ADDENDUM O
Review of Library Resources for the new concentrations and courses proposed by SEBA 2011

This report provides the overall statistics for the business collection, including book, serials, and online databases. It also provides specific information and recommendations for the new courses and new concentrations in the undergraduate business program listed here:

- **Entrepreneurship Concentration**: (New courses) Entrepreneurship: New Venture Financing*; Small Business Management; Business in the Digital Age *
- **Marketing Concentration**: (New Courses) Consumer Behavior; Global Marketing*: Business in the Digital Age*
- **Global Business Concentration**: (New Courses) International Finance*; Global Marketing*; Managing the Global Firm
- **Finance Concentration”**: (New Courses) International Financial Management; New Venture Financing*; Advanced Quantitative Methods
- **Digital Media Interdisciplinary Concentration** (new Courses) Business in the Digital Age*.

*Courses marked with an * are used in more than one concentration

The Saint Mary's College Library has developed an extensive business collection to support both SEBA undergraduate and graduate programs. One librarian is designated as having part-time responsibility as the subject specialist for Business, and a faculty library liaison is appointed from SEBA.

The Library materials budget is divided among 24 broad subject areas using an allocation formula. This formula recognizes that there are more students in business and management courses by a large margin, and that these students are heavy users of the library and its services. (In this report, "Business/Management” includes the subject areas of Economics and Accounting; most figures cannot be broken down to just Business Administration or to the MBA programs.) Latest available figures are used.

**Allocated to the Business / Management subject area for new books for the 2009-10 academic year:**

Overall “K” allocation (business and economics) for new materials (books and videos was: $29,023 and
$3,910 for e-periodicals
$26,636 for e- standing orders
$62,273.59 for electronic databases
Factors used in the allocation formula include:

Business/management has the most students enrolled in individual business courses at the undergraduate level (2010): 2794. SEBA has 355 (2010) FTE graduate students enrolled. Business/management students ask more reference questions than any other of the 24 subject groupings, except Education with 430 questions asked during 2010. Business/management students check out books at a high rate with 2452 books checked out 2010 and with 1856 business subject area (i-code k) books checked out.

Available (not in storage) business-specific collection includes (2009):

8261 books
207 videos
254 paper periodicals / standing orders
17 databases specifically in the Business subject area: including ABI/Inform Global; Emerald; CCH Tax Library; Mergent Online; Mergent BondViewer; Econlit; PROMT; Stat-USA; Faulkner’s Advisory for IT Studies, Plunkett’s, Value Line, Morningstar, Key Business Ratios, Lexis Nexis Academic, Euromonitor, Standard & Poor’s NetAdvantage Mintel, Reference USA.

(Details about these and other business related databases, see below.)

Databases added to the collection in business / management databases from 2006-2011:

7 databases (MergentBondViewer, Euromonitor, Morningstar, Mintel, Ward’s Directory and NetAdvantage & Reference USA.)

Key electronic databases of interest to SEBA students:

Lexis/Nexis Academic Universe: in addition to full text news and legal information, includes extensive market, financial, and industry-specific business news, reports, and data, including some International Business information.
ABI/Inform GLOBAL: Index to 1200 business, economics and management periodicals, with full text articles from 500 titles.
Wall Street Journal: Full text from 1984 to current issue. (Now incorporated into ABI/Inform Global.)
Econlit: peer reviewed articles on economic topics, US and global.
Mintel: marketing reports for retail industries, US and global.
Morningstar: Stocks Bonds and Mutual Funds.
Mergent BondViewer: Bond information
Standard and Poors Net Advantage: Various company and industry data sources from Standard and Poor’s
Euromonitor: Includes economic, demographic and lifestyle information for 209 countries over a 23 year period. All figures can be converted to US Dollars for easy cross-country comparison and downloaded to Microsoft Excel.
Ward’s Directory: Directory of many public and private companies and subsidiaries with basic information.
Value Line Research Center: Stock information. Includes mid-cap and archives.
Reference USA: Information on private and public US companies by zip code and also international industry section, includes RMA industry Norms (ratios)
Faulkner’s Advisory for IT Studies: Company and industry reports on Company’s in the IT and Computer sectors.

