DALHOUSIE
UNIVERSITY

FACULTY OF MANAGEMENT
School of Information Management

School of Information Management
INFO 6310 Resources for Business Intelligence
Winter 2015

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COURSE DESCRIPTION

Information and knowledge are increasingly the source of competitive advantage for all types of organizations. This course will examine the value of information in a competitive environment, focusing on the links between appropriate information practices and effective decision making. The course will allow students to focus on evaluating and assessing various types of business information, understanding the cost and management of information, and how mobile technology, social media, and big data are changing the information landscape within organizations. In addition, discerning client needs, and the packaging of information for client use are emphasized.

The course starts by defining business information and examining the evolving information needs of business users. Specific types of information including company research, industry and market research and understanding statistics, open data and financial information will be explored. The latter half of the course will focus on giving students an overview of the important trends in business research: data mining, competitive intelligence, knowledge management, social media, mobile applications, and learning how to make a business case to support the decision to implement expensive information products.

COURSE PRE-REQUISITES

INFO 5530 is recommended prior to taking this course.

COURSE GOALS

1. To introduce the theories and practices underlying effective information and research work in business environments, including competitive intelligence, big data, social media and knowledge management.
2. To understand the business client, what their expectations and needs are, and how these may differ from other subject specific clients.
3. To acquaint students with the scope, arrangement and use of a wide array of business information tools, emphasizing how to critically evaluate business sources, and how to instruct and teach others how to use them.
4. To develop effective business reference interview techniques, and general business communication skills
5. To evaluate how technology is currently affecting business research, and trends for the future

LEARNING OBJECTIVES

At the conclusion of this course, students will be able to:

1. Think critically about business research and the role of information in decision making
2. Analyze the information needs of business patrons/clients, and provide value added services in a range of mediums
3. Search effectively for company, industry and financial information, as well as market research, and competitive intelligence.
4. To gain knowledge of business resources at the local level; best sources for Atlantic Canadian information.
5. Understand how to stay current in the world of business research

TECHNOLOGY USED

Students will utilize a number of external databases to complete their assignments including but not limited to: Bloomberg; DataStream; Thomson Reuters; Factiva, MarketLine, Mergent, as well as tools such as: Google Finance: Stock market quotes, news, currency conversions & more; Yahoo! Finance Canada - Business News, Real Time Stock Quotes, Investing Tools, Commentary. Tools and techniques for data mining, competitive intelligence and knowledge management will also be discussed and evaluated where possible. Students will be expected to merge data from multiple sources including social media using all Microsoft office tools.

INSTRUCTIONAL METHODS

Classes will generally involve a combination of lectures, group discussions, seminar presentations, and guest lectures. The course is intended to allow students to learn how to think about a business problem, and break the topic into an information map or strategy that can be investigated. We will be doing this together in the class sessions. An interactive class style and seminar presentations will encourage students to become comfortable with a business style of communication and presentation.

LEARNING MATERIALS

There is no compulsory textbook for this course. Assigned readings will be available electronically, through the links on the syllabus, or will be posted to the class website. Prior to each class, students will be expected to have read assigned materials, and to have explored the recommended resources (i.e. subject guides). Students are also expected to monitor sources of business news, on a daily basis.

The following books may be of interest throughout the course, and are available through Novanet:

Barlow, A., & Leston, R. (2012). *Beyond the blogosphere: Information and its children*. Santa Barbara, Calif: Praeger.

Bodnar, K., & Cohen, J. L. (2012). *The B2B social media book: Become a marketing superstar by generating leads with blogging, Linkedin, Twitter, Facebook, email, and more*. Hoboken, N.J: Wiley.

Botha, D. F. (2007), *Creating a competitive intelligence capability : developing the intelligent organisation*. Oxford : Chandos, 2007.

Bragg, S. M. (2012). Business ratios and formulas: A comprehensive guide. Hoboken, N.J: Wiley.

Dykes, B. (2012). *Web analytics action hero: Using analysis to gain insight and optimize your business*. Berkeley, CA: Adobe Press.

