

Course Number & Name: LIS 478 - Information Entrepreneurship

Description: Intended for students considering nontraditional information careers such as (but not limited to) development of information-related products, management of fee-based library services, establishment of information-related entrepreneurship, etc. Emphasis on planning, marketing, and financial management.

Prerequisites: None

Audience

- **Level:** Basic
- **Environment:** covers a variety of environments

Student Learning Outcomes: 1-8, 10.

Topics/List of Lectures:

- Why become an entrepreneur?
- Goal setting
- Ideas vs. opportunities
- The Business Plan
- Finances
- Raising money

Suggested Textbooks/Readings:

- Mind your Own Business, Alice Sizer Warner. Neal Schulman Publishers, New York. ISBN 1-555-70014-4.
- Building and Running a Successful Research Business, Mary Ellen Bates Information Today, Medford, NJ. ISBN0-910965-62-5.

Course History:

April 2005: Changed from two credit *LIS 520D* to three-credit course.

Document prepared by: Nancy Rossiter, 3/05