.

## Topics Covered

**Week 1** History of Business Information | Business Entities

**Week 2** Financial Performance | Industry Information | Market Information | Business Statistics

**Week 3** *Factiva* lab | Ownership and Affiliations | Business Cases

**Week 4** *Nexis Uni* lab | Public Company Information Sources | *Mergent* lab

**Week 5** *Capital IQ* lab | Legal Information

**Week 6** Investment Information (guest) | Due Diligence

**Week 7** US Business Research | Foreign Business Research

**Week 8** *IBISWorld* lab | Competitive Intelligence

**Week 9** Scholarly Sources of Business Information | Intellectual Property

**Week 10** Professional Development

**Week 11** Business Trends

**Week 12** Business Information Careers

## 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 of 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 review your written work or visit the Writing Support Centre (<http://www.sdc.uwo.ca/writing/>).

### Academic Offences

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 site:

([http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_grad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf)).

### Attendance

Synchronous classes are scheduled. Attendance is optional. The only exception to optional attendance is when a student is scheduled to make a presentation.

### Communication

The instructor plans to respond within 24 hours to all relevant course email that is sent to the instructor's attention.

### Assignments

Assignments should have single-spaced lines. Assignments have due dates and instructions posted to the course site on OWL. Assignments are due unless other arrangements apply. Late assignments without prior arrangement or accommodation for illness are subject to a penalty of ½ a grade per day.

### Grace Days

Six grace days are available for use. Notify the instructor by email that you are using grace days in advance. If you advise using three grace days and you only use two grace days, then the unused day remains for use with future assignments in the course. The grace days may not be used with the synchronous presentation assignment.

### Grading

Grading 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](http://intra.fims.uwo.ca/students/handbooks/mlis/mlis-handbook-04.htm#P269_25111)).

### Accommodation for Illness

Documentation for an illness will not be required unless it is requested by the instructor. Upon such a request, the student should submit documentation to the FIMS Dean's office. The UWO Policy on Accommodation for Illness can be consulted for further information ([http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf)).

### Accessible Education Western (AEW)

Western is committed to achieving barrier-free accessibility for all its members, including graduate students. As part of this commitment, Western provides a variety of services devoted to promoting, advocating, and accommodating persons with disabilities in their respective graduate program.

Graduate students with disabilities (for example, chronic illnesses, mental health conditions, mobility impairments) are strongly encouraged to register with Accessible Education Western (AEW), a confidential service designed to support graduate and undergraduate students through their academic program. With the appropriate documentation, the student will work with both AEW and their graduate programs (normally their Graduate Chair and/or Course instructor) to ensure that appropriate academic accommodations to program requirements are arranged. These accommodations include individual counselling, alternative formatted literature, accessible campus transportation, learning strategy instruction, writing exams and assistive technology instruction.

### Support Services

Students are directed to support services that are provided by the University of Western Ontario. These support services include the following:

Office of the Registrar (<http://www.registrar.uwo.ca>)

USC services such as peer support, food support, inclusivity programming, transportation, and health services (<http://westernusc.ca/services/>)

Student Development Centre (<http://sdc.uwo.ca/>)

Students who are in emotional/mental distress should refer to Mental Health@Western (<http://www.uwo.ca/uwocom/mentalhealth/>) for a complete list of options about how to obtain help.