Hinchcliffe, D., & Kim, P. (2012). Social business by design: Transformative social media strategies for the connected company. San Francisco, CA: Jossey-Bass.

Lee, C. F., Lee, J. C., & Lee, A. C. (2013). Statistics for business and financial economics. New York, NY: Springer.

Liebowitz, J. (2012). *Beyond knowledge management: What every leader should know*. Boca Raton, FL: CRC Press.

Noor, A.-D. H. S., & Hendricks, J. A. (2012). *Social media: Usage and impact*. Lanham, Md: Lexington Books.

Sarvary, Miklos. (2012). *Gurus and Oracles: The Marketing of Information*. MIT Press.

Spangler, S & Kreulen, J. T. (2008) *Mining the talk: unlocking the business value in unstructured information,* Upper Saddle River, NJ : IBM Press/Pearson plc.

Taylor, J. (2012). *Decision management systems: A practical guide to using business rules and predictive analytics*. Upper Saddle River, NJ: IBM Press/Pearson plc.

Weathington, B. L., Cunningham, C. J. L., & Pittenger, D. J. (2012). Understanding business research. Hoboken, N.J: John Wiley & Sons.

KEY RESOURCE

Business Research Guide: URL: http://dal.ca.libguides.com/business

This guide will be helpful for the entire course. Be sure to look at the Course Guide section – especially the guides for Company and Industry information. We will be referring to these in specific classes. Also see the Commerce Research Guide, Economics Research Guide and her Management Guide.

METHOD OF EVALUATION

Canadian Public Company Report	Due February 3rd	10%
Business Reference Assignment	Due March 3rd	30%
Industry Resource Guide (Pairs)	Due April 7th	40%
Presentation of Industry Guide	Due March 17th, 24th and 31st	10%
Participation*		10%

Each student will pick a Canadian, US, and International Company and follow them in for the duration of the term, as well as monitoring the relevant industries. Students will be prepared to comment to the class on any relevant industry or company news at least three times during the term. Part of the participation mark will be assessed from in class exercises and case studies. In addition students will be assessed on their general contributions to the class discussions over the course of the term.

The grade earned will be assigned according to the grading system provided on the School's Web page at:

http://www.dal.ca/faculty/management/school-of-information-management/current-students-site/sim-grading-policy.html

CLASS POLICIES

Class attendance is required in all MLIS courses and is included in the participation mark. Attendance records will be kept by the instructor.

Absence from class (one class)
Students are required to inform the instructor ahead of time of any absence from class. This absence may affect participation marks or class activities.

Extended absence from class (two or more classes)
- Emergencies
  - Contact the MLIS Program Coordinator and provide a list of the courses you are taking and your instructors' names.
- Illness
  - Contact your instructor(s) as soon as possible **prior to class** to inform him or her of your illness.
  - **All absences due to illness must be supported by a physician's note to be submitted to the MLIS Program Coordinator (JoAnn Watson) with a list of courses you are taking and your instructors' names.**

Late penalties for assignments
A penalty for late assignments will be assessed, unless prior permission has been given by the instructor to submit an assignment late, which normally will be for extended illness, medical, or family emergencies only (see above). Late submissions will be assessed a penalty of five percent per day, including weekends. Assignments will not normally be accepted seven days or more after the due date; in such cases the student will receive a grade of zero.

ACCOMMODATION POLICY FOR STUDENTS

Students may request accommodation as a result of barriers experienced related to disability, religious obligation, or any characteristic protected under Canadian human rights legislation.

Students who require academic accommodation for either classroom participation or the writing of tests and exams should make their request to the Advising and Access Services Center (AASC) prior to or at the outset of the regular academic year. Please visit www.dal.ca/access for more information and to obtain the Request for Accommodation form.

A note taker may be required as part of a student's accommodation. There is an honorarium of $75/course/term (with some exceptions). If you are interested, please contact AASC at 494-2836 for more information or send an email to notetaking@dal.ca

Please note that your classroom may contain specialized accessible furniture and equipment. It is important that these items remain in the classroom, untouched, so that students who require their usage will be able to fully participate in the class.