Library Web Pages:
Many Business and Economics web sites can be accessed through the Library's Home Page, by clicking on Research “by subject.” Included in this index are pages for Accounting, Financial Management, Marketing, International Business, Business Ethics, Economics, and Business Statistics. We are also purchasing more reference books and even circulating books in online format; this is of special importance to upper division undergraduate students and MBA students who are off-campus. Guides to how to do company and industry research and guides to APA citing are also included.

Library Web Pages Recommendations:
The Business “By Subject” page has link to sub-pages in International Business, Marketing, Company and Industry Research, Annual Reports, Finance and Stocks, and Small Business. Each of these pages links to recommended sources, including books, online reference tools, databases and web sites. These could be re-organized to more accurately reflect the new concentrations, with more international sources being added to the finance and marketing “By Subject” pages and new pages being created for the Entrepreneurship and Digital Media concentrations, so that students have a way of connecting with the most useful sources in their concentration.

Library Instruction & Reference:
The Business Librarian provides SEBA students with reference help via her usual reference shifts and also by appointment, via e-mail and by phone. Most students who contact the Business Librarian have been directly referred by their instructor or by another librarian. Students may also access general reference service by phone, in-person whenever the reference desk is open (over 60 hours per week) or through the Ask-a-Librarian e-mail service.

The Business Librarian also provides instruction by faculty request to classes where a research project is required. For example undergraduate courses that have had librarian instruction in the past include: International Business, Marketing, Advanced Marketing, Financial Management, Organizational Theory, Statistics and Strategic Management. Currently the librarian provides Financial Management courses and advanced Marketing with regular instruction. The librarian also provides instruction for a variety of MBA level courses.

Library research instruction is also provided in the form of the online “By Subject” pages, previously mentioned and via short business tutorials that are linked to from these pages.
Recommendations for Library Instruction:

I recommend that more faculty be encouraged to include some form of library instruction in their classes to ensure that students take advantage of the collection, both online and print. This could take the form of an in-person orientation. Or more practically, faculty who use Blackboard, Moodle, or some other course software program could easily include links to the Business “By Subject” page or other sources of library information in their courses. These links could be developed in collaboration with the Business Librarian and they would serve to remind students of the library resources and services, including e-mail, IM, and text reference, available to them. Faculty may also request more elaborate subject area specific online tutorials from the library to help students understand how to do specific research projects.

The development of new courses and concentrations is an excellent opportunity for SEBA faculty to designate a course or courses in each concentration to include learning objectives that address information literacy needs. For example in the marketing concentration, advanced marketing generally includes a research project requiring secondary as well as primary research, and the librarian provides students with instruction in how to accomplish this. In a similar fashion, an upper division course in each concentration could require a research project enabling students to learn how to use sources within their concentration. The Business Librarian could support this effort by providing in class instruction and/or online links to appropriate sources and tutorials to help students.

General Recommendations for Collection Development:

Although the library has a high quality business reference and circulating collection and a strong periodical collection, (including hard copy and online sources), there are particular databases and reference sources that our comparison study of other institutions with AACSB accreditation indicate that we should purchase that would also support the new concentrations. Also there are particular subject areas that our book and DVD collection needs to be developed in to support the new concentrations and courses.

My recommendations are organized into 3 categories. 1. Strongly recommended to support the new concentrations, can be purchased out of available k-code (business) library funds and/or current library database funds. 2) Recommended to support the new concentrations, can be purchased out of available k-code (business) library funds and/or general library database funds. 3) Desirable for the continued growth of the library’s business resources but not necessary at this time to support the new concentrations, to be purchased in the future if and when the library’s allocation to the business subject area grows due to either growth of the library budget or re-distribution of funds within the library budget due to increased enrollment levels in various SEBA programs.
1. **Category One: Strongly recommended sources, can be purchased with available k-code (business library funds) and/or current library database funds:**

**Books and DVDS in Albert**

Given the new courses and concentrations new circulating books and new DVDs should also be collected, especially in the following areas that have not been focused on in past collection development efforts: venture financing, quantitative method, international finance, global marketing, small business & business in the digital age.

