INF2134H: Business Information Resources

Time: Tuesdays, 6:30-9:30pm

Location: Bissell, Rm 507

Instructors: Jeannie An and Helen Kula

Email: jeannie.an@utoronto.ca
                              helen.kula@utoronto.ca

Response time: One of us will reply by the end of the following business day.

                              Please use the portal discussion groups set up for course and
                              assignment-related discussions as much as possible. If you cannot use
                              the portal for your question, please email both instructors.

Office hours: Tuesdays, 4-6pm, Rm 625, Bissell

Course website: Portal

Statement of acknowledgement of traditional land

We wish to acknowledge that this land on which the University of Toronto operates.

For thousands of years it has been the traditional land of the Huron-Wendat, the Seneca, and
most recently, the Mississaugas of the Credit River.

Today, this meeting place is still the home to many Indigenous people from across Turtle Island
and we are grateful to have the opportunity to work on this land.

Official course description

"Critical survey of the literature of business and finance with emphasis on bibliographies,
reference materials, statistical materials and business services. New developments in the
business information field and problems in business and financial libraries."

Course overview

This course surveys a broad range of business information resources used by librarians and
information professionals working in academic, public, corporate and special library settings.
Students will be introduced to commonly-used resources for company, industry, market,
financial, news, and other kinds of business research. Students will also be provided with the

opportunity to use and evaluate selected resources and to engage in hands-on business reference and research.

While the focus of the course will be on business information resources, it will also devote some time to developing basic business reference & research skills. It will also touch on the information or library services that acquire and use these resources and the broader field of business librarianship. As much as the course will emphasize the 'what'' of business information, ithe 'how', 'the 'why', and the 'where' of the use of business information will also be addressed.

Course learning outcomes

Upon successful completion of the course, students should be able to:
- Understand the kinds and purposes of different business information resources and map these to typical business information needs
- Critically evaluate business information sources, using criteria appropriate for business collection development in multiple contexts
- Provide examples of resources and strategies for staying current with business information and that support research outside of an individual's professional scope of expertise
- Apply critical thinking and problem-solving skills to understand and respond to typical basic business reference and research questions
- Scope, plan and execute a business research project
- Describe key trends in business information and business information services

Relationship between Course Learning Outcomes and Program Learning Outcomes
(http://current.ischool.utoronto.ca/studies/learning-outcomes)

Students will understand and be conversant with fundamental concepts, theories, practices, and the diverse horizons of business information (Program Outcome 1).

Students will develop a critical understanding of business information, where it is found, and how it may be used (Program Outcome 4) - and how it is changing (Program Outcome 5).

Students will acquire skills and knowledge that allow them to keep current with business information and access expertise in business research and sources after graduation (Program Outcome 6).

Required & supplementary texts and readings

Required text:

Ross, C. Making Sense of Business Reference (2013) American Library Association. ISBN: 978-0-8389-1094-9

Copies will be available for purchase at the University bookstore. A copy is also available for two-hour loan from the Inforum's Course Reserves collection.

Supplementary Texts:

Forte, E. and Oppenheim, M. R. (eds). The Basic Business Library: Core Resources and Services (2012) Libraries Unlimited. ISBN: 978-1-59884-611-9

Moss, R.W. and Ernsthausen, D. G. Strauss's Handbook of Business Information 3rd edition. (2012) Libraries Unlimited. ISBN. 978-1-59884-907-6

Copies are available for 2-day loan from the Inforum's Course Reserves collection.

Course readings:

Course readings will be posted to Blackboard at least two weeks in advance.

Attendance & participation

Students are expected to attend all classes except in cases of illness, personal or family emergencies, or exceptional circumstances. An attendance sheet and name cards will be used to help the co-instructors learn students' names and to track and flag problematic attendance. Students who are unable to attend class are asked to email the co-instructors in advance of the class (except, of course, in the case of emergencies) as a professional courtesy.

Active participation in class is welcomed and expected. Students are encouraged to ask questions, seek clarification, and even challenge what is presented in-class. Students will be evaluated based on their participation in a variety of fora: in-class learning activities, discussion of readings, Q&A following lecture, and online via the portal.

