Review of Library Resources for New Course in Accounting Proposed by SEBA 2013

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 Accounting course.

Description of course:

This service learning course allows students to gain practical experience by applying what they have learned from previous coursework in the preparation of income tax returns for low income individuals, in an economically disadvantaged neighborhood, on pro bono basis. Also, this course gives students an opportunity to increase their tax knowledge and interpersonal skills.

Summary of the Library’s Business Collection

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 one program, such as Accounting. Latest available figures are used.

Allocated to the Business / Management subject area for new books for the 2010-11 academic year:

Overall “K” allocation (business and economics) for new materials (books and videos) was: $ 27,529.11 and $ 22,237.44 for all periodicals, including e-periodicals
$ 40,943.57 for all standing orders, including electronic standing orders
$ 62,816.53 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. (For details about these and other business related databases, see below.)
Databases added to the collection in business / management databases from 2006-2012:

8 databases (MergentBondViewer, Euromonitor, Morningstar, Mintel, Ward’s Directory and NetAdvantage & Reference US, Conference Board.)

Key electronic databases of interest to all SEBA students including Accounting 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.)
- Business Source Premier includes the full text of the Harvard Business Review and many other full text Academic and trade publications.
- CCH Tax Library: Includes tax information
- 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, Economics, Business, and Leadership purchasing more reference books and even circulating books in online format; this is of special importance to upper division undergraduate students. Guides to how to do company and industry research and guides to APA citing are also included. The Accounting “by Subject” page can be viewed at:
http://www.stmarys-ca.edu/library/subject-guides/accounting

Library Web Pages Recommendations:

The Accounting By Subject page can be further developed to add resoruces useful to Accounting students, particularly students taking this new course. Also a Pinterest page with links to books in various areas of business, including accounting, will soon be linked to from the Accounting page to encourage students to check out and read books in their discipline area.
**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. The Business Librarian could provide instruction for students in this course should it be required.

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 students are provided with links to the accounting “by Subject” library page and other related business pages. As this course does not require a specific research paper it does not necessarily require any library instruction; however a general introduction to using relevant library material could be provided by request. Students in this course should be made aware of library help available to them such as: e-mail, IM, and text reference, and in person research help.

**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 that our comparison study of other institutions with AACSB accreditation indicate that we should purchase. This recommendation is for SEBA generally but does not necessarily apply to this specific course.

**Databases:**

At this time there are no databases to recommend specifically for this new accounting course. The following database is being recommended for purchase for SEBA generally and would certainly be of use to Accounting students taking a variety of business courses.

**IBIS World**

*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 and all Finance and Accounting courses that deal with industry research.

**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. This following collection includes accounting related books.

*Sage e-reference:* Has many online business handbooks.

*Emerald e-book collection:* Has many management and accounting e-books.
Conclusion:

I believe the collection is adequate for this course and that the collection will grow in accordance with the general needs the School of Economics and Business Administration. Because this course does not include a research paper, it does not necessarily require library instruction.

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