

BUAD 3000 Career Development II  
Information Literacy Instruction

**Student Learning Outcomes**

A BUAD 3000 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 an advanced search strategy that matches a specific information need
  - Identifies by name several business subject research databases (Business Source Complete, Business and Company Resource Center, America's Newspapers, etc.)
  - 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, Business and Company Resource Center, America's Newspapers, and The Riley Guide
- Matches specific career resources to a defined career information need
- Retrieves full text business articles and information through several business subject research databases
- 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
- Creates an information product

**Assessment**

Position Prospecting Project (Designed by Course Instructor)  
Career Development II Portfolio (Designed by Course Instructor)  
Issues Presentation (Designed by Course Instructor)

## **Instructional Materials**

Scaffolding List of Business Resources  
Position Prospecting Project Worksheet (Designed by Course Instructor)  
Career and Job Information Pathfinder (*when appropriate*)

## **Instructional Content**

Using the University Libraries/Search Engines/Where to find Reliable Career Information [*BUAD 2000 as Intro*]

- 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

- Company SWOT Analysis
  - Anticipating interview questions (Weakness and Threats)
  - Top Competitors and their SWOT Analysis
  - Determining Strengths, Weaknesses, Opportunities, and Threats of the Occupation/Industry as a whole
- Creating an advanced search strategy
  - Keyword searches (some advanced 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.)
  - Review the language of business (*when appropriate*)
  - Recognizing Professional publications in you career/industry and staying current

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

Searching and Accessing Business Subject Databases [continued]

- Selecting Appropriate Subject Databases (e.g. Business and Company Resource Center)
  - What information can be found here as oppose to the free internet, company websites, or Business Source Complete?
  - Who produces this information?
  - Keyword(s), Company, and Industry searches
  - Legal Issues, Sales and Marketing, Histories, Financials, etc.

Unique Features of Databases

- Currency of information (*important*)
- Database as exclusive product [*only 4 simultaneous users*]
- Citations
- Print & e-mail options

Searching and Accessing Business Subject Databases [continued]

- Selecting Appropriate Subject Databases (e.g. America's Newspapers)
  - What information can be found here as oppose to the free internet, company websites, newspaper websites, Business Source Complete, and Business and Company Resource Center?
  - How is this information different?

Searching and Accessing Quality Free Web Resources

- Selecting Appropriate Free Web Resource (e.g. The Riley Guide)
  - Where to search
  - Job Banks, Directories, Internships

Searching and Accessing Quality Free Web Resources

- Selecting Appropriate Free Web Resource (e.g. Professional Associations)
  - Where to search
  - Benefits of joining as a student
  - Internships and Networking
  - Publications and Job Postings