

WML Information Literacy Instruction Assessment 2023-24 Classroom Activity Report

Faculty Librarian: Kate Cummings

Semester: Fall 2023

Course Number and Name: BUS 140: Business Information and Oral Proficiency (EP)

Course Instructor (Last Name): Mlodzienski

Date(s) of Information Literacy Instruction: 9/29/2023

Time(s) of Information Literacy Instruction: 9:00-9:50am

Location: WML 306

Number of Students Registered in Course: 19

Summary of research assignment or task

As a part of the course, students were required to research a publicly traded company and give a presentation approximately 10-12 minutes long. We focused on access and gathering credible information during the session. We reviewed how to access information from business-specific databases (e.g. Business Source Premier, Nexis Uni, Statista), which is significantly different from searching in other disciplines. Then students worked on an activity (attached) to begin gathering information on their assigned company. The activity questions related directly to the access techniques taught earlier, providing students with the opportunity to apply their knowledge.

Classroom Student Learning Outcomes (SLOs) – at least one, no more than three

SLO 1: As a result of this information literacy instruction, students will be able to perform company research by searching business resources such as Business Source Premier, Nexis Uni, and Statista.

SLO 2: As a result of this information literacy instruction, students will understand how to find quality information as opposed to information on the internet that may be inaccurate or out of date.

How will you know how students are doing as they work toward meeting these outcomes?

Students complete an activity in class individually where they have to gather company information. During the instruction, I work with the students individually to assess their progress

and address any questions. This gives me a general idea of their retention of the material covered and any areas I may need to address again if multiple students are asking the same or similar questions.

Based on your experience teaching this class and any assessment of student work you were able to do, what can you change next time to improve how you teach it? Or, what was successful that you want to be sure to do again the next time you teach it?

This was the first time using this particular activity and I believe it worked well as it got the students into the databases and actively searching while I was there and able to assist. They used the companies they had been assigned by their instructor so the activity was meaningful. I would continue to use this activity if I teach the class again.

Information Literacy Program Learning Outcomes (PLOs) – at least one, no more than four – this information literacy instruction supports

PLO2: Students will gain insight and understanding about diverse sources of information in order to evaluate and use resources appropriately for their information needs.

Library Databases and Resources

Kate Cummings (kate.cummings@scranton.edu)

Course Assignment

Research a publicly traded company and give a presentation that is 10-12 minutes long.

Search Steps for Specific Business Resources

Business Source Premier

- **Company Profiles** tab at top of page
 - Search **“Google”**
 - Click **Market Line Report**
 - Key Facts
 - Business Description
 - History
 - Key Employees
 - Key Employee Biographies
 - Major Products & Services
 - SWOT Analysis (Strength, Weakness, Opportunity, Threat)
 - Top Competitors
 - Company View
 - Overview
 - Fiscal Highlights
 - Locations and Subsidiaries
- Click **New Search** tab at top of page
 - Search **“Google”**
 - Watch for keyword matches for “Google, Inc.” or LLC, not “Google (Web resource)”

Nexis Uni

- Click on Business icon at bottom under “Discover topics”
 - Click on **Company Dossier → Find a Company**
 - Search for **Google**
 - Click on **Google LLC**
 - Provides:
 - Company information
 - Financial Overview
 - SEC Filings
 - Company reports
 - Industry Knowledge
 - Industry Overview
 - Recent Industry News
 - Other Industry Reports
 - News
 - Publication Types
 - Topic
 - Region

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Statista

- General search
 - Type your company name into the search field on the Statista homepage and then examine the results.
- Click on **Reports → Company and Product Reports**
 - Search within *Company and Products* page

Activity: Searching for Company Information

Using the resources you've been shown, answer the following questions:

- 1) Pick a company of interest to you: _____
- 2) Who is the CEO or Executive Leadership within the company?
- 3) What is one company strength? Where did you find this information?
- 4) Provide one statistic related to this company. For example, this could be from financial data, sales data, or consumer/market information. Other types of statistics are okay as well. Where did you find this information?