

BUAD 2000 Career Development I  
Information Literacy Instruction

**Student Learning Outcomes**

A BUAD 2000 Information Literate student

- Understands the limitations of search engines and free Internet resources
- Distinguishes between free versus fee-based information
- Articulates clearly their information need
- Constructs a search strategy that matches a specific information need
  - Identifies by name a business subject research database
  - Performs comprehensive keyword(s) searches that entail the use of synonyms, Boolean operators, truncation, etc.
- Identifies the types of information available through Business Source Complete, Occupational Outlook Handbook, Occupational Information Network, and CareerInfoNet.
- Matches career resources to a specific career information need
- Retrieve a full text business article through Business Source Complete
- Assesses the worth of retrieved information and considers revising the search strategy
- Distinguishes between business magazines and business scholarly publications
- Demonstrates ethical use of information
- Understands the profession/academic language associated with their discipline and/or topic

**Assessment**

Major/Career Exploration Project (Designed by Course Instructor)  
Career Development Portfolio (Designed by Course Instructor)

**Instructional Materials**

Scaffolding List of Business Resources  
Major/Career Exploration Project Worksheet (Designed by Course Instructor)  
Career and Job Information Pathfinder (*when appropriate*)  
Business Journals v. Magazines *Handout* (*when appropriate*)

## **Instructional Content**

### Using the University Libraries/Search Engines/Where to find Reliable Career Information *[Intro]*

- Occupational Outlook Handbook/Occupational Information Network (O\*Net)
  - Who produces this information?
  - Keyword(s) searches and A-Z Index searching
  - Occupational Profile and Information contained within (e.g. nature of the work, working conditions, training and qualifications, outlook, earnings, related professions, professional associations, etc).
  - Benefits of Professional Associations *[brief]*
- CareerInfoNet
  - Occupational Profiles and Information
  - Testing and Assessment
  - Wages, Trends, Tools and Technology
  - America's JobBank v. other sites (e.g. *HotJobs, Monster, etc.*).
  - Job postings on Professional Organization sites *[brief]*
- Company/Organization websites
  - There for Consumers or Researchers?
  - How is the Information Organized
  - Is it Reliable/Bias?
- Selecting Appropriate Subject Databases (e.g. Business Source Complete)
  - What information can be found here as opposed to the free internet and company websites?
  - How is this information different? (Datamonitor Annual Report v. a Company website Annual Reports
  - Articles about Companies not promoted on their website)

### Searching and Accessing Business Subject Databases

- Creating a search strategy
  - Keyword searches (with Boolean Operators)
  - Choosing search terms and incorporating synonyms (current industry or career issues and events)
  - Using truncation
  - Using results to find materials (e.g. subject headings, bibliographies, additional company or competitor material, etc.)
  - Accessing Annual Reports
  - Review the language of business (*when appropriate*)

### Unique Features of Databases

- Full text online or only in print, does it matter?
- Most frequent subjects and search history (*when appropriate*)
  - Currency of information
  - Citations
  - "Find a Copy"

- Print & e-mail options
- Citations
- Why cite your sources
    - Guides to style sheets
    - Formatting a citation with the database