

CSULB LIBRARY RESOURCES AND SERVICES FOR THE COLLEGE OF BUSINESS ADMINISTRATION

The Library's role is to provide support for information services as stated in the mission statement:

The University Library and Learning Resources program at California State University, Long Beach was established to provide direct support for the educational mission of the university through selecting, organizing, preserving, and disseminating recorded knowledge in all its formats and manifestations. The organization also provides the human and technical resources necessary for the campus community to retrieve information effectively, and it makes available the equipment and technical assistance required to equip and maintain the university's classrooms so that images and sound can be made available for instruction. The Library and Learning Resources maintains collections that promote free inquiry and intellectual development, provides instruction in the information gathering and evaluation process, and thus has a lasting and beneficial impact on the lives of CSULB students.

COLLECTIONS AT CSULB

The University Library currently contains approximately 1,106,000 volumes and 3,646 periodical subscriptions, of which approximately 40,000 volumes are in the Library of Congress call number areas associated with the College of Business Administration. This is 3.6% of the total collection. Over 400 subscriptions to business journals, indexes, directories, yearbooks, and loose-leaf services are maintained.

The University Library subscribes to numerous electronic products that support the research of students and faculty in the College of Business Administration. These products are found in the Electronic Reference area of the Library. Some of these products include: *ABI/Inform*, *Business and Industry Database*, *Computer Select*, *Dow Jones News Retrieval*, *FARS (FASB – Financial Accounting Research System)*, *InvesText*, *Labor & Employment Library*, *Moody's Company Data*, *Moody's International Company Data*, *Morningstar Mutual Funds OnDisc*, *National Trade Data Bank*, *RIA Tax Services*, *Standard & Poor's Stock Reports*, *Stat-USA*, *Tax Management Portfolios Plus*, and *U.S. Exports and Imports of Merchandise*.

The Library is a full depository for California documents and a selective depository for federal documents, collecting approximately one third of the titles available. This collection provides excellent supplementary materials for the business programs.

FUNDING

Funds for library materials are allocated by academic department based on a formula that recognizes the number of students, collections usage, and average pricing for materials in the discipline. Table 1 shows appropriations for the business disciplines and demonstrates that library funding has remained stable over the last few budget cycles. However, it is the opinion of the business librarians that allocations—for business disciplines as well as other areas the library supports—are insufficient to provide all of the necessary research materials for faculty and students. Because of this we are forced to be more reliant on access to outside collections (via the Web, via InterLibrary Services, and other document delivery modes).

Table 1 - Library Appropriations for Business Disciplines, 1993/94 - 1997/98

	1993/1994	1994/1995	1995/1996	1996/1997	1997/1998
Accounting – Monographs	2,355.56	2,722.00	4,399.97	4,009.43	3,274.69
Accounting – Serials	11,782.20	13,663.36	13,678.29	13,951.86	14,713.81
Finance, Real Estate, & Law – Monographs	3,939.73	4,241.40	6,534.67	6,534.86	5,267.27
Finance, Real Estate, & Law-Serials	42,665.96	51,941.85	51,956.78	52,995.92	58,560.49
Information Systems – Monographs	2,547.32	2,903.55	6,376.62	4,917.86	4,675.28
Information Systems – Serials	-1,605.14	2,255.24	2,270.17	2,315.57	2,558.70
Management & Human Resources Management – Monographs	5,406.01	5,765.69	9,918.82	8,593.83	7,526.49
Management & Human Resources Management – Serials	23,727.64	30,087.98	30,271.39	30,876.82	33,200.89
Marketing – Monographs	2,701.50	3,122.54	4,689.73	3,928.70	3,364.01
Marketing – Serials	4,901.24	8,924.59	9,704.13	9,898.21	10,937.52

SERVICES

Some current services offered by the CSULB Library:

- Access to all library collections through a computerized catalog called COAST. This catalog is available in the library, in campus computer labs, and via remote access.
- Access to hundreds of thousands of abstracted and full text magazine and journal articles through the Electronic Reference Network.
- Access to its collections and services by students and faculty from their offices or homes.
- A 200 seat computer lab offering standard applications software and access to the World Wide Web.
- Inter-library delivery services providing books and photocopies of articles not owned by CSULB.
- A.S.A.P. – The “As Soon As Possible” service is provided to faculty upon request. This service for faculty researchers offers online searching from campus or home offices teamed with rapid document delivery services.

Of the fourteen full-time librarians at CSULB, two are currently assigned exclusive responsibility for providing support to the faculty and students of the College of Business Administration. The second business librarian was hired in 1995. Those librarians maintain the collections in business, order all new materials in support of the College of Business Administration, are available for consultation with faculty and students, and provide lectures on business research topics for business courses. Table 2 shows the number of lectures provided for courses in business by semester. Table 3 shows the business disciplines for which these lectures were provided.