ACADEMIC INTEGRITY

In general:

The commitment of the Faculty of Management is to graduate future leaders of business, government and civil society who manage with integrity and get things done. This is non-negotiable in our community and it starts with your first class at Dalhousie University. So when you submit any work for evaluation in this course or any other, please ensure that you are familiar with your obligations under the Faculty of Management's Academic Integrity Policies and that you understand where to go for help and advice in living up to our standards. You should be familiar with the Faculty of Management Professor and Student Contract on Academic Integrity, and it is your responsibility to ask questions if there is anything you do not understand.

Dalhousie offers many ways to learn about academic writing and presentations so that all members of the University community may acknowledge the intellectual property of others. Knowing how to find, evaluate, select, synthesize and cite information for use in assignments is called being "information literate." Information literacy is taught by Dalhousie University Librarians in classes and through Dalhousie Libraries' online Citing & Writing tutorials.

Do not plagiarize any materials for this course. For further guidance on what constitutes plagiarism, how to avoid it, and proper methods for attributing sources, please consult the University Secretariat's Academic Integrity page.

Please note that Dalhousie now subscribes to SafeAssign.com, a computer based service that checks for originality in submitted papers. Any paper submitted by a student at Dalhousie University may be checked for originality to confirm that the student has not plagiarized from other sources. Plagiarism is considered a very serious academic offence that may lead to loss of credit, suspension or expulsion from the University, or even the revocation of a degree. It is essential that there be correct attribution of authorities from which facts and opinions have been derived. At Dalhousie, there are University Regulations which deal with plagiarism and, prior to submitting any paper in a course; students should read the Policy on Intellectual Dishonesty contained in the Calendar.

Furthermore, the University's Senate has affirmed the right of any instructor to require that student assignments be submitted in both written and computer readable format,

e.g.: a text file or as an email attachment, and to submit any paper to a check such as that performed by the SafeAssign anti-plagiarism software.   As a student in this class, you are to keep an electronic copy of any paper you submit, and the course instructor may require you to submit that electronic copy on demand.   Use of third-party originality checking software does not preclude instructor use of alternate means to identify lapses in originality and attribution. The result of such assessment may be used as evidence in any disciplinary action taken by the Senate.

Finally:

If you suspect cheating by colleagues or lapses in standards by a professor, you may use the confidential email: managementintegrity@dal.ca which is read only by the Assistant Academic Integrity Officer.

Faculty of Management clarification on plagiarism versus collaboration:

There are many forms of plagiarism, for instance, copying on exams and assignments. There is a clear line between group work on assignments when explicitly authorised by the professor and copying solutions from others. It is permissible to work on assignments with your friends but only when the professor gives you permission in the specific context of the assignment. University rules clearly stipulate that all assignments should be undertaken individually unless specifically authorised.

Specific examples of plagiarism include, but are not limited to, the following:
- Copying a computer file from another student, and using it as a template for your own solution
- Copying text written by another student
- Submitting the work of someone else, including that of a tutor as your own

An example of acceptable collaboration includes the following:
- When authorised by the professor, discussing the issues and underlying factors of a case with fellow students, and then each of the students writing up their submissions individually, from start to finish.

COURSE SCHEDULE

Note: Topics and readings may be added or altered over the term to fit better with guest schedules.

Date of Class	Topics & Assignments	Required Readings
Week 1 **Jan 6th**	**Introduction/Overview** An introduction to the course, and the sphere of business information. The framework for the themes of the following sessions will be set including: The nature of business information and its life cycle.	**Syllabus**
Week 2 **Jan 13th**	**Information Seeking Behaviors and Needs – A Business Context** Discussion of the common needs of business information users – focussing on how the needs and use of information are changing with technology.	Kettinger, W. J., Zhang, C., & Marchand, D. A. (2011). CIO and business executive leadership approaches to establishing company-wide information orientation. MIS Quarterly Executive, 10(4), 157-174. Foster, A. (2014). The game is changing: The Business Information Survey 2014. Business Information Review, 31(1), 14-40. doi: 10.1177/0266382114529852 Dean, D., & Webb, C. (2011). Recovering from information overload. *McKinsey Quarterly*, *1*, 80-88.
Week 3 **Jan 20th**	**Critically Examining Sources of Company Information** - Public & Private, Directory, In-depth sources, Canadian, US, and Int'l	Make sure you have been through Joyline's Guides – Specifically on Company Info. http://libguides.library.dal.ca/content.php?pid=570&sid=1135 Brown, S. (2011) Social media for company research: A few of the best tools *Business Information Review* 28:

