

Welcome to INFO 549



Brenda Chawner

Hello and welcome to INFO 549, Business Information Sources. This course will introduce you to business concepts and a range of sources of business information, both New Zealand and overseas.

We shall also look at the different groups who use this information, and how they use it.

My interest in business information has developed firstly as a result of working in the private sector in Canada, and subsequently through my involvement in setting up a private company. When I'm not working at the University, I look after many of the 'behind the scenes' administrative tasks involved in running a company in New Zealand; these include maintaining the accounting records, paying the bills and banking the cheques, sorting out the GST returns and payments, and working with the company's accountants on the annual accounts and financial statements. As you may expect, I am also the company's de facto librarian and information manager.

If you would like to discuss course content or assignments with me, please contact me as follows:

Email: `brenda.chawner@vuw.ac.nz`

Telephone: (04) 463 5780 (for calls within the Wellington free calling area).
Alternatively, call the Administration Office on (04) 463 5103.

Freephone: 0800 11 62 99 (for open learning students or internal students calling from outside Wellington). Either you will be put straight through to me, or our Administrative Assistant will relay a message.

Fax: (04) 463 5446

Room: EA 201, Easterfield Building.

If you have questions or comments about course material and activities, my preferred "channel" is the appropriate Blackboard discussion forum, so that all students can see

your message, and participate in any subsequent discussion. I normally check the Blackboard discussion forums for new messages at 11.00 a.m. each workday morning. However, if you prefer to send your message via email (particularly if it is sensitive or involves personal information), you should begin the subject line with

[INFO 549]

to make it easier for me to have course-related email messages filtered to a separate folder. I will normally answer these messages between 11.30 a.m. and noon each workday; if your message arrives after 11.30 a.m., I will answer it the following workday.

One thing you need to keep in mind is that I am employed on a part-time basis, and may not be available every day. Nevertheless, I normally check my email at least once each day, and that is probably the best way to contact me if I'm not in my office. If you would like to see me or speak with me, it's best to make an appointment for a specific time. I will post a message to the Blackboard discussion forum if I intend to be away from the office for more than one working day.

If you wish to send something to me by **post**, my address is:

Brenda Chawner

School of Information Management
Victoria University of Wellington
PO Box 600, Wellington

Assignments should *not* be sent to the above address; see the details under 'Assessment' below. Non-assignment material being delivered by courier or in person should go to the SIM Administration Office, EA 121, Easterfield Building, Kelburn Campus, Victoria University of Wellington.

I am looking forward to this course, and hope that you find it both stimulating and enjoyable!

Structure of the coursebook

This coursebook, which should be read in conjunction with the Library and Information Studies Group's *Administration Handbook*, is divided into two sections: this course information section (in which the contents of the INFO 549 course are discussed along

with course-specific administrative information and weekly session details); and a section containing twelve study modules, followed by any associated readings.

This print material is augmented with material on the INFO 549 website at

<http://blackboard.vuw.ac.nz>

See 'Online information' for more on this.

Learning objectives are specified for each study module. **Students should note** that some modules include practice questions for you to answer; you will need to look at reference sources, search databases, or look at websites on the Internet, in order to answer them. It is important that you try to find answers to the practice questions **before** the weekly session, as we will spend some time talking about the different strategies people in the group have used. Some of the questions may not have an obvious "right" answer, and one of the things we can talk about is what additional information you would need in order to be able to find an "answer".

In the module notes you will encounter two types of boxes, which separate work to be done from the body of the text. Boxes in this format:

| | |
|---|--|
|  | Now read Julie Scott and Veronica Wootliff, "Business and Commercial Information," in Patti Dossett, ed. <i>Handbook of Special Librarianship and Information Work</i> , 6th ed. (London: Aslib, 1992), 145–69. (Reading 1) |
|---|--|

detail reading which you should do before continuing with the module text. These readings are either included in the coursebook following the study module to which they apply (as in this case), are from the course text, or are available on the Internet.

Boxes in this format:

| | |
|---|--|
|  | The sources Scott and Wootliff identify are primarily print, or electronic databases. Would business information available on the Internet fit into the categories Scott and Wootliff identify? Why, or why not? |
|---|--|

contain self-review questions. You should consider these, and jot down your answers or conclusions, before continuing with the module text. These self-review questions will usually be discussed during the weekly session for the module.

The study notes for each each module end with a section entitled 'Preparation for the weekly session'. You should make sure that you **complete the work listed in this section, including all the practical exercises and practice questions, before the weekly session** for that module. Reading 'Preparation for the weekly session' *before* starting work on the module will help you to use your study time effectively.

