



VCU

Libraries

Guidelines for Business

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1. Purpose.

The collection in business supports teaching and research from the bachelor's degree to the Ph.D. level. The School of Business offers a Bachelor of Science degree in the following areas: Accounting, Financial Technology: Actuarial Science Track, Financial Technology: Financial Engineering Track, Economics, Information Science, Marketing Concentrations and Real Estate.

There are also B.S. degrees in Business with concentrations in Finance, Human Resource Management, Risk Management & Insurance (both a corporate and financial planning track), Supply Chain and Analytics as well as B.S degrees in Business Administration and Management with a Business Administration Track, International Management Track or with a Concentration in Entrepreneurship. The School of Business also offers two post-baccalaureate certificates in Accounting and Information Systems.

Graduate programs include an executive and evening Masters of Business Administration (MBA), Masters of Decision Analytics, and Masters of Information Systems and specialized programs in Accountancy, Advertising (through the Brandcenter), Computer and Information Security, Decision Analytics, Economics, Finance, Global Marketing Management, Information Systems, Product Innovation, Real Estate and Supply Chain management. There is also a new Online MBA Program starting in the fall of 2017.

The School of Business offers a Ph.D. in Business. Doctoral candidates can select a major in one of the following specialties: Accounting, Information Systems, and Management (OB/HRM).



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2. General Collection Guidelines.

A. Language.

English is the primary language of the collection.

B. Chronology.

Primary emphasis is on current aspects of each area of business. Materials should also include a representative survey of various periods of business history and development.

C. Geography.

Emphasis is on the United States, Europe, Asia, Middle Eastern countries and also BRIC countries, Cuba and Sub-Saharan countries.

D. Publication Date.

The emphasis is on current publications. Some retrospective ordering takes place to fill in gaps and for replacements.

E. Treatment of Subject.

Popular works, lower division textbooks, and computer guidebooks are not generally acquired. Upper division and graduate texts and marketing research reports are acquired selectively. Professional and scholarly works that support the curriculum are acquired broadly.

F. Types of Materials and Formats.

Periodicals and monographs are the principal format. Also included are indexes, abstracts, dictionaries, encyclopedias, handbooks, bibliographies, directories, loose-leaf services, conference proceedings, annual reports, government documents, audio-visual materials, microforms, and CD-ROM.

3. Area Resources.

The University of Richmond has a business collection which is available to VCU students.

4. Related Subject Policy Statements.

See Government Documents and Economics policies.

5. Subjects and Collecting Levels.

Resources on business relating to the programs of study in the school are collected at a research level (4). These areas cover Accounting, Business Administration, Decision Analytics, Economics, Finance, Information Systems, Marketing, Real Estate and Supply Chain Management. Areas of concentration that are not specific programs such as Branding, Global Marketing Management and Human Resource Management are collected at an instructional support level (3).