

Course Number & Name: LIS 430 - Business Information Sources and Services

- **Description:** A survey of print and electronic information sources as well as coverage of basic business concepts is provided. It will include sources basic to business, finance, trade, company and industry reference and be both national and international in scope. The objective will be to familiarize students with source material including government sources and statistics, industry and trade literature, used for business research. Attention will also be paid to the information needs of business people and researchers as well as the issues and concerns associated with business information gathering and research.
- **Prerequisites:** LIS 407
- **Audience (level, environment/setting):** no specification; no specification
- **Student Learning Outcomes [by number]:** 2, 3
- **Topics/List of Lectures:**
 - Course Introduction and Overview of Business Research and Sources
 - Searching for information on Companies and Executives (US and Intl.)
 - Article Databases and indexes and Business Research
 - Searching for data on Specific Industries
 - Banking and Finance - Banking and Securities Industry Sources, International Finance and Commodity Markets
 - Accounting and Insurance Sources
 - Advertising and Marketing Sources and Demographics
 - Statistical Sources – National, Local, International Economic and Industrial Statistics
 - Business Research in the Future - the impact of technology on the transmission of information and the way business is done
- **Suggested Textbooks/Readings**
 - None given
- **Course History:**

December 2004: Discussed at curriculum retreat; description voted in 12/04
- **Document prepared by:** Susan Shoemaker, 12/04