Date of Class	Topics & Assignments	Required Readings
		163-174, doi:10.1177/0266382111415022 Ojala, M. (2011) Checklists for private company research. Online, 35(1), 48-50. Retrieved from http://ezproxy.library.dal.ca/login?url=http://search.proquest.com/docview/848233599?accountid=10406
Week 4 **Jan 27th**	**Critically Evaluating Industry Information** - What are the valued sources of industry information? - Market research, what is it, and how do you find it? - What are the North American Classification System (NAICS), and other similar classification systems, and how to use them. **Guest Speaker**	Keiser, B. (2011). New platforms are transforming the business research process. *Searcher*, *19*(1), 7-49. http://ezproxy.library.dal.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=c8h&AN=2010929051&site=ehost-live Lyons, C. & and Booth H. A. (2011) "An Overview of Open Access in the Fields of Business and Management." *Journal of Business & Finance Librarianship*, 16(2), http://dx.doi.org/10.1080/08963568.2011.554786
Week 5 **Feb 3rd**	**Finding Numbers - Economics, Statistics and Demographics** *Company Report Is Due*	http://libguides.library.dal.ca/content.php?pid=570&sid=1136 LeBeau, C., Dewland, J., Martin, J., McKay, P., & Oppenheim, M. (2012, Winter). Adventures in dataland: business data sources. Reference & User Services Quarterly, 52(2), 145-150.
Week 6	**A Quick Overview of Sources of information on**	Lisa G. O'Connor, (2013) Investors' information sharing and use in virtual

Date of Class	Topics & Assignments	Required Readings
Feb 10th	**Stock Markets and Mutual Funds –** •How to navigate through Wall Street/Bay Street and other International Stock Markets.	communities. Journal of the American Society for Information Science and Technology 64:1, pages 36-47. Bates, M.E., (2000) "Mining for Gold on the Internet", *Searcher*, June 2000), p. 34-39.
	READING WEEK	
Week 7 Feb 24th	**Legal Information you may need for Business Research** • Patents, Copyrights and Trademarks • Quick overview of legal sources and definitions • Where do you check for patents • Other legal issues…How to check to see if a key executive has any legal issues pending, or has a criminal record.	Resource Blog - Resources of the Week: Patent Research, By Adrian Janes , DocuTicker Contributing Editor: http://web.resourceshelf.com/go/resourceblog/61180 Stock, M., & Stock, W. G. (2006). Intellectual property information: A comparative analysis of main information providers. *Journal of the American Society For Information Science & Technology,* 57(13), 1794-1803. doi:10.1002/asi.20498 Johal, R., & Côté, M. (2013). Mining Legal and Business Resources on Canadian Banking. Partnership: The Canadian Journal Of Library And Information Practice And Research, 8(1). Retrieved from https://journal.lib.uoguelph.ca/index.php/perj/article/view/2500/2903
Week 8 Mar 3rd	**Environmental Scanning/Competitive Intelligence** • An introduction to CI experts, and best sources of	Take a look at: http://www.llrx.com/node/1216/print, Competitive Intelligence - A Selective Resource Guide - Completely Updated - August 2014 By Sabrina I. Pacifici, Published on August 8, 2014