Table 2 - Lectures Provided to CBA Classes by Semester

Fall 1993	26 lectures
Spring 1994	34 lectures
Fall 1994	19 lectures
Fall 1995	20 lectures
Spring 1996	21 lectures
Fall 1996	21 lectures
Spring 1997	23 lectures
Fall 1997	20 lectures
Total	207 lectures

Table 3 - Business Courses for which Library Lectures were provided

Accounting	3 lectures
Finance, Real Estate, and Law	72 lectures
Information Systems	53 lectures
Management and Human Resources Management	51 lectures
Marketing	21 lectures
Total	207 lectures

Plans are in process to enhance instructional efforts by:

- Providing in-person instruction as part of University 100 for entering freshmen who are declared business majors.
- Introducing instructional sessions for the AMSPEC databases (see description below) for all Finance students.
- Standardizing instruction for MBA students through designated courses in Management, Finance, and Marketing.

ACCESS TO COLLECTIONS BEYOND CSULB

In addition to materials held within the boundaries of the four walls of the building, the CSULB Library provides access to materials and collections off campus. The following materials/services are available to faculty and students from their home and/or office computers.

- The business librarians have prepared numerous web pages for use specifically by business students and faculty:
 - [FX: Foreign Currency Exchange WWW Sites](http://www.csulb.edu/~libweb/eref/vref/fx.html) [http://www.csulb.edu/~libweb/eref/vref/fx.html]
 - [Research by Subject – Accounting and Taxation](http://www.csulb.edu/~libweb/subj/accounting.html)
[http://www.csulb.edu/~libweb/subj/accounting.html]
 - [Research by Subject – Environmental Issues of the World Economy](http://www.csulb.edu/~libweb/subj/enviro.html)
[http://www.csulb.edu/~libweb/subj/enviro.html]
 - [Research by Subject -- Information Systems](http://www.csulb.edu/~libweb/subj/infosys.html) [http://www.csulb.edu/~libweb/subj/infosys.html]
 - [Research by Subject – Marketing](http://www.csulb.edu/~libweb/subj/marketing.html) [http://www.csulb.edu/~libweb/subj/marketing.html]
 - [Sara's Favorite Business Web Sites](http://www.csulb.edu/~sbsluss/sarasfaves.htm) [http://www.csulb.edu/~sbsluss/sarasfaves.htm]

Additional subject web pages are in process for Finance, specifically Capital Markets and International Finance.

- *STAT-USA*, an internet database [<http://www.stat-usa.gov>] maintained by the U.S. Department of Commerce, is a primary source of business, economic, and international trade information. Two major services available through *STAT-USA* are the complete *National Trade Data Bank* and the *Economic Bulletin Board*.
- The *Academic Mainframe Specialty Center (AMSPEC)* is located at Cal Poly, San Luis Obispo [<http://www.calpoly.edu/~amspec/>]. The Center provides access to seven major financial databases to Colleges of Business throughout the California State University (CSU) system. The following databases are available through this service: Standard & Poor's *Compustat*, Standard & Poor's *Global Vantage*, *CRSP*, *Disclosure*, *IMF International Financial Statistics*, Federal Reserve Board call and income report data, and *Citibase*.
- The *Social Science Database Archive (SSBDA)* is located at CSU Los Angeles [<http://ssdba.calstatela.edu/>]. The Center provides access to an extensive library of Social Science data to all of the CSU campuses. Much of this data is drawn from the Inter-university Consortium for Political and Social Research (ICPSR), the Roper Center, the Field Institute (California Field Polls), the U.S. Census, and other sources, such as *LegiSlate*, the nation's premier provider of online congressional and regulatory information.
- *Dow Jones News Retrieval* provides access to over 3,000 journals full text. This number will increase to 5,000 in summer 1998. In addition, there are numerous financial databases providing access to company and industry information. We anticipate the availability of *Dow Jones* from faculty home or office computers by July 1998. At the current time faculty and students in the College of Business Administration can access a text version of *Dow Jones* through the *Social Science Database Archive*.
- *LEXIS/NEXIS*, purportedly the world's largest full-text database, is made up of over 7300 individual databases containing 60 million full-text articles from newspapers, journals, legal digests and reports and other publications. It is an excellent source for newsworthy coverage of economic, business, social science and popular culture issues, especially for information published in the last 5-15 years (most electronic files in *LEXIS/NEXIS* started around 1970-1985 to the present). Some legal materials, (laws, court reporters, law digests) go back to 1799. Also available through *LEXIS/NEXIS* is *NAARS*--an accounting information library. Prior to fall 1997, access to *LEXIS/NEXIS* was restricted to library use. It is now available to faculty from campus or home computers and it may be used for classroom instruction, research, general information or educational purposes.
- *FIRSTSEARCH* accesses a number of databases, especially periodical indexes that cover a broad range of subjects, including the arts and humanities, business, education, medicine, science and the social sciences. In addition, you can look up books, proceedings, journals etc., and find out which libraries own the item (s). One of the databases within the *FIRSTSEARCH* suite is *ABI/Inform*, which is a principal bibliographic database in business and management. *ABI* indexes and summarizes the contents of approximately 1000 business and management journals and the indexing in *FIRSTSEARCH* is available from August 1971 to date. Other *FIRSTSEARCH* databases of use to business faculty and students are: *Books in Print*, *Dissertation Abstracts*, *GPO* (U.S. government publications), *Newspaper Abstracts*, *Periodical Abstracts*, conference papers and proceedings, a table of contents service, and a database of Internet resources.

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