Course work and evaluation/grading

5%	Participation
15%	Business reference questions
15%	Business librarian interview
35%	Business information resources evaluation
30%	Case competition presentation

Written assignments that do not meet a minimum standard (in terms of legibility, formatting and proofreading) will be returned for re-submission, with late penalties in full effect.

All assignments are evaluated in accordance with (1) the University of Toronto Governing Council's University Assessment and Grading Practices Policy and (2) the Faculty of Information/s Guidelines to Grade Interpretation.. The Governing Council policy is available At
http://www.governingcouncil.utoronto.ca/Assets/Governing+Council+Digital+Assets/Policies/PDF/grading.pdf.
The Faculty of Information's Guidelines to Grade Interpretation supplement that policy and are available at
https://current.ischool.utoronto.ca/system/files/pages/about/grade_interpretation.pdf.

General assignment guidelines

Answers to business reference questions, the business librarian interview, business information resource evaluation, and case competition presentation and related group evaluation must be submitted electronically as PDF files via the portal.

Answers to business reference questions, the business librarian interview, and business information resource evaluation and resource evaluation must be submitted in double-spaced, 12pt font, and clearly identify the student author by first and last name.

Assignments at the graduate level should be free of writing errors. Be sure to proofread your work carefully before submitting, and refer to the Chicago Manual of Style Online on questions of grammar, punctuation, and usage. If you find writing to be a challenge, consult the resources listed under Writing Support below.

Late Policy. Assignments must be submitted via the portal by midnight on the due date. The two exceptions to this are the business reference questions (which are due at noon on Tuesdays each week) and the case competition presentation, which must be submitted by 6:30pm on the date of the presentations. Extensions will only be granted in the event of illness or emergency, and then only once appropriate documentation has been submitted to Student Services. All late assignments with the exception of the business reference questions will be penalized by one full letter grade per week (e.g. from A to A-), for a maximum of two weeks. Assignments received more than two weeks after the due date will no longer be accepted. Late papers will also not receive detailed feedback or comments.

Responses to business reference questions received after the noon deadline will be penalized by .25% (out of a total of .75% per question), for a maximum of two weeks. Responses to questions received more than two weeks after the due date will no longer be accepted.

Referencing. The American Psychological Association (APA) citation style is the most commonly used one in academic writing in the social sciences. For this course, you will be expected to use APA's citation and references format in all assignments as needed. The

Chicago Manual of Style Online is also an excellent writing reference for our course on matters of grammar, usage, and other writing conventions apart from citation. You can find it here: http://go.utlib.ca/cat/6662347

Images. Students may include copyrighted images in their assignments as long as they follow the Canadian Copyright Act's current exceptions for fair dealing, in that the images must only be used for the purposes of criticism or review, and each image must be accompanied by: (a) the source; and (b) the name of the author(s) (if given in the source).

Academic integrity

The University of Toronto has a strict zero-tolerance policy on plagiarism, as defined in section B.I.1. (d) of the University's Code of Behavior on Academic Matters. Please make sure that you:
• Consult the University's site on Academic Integrity:
http://academicintegrity.utoronto.ca/
• Acquaint yourself with the Code and Appendix "A" Section 2;
http://www.governingcouncil.utoronto.ca/policies/behaveac.htm
• Consult the site How Not to Plagiarize:
http://www.writing.utoronto.ca/advice/using-sources/how-not-to-plagiarize

Please review the material in Cite it Right and if you require further clarification, consult the site How Not to Plagiarize
(http://www.writing.utoronto.ca/advice/using-sources/how-not-to-plagiarize). Cite it Right covers relevant parts of the U of T Code of Behaviour on Academic Matters. It is expected that all iSchool students take the Cite it Right workshop and the online quiz. Completion of the online Cite it Right quiz should be made prior to the second week of classes. To review and complete the workshop, visit the orientation portion of the iSkills site: uoft.me/iskills

Remember: plagiarism through negligence, as distinct from deliberate intent, is still plagiarism in the eyes of the University. Take notes carefully, use quotation marks religiously when copying and pasting from digital sources (so that no one, including you, mistakes someone else's words for your own), and document your research process. And always, when in doubt, Ask.