Each week, discussion will be based on the following print and electronic resources. You are reminded to use them all together:

- required readings from the material provided;
- introductory material, discussion points and exercises which are available only on, or via, the course website.

In addition, the Blackboard Web-based learning environment will be used to post course information notices, and enable ongoing electronic discussion forums on topics or issues introduced in or out of class. Students are also encouraged to use Blackboard for information sharing, and to post questions for electronic and in-class discussion.

Using or quoting from course notes

The course notes used in the LIM programmes have been developed over a period of time. As a result, each set of modules is likely to include new material contributed by the coordinator and staff involved in the current offering of the course, as well as material contributed by staff involved in earlier offerings. Every effort has been made by our academic and editorial staff to ensure that all material is correctly attributed and complies with the University's copyright license obligations. If quoting or referring to material written specifically for this course, you should treat it as being contributed anonymously rather than being attributable to the person delivering the particular module in which it appears, unless the authorship is clearly indicated.

Course description

INFO 549 is an introduction to business concepts, sources of business information, and the information needs of different groups of people who use it. The primary emphasis is

on identifying and retrieving external sources of business information, with particular reference to New Zealand.

Learning objectives

By the end of this course, students should be able to:

1. Define key business concepts and terminology.
2. Identify key characteristics of business information sources.
3. List the main categories of business information, and say how each is commonly used.
4. Outline, and demonstrate an ability to apply, criteria for evaluating sources of business information.
5. Identify and use a range of sources of business information, both print and electronic, with an emphasis on information available from external public and commercial sources.
6. Discuss the information needs of different client groups in the business sector, and the types of information services used to meet these needs.

Time commitment

To achieve satisfactory grades, a time commitment of approximately 10–12 hours per week is required for the INFO 549 course. Part of this time will be taken up in your weekly session. The remaining time should cover:

- reading set texts and articles — you are expected to have read these before the weekly session;
- completing practice exercises, and looking at reference sources, online databases, and World Wide Web resources;
- reading additional, non-required material on the topics;
- thinking about the module and taking notes on assigned practical work in preparation for the weekly session;
- writing assignments.

Special requirements

As part of this course, you will need to use resources in libraries and on the Internet. For on-campus students Victoria University Library will supply most of your needs, but you may also find useful resources at the National Library and the Wellington City Libraries

central branch. Open learning students will need to use the resources of a large university or public library. You should allow adequate time for this, and for finding your way around these libraries.

You will also be using selected databases and online services. Access to these services is possible from the School's computer laboratories, and from Victoria University Library. Open learning students will require access to the Internet to access these databases, and will need to use the student VUW off-campus databases list at

<http://www.vuw.ac.nz/library/research/databases/index.aspx>

to access them.

For this course, you should begin to become familiar with the professional literature that discusses business information sources. Some of the journals you might like to review regularly are

- *Business Information Review*
- *EContent* (formerly *Database*)
- *Information Outlook*
- *Information Today*
- *Information World Review*
- *Managing Information*
- *Online*

Many of these are available as full text electronic journals through Victoria University Library's licensed electronic resources. You can view them via the Library's Journal Finder at:

<http://helicon.vuw.ac.nz:2081/>

Please note that I assume you have a basic familiarity with searching databases, and that you have some experience in using Dialog. If you have little background in this area, you may need to spend extra time on tutorials and other activities.

Dialog Classroom Instruction Programme

As part of the condition of being allowed access to Dialog under the Classroom Instruction Programme, you will need to sign and return the password agreement in the Appendices following this Course Information. It is important that the Dialog account is used only under the conditions listed in the form. The Dialog account, and other accounts that you have access to for this course, should only be used by yourself for course-related searches. Failure to do this could result in future students losing the ability to take advantage of this Programme. You should also note that our Dialog accounts have a limit of 150 records output per hour of use.

Access to Knowledge Basket databases

As part of the condition of being allowed access to Knowledge Basket databases, you will need to sign and return the password agreement in the Appendices following this Course Information. It is important that the Knowledge Basket account is used only under the conditions listed on the form. The Knowledge Basket account, and other accounts that you have access to for this course, should only be used by yourself for course-related searches. **You should also note that access is restricted to before 11.00 a.m. and after 3.00 p.m.** Failure to comply with this could result in future students losing the ability to use this service.

Students with special requirements

Students who have special requirements which are relevant to their successful completion of this course should speak to the Course Coordinator as soon as possible so that appropriate arrangements can be made.

General University information

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Faculty of Commerce and Administration offices

Railway West Wing (RWW) FCA Student Administration Office: The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and

FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours, call the office on (04) 463 5376.

