

Library Collection Policy

Department of Business Administration

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Policy Goals

This policy outlines the library's support for the curriculum and research of students and faculty in the Department of Business Administration. The department is a multi-disciplinary department focusing on the following three areas:

- Finance
- Marketing
- Operations

Undergraduates can choose from one of five majors (Finance, International Business, Marketing, Operations Management, Business Administration) and minors in Finance, Marketing or Operations Management. The department also supports the general Major and Minor in Business Administered through the College of Business. At the graduate level, the department supports the Master of Business Administration.

The department has identified the following faculty research interests:

- Diffusion of Renewable Energy
- Financial Institutions
- Financial Markets
- Systems Thinking Research Stream
- Undergraduate Research Program

Subject Librarian:

Britt Fagerheim
3000 Old Main Hill
Tel: (435) 797-2643
Email: britt.fagerheim@usu.edu

Department Profile 2006:

Chair: Alan Stephens
Students: 544
Faculty: 137
Website: <http://www.usu.edu/cob/admin/>

Degrees Offered

BA and BS: Finance, International Business, Marketing, Operations Management, Business Administration

Participates in: MBA (Master of Business Administration)

Subject Guidelines

Materials to support faculty and graduate student research in the following subject areas will be given major priority:

- Marketing
- Banking
- Financial Management
- Financial Markets and Investments
- Operations and Production Management

In addition, materials related to the more specific research interests outlined above will be given special emphasis, including renewable energy and utilities and systems thinking. General materials for undergraduates and standard reference works in business will be purchased.

Chronological Guidelines

Collecting will focus on current materials.

Format Guidelines

Some documents produced and published by the U.S. government relevant to financial markets and regulations are collected within the Government Documents policy. Journals in electronic format will be acquired whenever possible.

Geographic Guidelines

Coverage of scholarly materials will focus primarily on the United States. Some materials focused on international business will be purchased to support the International Business major. Scholarly material from other regions will be collected at the specific request of the faculty.

Language Guidelines

English language materials are of primary interest. Select works in other languages will be purchased at the request of a faculty member.

Databases and Research Tools

Business Source Premier serves as the major indexing and abstracting database. S&P NetAdvantage provides detailed financial information for U.S. and International Companies. Lexis-Nexis provides additional company information and business news. Full text for many business journals is available in Business Source Premier and Lexis-Nexis. Some general business journals and select finance, operations, and marketing titles are available full text in JSTOR.

Growing Interests, Trends & Developments

The policy will be reviewed annually by the Business Administration subject librarian and updated according to changing research areas of faculty and graduate students, as well as modifications to the undergraduate curriculum.

Collection Strengths

Call Number Range	Subject Area	Level of Strength
HD	Small business	Minimal
HF	Marketing	Research
HF	Advertising	Instructional
HF	Retailing	Instructional
HG	Finance	Research
HG	Insurance	Instructional
TS	Production and operations management	Research