Date of Class	Topics & Assignments	Required Readings
	CI knowledge. *Business Reference Assignment Due*	Patterson L. & Martzoukou, K. (2011). An examination of Canadian information professionals' involvement in the provision of business information synthesis and analysis services, *Journal of Librarianship and Information Science* 44: 47-64, doi:10.1177/0961000611426215 "Market the Value of Your Competitive Intelligence: An Added Role for the Information Center." Denise Chochrek. Information Outlook, 4(2), February 2000: 32-35.
Week 9 **Mar 10th**	**Focussing on Current Trends 1:** **Social Media , Mobile Services**	KPMG, (2011) "Going Social: How businesses are making the most of social media." http://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/Documents/going-social.pdf Brown, S. (2012) Mobile apps: Which ones really matter to the information professional? *Business Information Review* 29: 231-237, doi:10.1177/0266382112465501 Infield, N., (2009) Engaging with social media in the Business & Intellectual Property Centre (BIPC) at the British Library: News from the National Business Information Review 26: 57-58, doi:10.1177/0266382108101309
Week 10 **Mar 17th**	**Focus on Current Trends 2:** **Data Mining and Data Visualiztaion**	Chen, H., Chiang, R. H., & Storey, V. C. (2012). Business Intelligence and Analytics: From Big Data to Big Impact. MIS quarterly, 36(4), 1165-1188.

Date of Class	Topics & Assignments	Required Readings
	*Presentation of Industry Guides (*Work in Progress)	The McKinsey Global Institute, (2012) "Big Data: The Next Frontier for Innovation, Competition and Productivity", available at: http://www.mckinsey.com/mgi/publications/big_data/index.asp Accenture Report – Big Success Big Data - http://www.accenture.com/us-en/Pages/insight-big-data-research.aspx
Week 11 **March 24th**	**Putting it all together…Knowledge Management/Collaboration** *Presentation of Industry Guides (*Work in Progress)	Small, C. T., & Sage, A. P. (2006). Knowledge management and knowledge sharing: A review. Information Knowledge Systems Management, 5(3), 153-169. http://ezproxy.library.dal.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=22976179&site=ehost-live Kettinger, W. J. and Marchand, D. A. (2011), Information management practices (IMP) from the senior manager's perspective: an investigation of the IMP construct and its measurement. Information Systems Journal, 21: 385–406. doi: 10.1111/j.1365-2575.2011.00376.x
Week 12 **Mar 31st**	**Management Issues** • Information audits • Vendors, how to work with them successfully to service the client. • How to create a business case to support the purchase of information products.	Morton-Owens, Emily, and Karen L. Hanson. (2012) "Trends at a Glance: A Management Dashboard of Library Statistics" *Information Technology and Libraries* 31(3), pp. 36-51. http://ejournals.bc.edu/ojs/index.php/ital/article/view/1919/pdf Henczel, S. (2001) The Information Audit as a First Step Towards Effective

Date of Class	Topics & Assignments	Required Readings
	• How to keep business clients happy. • Marketing and networking, the tools of the Business Professional. • How to ensure you are adding value to the client/company. *Presentation of Industry Guides (*Work in Progress)	Knowledge Management" *Information Outlook*, 5(6), 49-62. Kassel, A., Value-Added Deliverables: Rungs on the Info Pro's Ladder to Success." Searcher, 10(10), November/December 2002: 42-53. http://www.infotoday.com/searcher/nov02/kassel.htm Sippings, G., (2012) Managing changes to information services in large and complex organizations, *Business Information Review*, 29: 34-38, doi:10.1177/0266382112437308 Nutting, D. (2012), Surviving and thriving in the corporate world: A guide for information professionals. *Business Information Review* 29: 221-223, doi:10.1177/0266382112470414
Week 13 **Apr 7th**	**Summary – Information, the Economy and Information Professionals** • A summary of the major issues • What does the future look like in the world of business information? • The importance of critical thinking when approaching business research, and tools for staying current in the business world. *Industry Guides Due*	Smith, A., & Anderson, J. (2014). AI, robotics, and the future of jobs. Pew Internet Report, The Web at 25, http://www.pewinternet.org/2014/08/06/future-of-jobs/ The Financial Times & SLA (2013) The Evolving Value of Information Management: And Five Essential Attributes of the Modern Information Professional. FT/SLA, 2013. Available at: http://ftcorporate.ft.com/sla/ Stoddart, L., (2012) Emerging leadership opportunities and new roles for knowledge professionals. Business Information Review 29: 215-220.