Easterfield (EA) FCA/Law Kelburn Office: the Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building and includes the ground floor reception desk (EA005), and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Check with the Student Administration Office for opening times: (04) 463 5376.

Student conduct and staff conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor.

This Statute is available in the Faculty Student Administration Office, or at

<http://www.vuw.ac.nz/policy/StudentConduct>

The policy on Staff Conduct can be found on the VUW website at

<http://www.vuw.ac.nz/policy/StaffConduct>

Academic grievances

If you have any academic problems with your paper you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the LIM Programme Director (Tony Hooper, tony.hooper@vuw.ac.nz) or the Head of School (Sid Huff, sid.huff@vuw.ac.nz). If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website, at

<http://www.vuw.ac.nz/policy/AcademicGrievances>

Students with special requirements

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment, or chronic medical condition (temporary, permanent, or recurring) that may impact on your ability to participate, learn, and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible.

Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs, and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Academic integrity and plagiarism

Academic integrity is about honesty — put simply, it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity, and is **prohibited** at Victoria. The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means *anything* that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organisation or structuring of any such material.

Plagiarism is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (see above) and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning;

- suspension from class or university;
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism, and how to avoid it, on the University's website, at <http://www.vuw.ac.nz/home/studying/plagiarism.html>

Student support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean, who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at

http://www.vuw.ac.nz/st_services/

or email

student-services@vuw.ac.nz

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Manaaki Pihipihinga Māori and Pacific Mentoring programme

VUW offers academic mentoring for Māori and Pacific students studying at all levels in the Faculties of Humanities & Social Sciences, and Commerce & Administration, with weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the facilities study rooms and computer suite, at any time, at Kelburn and Pipitea. There is also a mature student and post-graduate network. A mentoring room will also be running at Pipitea Campus starting January. For further information, please contact:

Melissa Dunlop

Programme Coordinator

Room 109 D

14 Kelburn Parade (back courtyard)

Ph: (04) 463 6015; email: Maori-Pacific-Mentoring@vuw.ac.nz

Course schedule

INFO 549 will be held in the third trimester (October–January) of the 2005 academic year. There will be no sessions for two weeks during the Christmas break (23 December 2005–3 January 2006).

- For **open learning students**, there will be an Internet audioconference session on Tuesdays, from 6.45–8.15 p.m.
- For **internal students**, there will be a seminar on Tuesdays, from 2.10–4.00 p.m., in the Easterfield Building, Room EA 004.

| Week | Dates | Topic | Presentations |
|------|--------------------|--|---|
| 1 | 31 Oct–4 Nov. | Introduction to business information concepts and services | |
| 2 | 7–11 Nov. | Organising and evaluating business information | |
| 3 | 14–18 Nov. | Company information — I | Kompass/UBD Companies Office |
| 4 | 21–25 Nov. | Company information — II | Baycorp Advantage/ Dun & Bradstreet Datex/IRG |
| 5 | 28 Nov.– 2 Dec. | Markets and industries | Statistics New Zealand NZX |
| 6 | 5–9 Dec. | Economics and finance | Reserve Bank NZIER |
| 7 | 12–16 Dec. | Legislation and regulations | Lexis/Nexis New Zealand Trade & Enterprise |
| 8 | 19–22 Dec. | Management and human resources | New Zealand business magazines |
| 9 | 3–6 Jan. | International sources of business information | Factiva ProQuest Ebsco Business Source Elite / Premier |
| 10 | 9–13 Jan. | Business information services | |
| 11 | 16–20 Jan. | Case studies/visits | |
| 12 | 23–27 Jan. | Wrap up and discussion | |

Note: Week 9 classes will be held on Friday, 6 January, as Tuesday, 3 January is a public holiday.

Modules 3 through 9 ask you to do substantial practical work to familiarise yourself with typical sources of business information. Most of the class sessions will be discussions which require your active participation. Doing the required preparation, including the practical work, for each session will give you something to talk about. Please note that, although some people do not appreciate being singled out to respond individually to questions, I may occasionally ask particular students to respond. If you are well prepared for the weekly session, and follow the discussion, you should have no difficulty answering questions directed to you.

Assessment

None of the LIM courses has a final examination. This course will be internally assessed, and there will therefore be three assignments due during the trimester.

| Assignment | Date due | Value | Length |
|----------------------------|-----------------|-------------|---|
| 1. Practical exercises (3) | Varies | 10% each | 800–1000 words |
| 2. Presentation | Varies | 40% | 15 minute presentation plus handout |
| 3. Background paper | 12 January 2006 | 40% | 3000–3500 words |

Late assignments

Late assignments will *not* be accepted (except in cases of medical or family emergency) unless you have the prior approval of the course coordinator. All requests for an extension must be submitted *in advance*, in writing or by email.