Doing quick keyword searches in Albert yields the following results:

- **Entrepreneurship:** 287 books: c.50% published after 2004; only 2 DVDs.
- **Venture finance:** 27 books: c. 30% published after 2004; only one VHS.
- **International finance:** 550 books; c.28% published after 2004; only 5 relevant DVDs
- **Global marketing:** 65 books; c.30% published after 2004; 1 DVD & 3 VHS
- **Small/family business:** 378 books; c.45% published after 2004; 8 DVDs
- **Quantitative methods:** 90 books; c.30% published after 2004; 1 DVD, 3 online videos.
- **Digital Business:** 52 books; c.30 % published after 2004; 1 DVD
- **Consumer behavior:** 156 books; c. 30% published after 2004
- **Using the related term of Globalization and economics or business:**
  - 199 books; c. 60 % published after 2004; 5 DVDs; 4 VHS

DVD collections are quite weak in some of the above areas. These holdings can be supplemented with requests via Link+, but there is still a need to add to our own collection so books and DVDs are readily available to faculty and students.

Estimated cost to update the circulating book and DVD collections in the above areas: $4000 (will be funded from the library’s current k-code allocation)

**The Conference Board:** Provides analysis of global trends in corporate management and leadership.

Estimated Cost: $1395 (will be funded from the current k-code allocation and/or library’s current database funds)

**Books, (reference and circulating) & e-books:**

The library also should continue its trend to buy online versions of reference material whenever possible and increase the number of e-books in the collection to satisfy SEBA student needs.
Another good source for business reference e-books is Gale which publishes:


Estimated cost: $1000 (will be funded from the current k-code allocation)

*Sage e-reference* has many online business handbooks.

Estimated cost: (for Business section) $1000 (will be funded from the current k-code allocation)

**Total:** $7395 (funded from current library k-code allocation)

2. **Category Two: Recommended Sources, can be funded with current k-code (business library funds and/or general library database funds):**

These are listed in order of priority; all of them would be purchased with current levels of funding.

*Cabell’s (Business section)*: Periodical database to support faculty research. $900 (funded out of the library’s general fund for new databases)

*Economist Intelligence Unit*: Provides up-to-date risk analysis of countries and markets internationally.

Estimated Cost: $3500 (funded out of the library’s general fund for new databases)


Estimated cost: $2700 (funded from the current k-code (business) allocation)

3. **Category Three: Desirable sources for the continued growth of the business collection, but not considered essential for support of the new concentrations or courses:**

These databases would likely be considered if the library’s funding increased or possibly one or more could be bought out of the current funding levels for new databases. The databases listed below are not considered essential for support for the new concentrations.
**Business Source Complete (& Regional Business News)** $17,610

This database would particularly support the new courses in the Entrepreneurship, and Finance, Global Business concentrations. It would significantly increase students’ access to a number of important business publications. It contains indexing and abstracts for more than 3,800 business-related periodicals; also provides full text for more than 3,000 periodicals, including nearly 1,100 full-text peer-reviewed journals. Subject areas include: marketing, management, MIS, accounting, finance, economics, international business, and more. Full text from the most prestigious business journals, including *Harvard Business Review* (back to 1922), *Journal of Marketing* (back to 1936), *Accounting Review* (back to 1926), *Journal of Finance* (back to 1946), *Quarterly Journal of Economics* (back to 1904) are also included.

**IBIS World** $9000

*IBIS World* has extensive international reports on industries and would support the Global Business concentration and the international courses within the Finance and Marketing concentrations.

**Palgrave Connect** also provides many titles in the global business area and in entrepreneurship and small business areas. The library is considering buying its e-book collection.

Estimated cost: Business Management collection (2011) 156 titles $7,987

Estimate cost: Economics & Finance (2011) 122 titles $6,329

**Marketline: (was Datamonitor)** A great source for international business, finance data and news would supplement our current international databases, such as Euromonitor.

Estimated Cost $9000

**Conclusion:**

Although the library has always collected in a wide range of business areas reflective of current trends and the undergraduate and graduate curriculums, the library does need to strengthen its collection in several areas based on the new concentrations and courses in the undergraduate curriculum. We need to add databases, books, both e-books (especially reference works) and hard copy books and DVDs in particular content areas. **This can be done with existing levels of funding.** The subject pages need to be re-organized to reflect the new concentrations and multimedia point-of need online tutorials should also be added to help students deal with complex research questions as needed. It is my hope that information literacy learning objectives will be included in each of the concentrations and that the library can provide library instruction in a variety of formats, including in-person sessions, individual consultations, e-mail reference, and embedded and point of need tutorials, to support these learning objectives.

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