Writing support

The iSchool's Grade Interpretation Guidelines states that "... [w]ork that is not well written and grammatically correct will not generally be considered eligible for a grade in the A range, regardless of its quality in other respects."

If you feel your writing skills are compromising your academic success, please take advantage of the support provided to graduate students by the SGS Office of English Language and Writing Support (http://www.sgs.utoronto.ca/currentstudents/Pages/English-Language-and-

Writing-Support.aspx). The services are designed to target the needs of both native and nonnative speakers and all programs are free. Please consult the current workshop schedule (http://www.sgs.utoronto.ca/currentstudents/Pages/Current-Years-Courses.aspx) for more Information.

Special needs

Students with diverse learning styles and needs are welcome in this course. If you have a disability or health consideration that may require accommodations, please feel free to approach the co-instructors and/or the Accessibility Services Office at http://www.studentlife.utoronto.ca as soon as possible. The Accessibility Services staff are available by appointment to assess specific needs, provide referrals, and arrange appropriate Accommodations. The sooner you let them and us know your needs, the quicker we can assist you in achieving your learning goals in this course.

Copyright in instructional settings

Most, if not all, materials of this course will be made available for reuse under a Creative Commons license and will be clearly marked as such. However, if a student wishes to tape-record, photograph, video-record or otherwise reproduce lecture presentations, or reproduce course materials provided by instructor that are not licensed under Creative Commons, the student should obtain the co-instructors' written consent beforehand. Otherwise all such reproduction is an infringement of copyright and is absolutely prohibited. In the case of private use by students with disabilities, the instructor's consent will not be unreasonably withheld.   For more information on copyright and the University of Toronto, please visit the copyright page**.**

Syllabus credit

We would like to acknowledge the structure and some wording of this syllabus was derived and/or adapted from the syllabus developed by Professor Alan Galey's INF2311H: The Future of the Book (Fall 2016).

Assignments

#1: Business Reference Questions (15%) Individual Assignment
Two questions per week, for a total of 20 questions throughout the term, will be assigned to you to answer. A brief report on the strategy and sources consulted should be included, along with the answer. More information about this assignment will be posted to Blackboard.
Due Date: Tuesday 12noon before each class (starting Jan 17)
Submit: via Blackboard

#2: Business Librarian Interview (15%) Individual Assignment
Students will select from a list of business librarians to interview. A sign-up and contact sheet will be available on the first day of class.
This assignment will involve interviewing a business librarian about business information, using guided questions and submitting a written report and reflection based on your interview.
Details of assignment will be posted on Blackboard on the first day of class.
Due Date: Midnight Friday Jan 27th
Submit: written assignment via Blackboard

#3 Business Information Resources Evaluation (35%) Individual Assignment
This assignment involves identifying a "core library" of resources for a generic company (company type, budget constraints and other contextual details will be provided). This 'library' must comprise both paid/proprietary and free resources appropriate for this company, with a rationale for each resource listed. The assignment will also require an in-depth evaluation of one paid and one open access resource.
Details of assignment will be posted on Blackboard
Due Date: Midnight Friday March 17, 2017
Submit: via Blackboard

#4 Business Case Competition (30%) Group Assignment
This is a small-group project. A business case will be assigned one week before the final class. In your group, you will analyze, research and present recommendations, based on the case. The presentations will be made in-class on the last class. While grading will focus on the groups' business research and use of business information sources, some attention will be paid to the quality of your analysis and presentation, as well as your performance as a group.
Due date: 6:30pm, Tuesday April 4, 2017 (written materials)
Submit: via Blackboard

Key dates and deadlines

Tuesday Jan 10:
First day of class

Tuesday Jan 17 - Tuesday March 28
Weekly business reference question(s) due

Friday Jan 27:
Business Librarian Interview due

Tue Feb 21 - Fri Feb 24:
Reading Week (no class)

March 1:
Final date to drop full-year and winter session (S) courses without academic penalty

Friday March 17:
Business Information Resources due

Tuesday April 4:
Business case competition due

Other key academic dates: http://current.ischool.utoronto.ca/studies/academic-dates