Please note that this policy differs from that of other papers in the LIM programme.

Word count

Assignments 1 and 3 should contain a word count, easily available from your word-processing program. The word count should appear under your name, on the back of the last page of the assignment.

Presentation

Details of the LIM Group's assignment policy, including presentation, will be found in the *Administration Handbook*. Bear in mind that any statement on penalties for lateness

or word length of assignments in this coursebook supersedes the equivalent statement in the *Administration Handbook*.

Plagiarism

You should read and take heed of the statement on collaboration and plagiarism found in the *Administration Handbook*. You must acknowledge *all* sources you use; quoting extensively from other sources is not appropriate for Assignment 3. I expect you to present information in your own words, based on your understanding of the background material you read. ***Any assignment which is extensively plagiarised will receive an automatic fail grade.***

Submission

Remember to keep a copy of each assignment you send us, in case the original goes astray. Assignments should be submitted as follows:

Open learning students:

- **Post:** To MLIS O.L.—INFO 549, Library and Information Studies, School of Information Management, Victoria University of Wellington, PO Box 600, Wellington.
- **Courier:** To MLIS O.L.—INFO 549, Room 121, Easterfield Building, Victoria University of Wellington, Wellington.

Internal students:

- **Post:** To MLIS INTERNAL—INFO 549, Library and Information Studies, School of Information Management, Victoria University of Wellington, PO Box 600, Wellington.
- **Deliver:** To the LIM Assignment Box, 1st floor, Easterfield Building. This box is cleared as soon as the Administration Office opens on the morning following the due date. Any late assignments should be delivered to the following address:
- **Courier or late delivery:** To MLIS INTERNAL—INFO 549, Room 121, Easterfield Building, Victoria University of Wellington, Wellington.

Terms

Terms are the minimum course requirements that must be satisfied in order to earn the right to be assessed for a final grade. All students in INFO 549 are expected to attend and participate in all the weekly sessions. Each week, you will be expected to read that week's

course material and complete the questions and exercises as preparation for the weekly session.

Terms will be granted to students who have:

- attended a minimum of 75% of the scheduled Internet conference¹ or seminar sessions; and
- submitted the exercise and assignments required for assessment within the time allowable.

Online information

In addition to the coursebook, you will be required to use the online resources for this course which are available in the School's Blackboard online learning environment:

<http://blackboard.vuw.ac.nz/>

The Blackboard environment will contain a web-based forum for discussion of issues related to the course, links to sites of interest, additional readings and information, updates, etc. You should read the appropriate module web pages in conjunction with this coursebook.

Details on how to access Blackboard are in the *Administration Handbook*, but if you have any difficulties logging on please contact the Help Desk, at:

scs-help@vuw.ac.nz

All LIM students will be automatically enrolled in LIM Programmes Information on Blackboard. General announcements and information will be posted here, and students should check this site regularly.

Internet conferencing

Distance sessions are now being conducted via the Internet using the Chatterbox application; in order to participate students will need an Internet-connected PC running Windows XP or Windows 2000, microphone, and headphones/speakers.

¹ To be considered in attendance at an Internet conference session, an open learning student must be able to contribute orally to the session using the Internet conferencing software; that is, the student must have a working microphone attached to his or her computer making it possible to respond to questions, and to contribute ideas orally.

To connect, go to the Internet conferencing page (and read the “Getting Started” information) at

<http://www.sim.vuw.ac.nz/conferencing/>

There is also an ‘Internet Conferencing’ button linking to this page in Blackboard.

Some days before your first session, and at least 15 minutes before each subsequent session, you should test your system by going to the Echo Room. Regular classes will be held in the LIS Room; additional Discussion Rooms are available for breakout groups, and as a “waiting room” if a class is proceeding in the main LIS room. Study groups can use the discussion rooms out of regular class times.

For further information, follow the help links on the Internet Conferencing page; details, including screen name conventions, are also available on Blackboard under LIM Programmes Information.

LIM Students email list

Mass communication between the school and students is via the email list. It is your responsibility to ensure you are on the email list; subscription is essential.

To subscribe: send an email to

lim_students-subscribe@vuw.ac.nz

To unsubscribe: send an email to

lim_students-off@vuw.ac.nz

No text in the body or subject line is required. You will be sent a confirmation email, and must confirm the operation by clicking reply and send. You will then receive a welcome or goodbye email.