

**HARLEY LANDALE JR.
COLLEGE OF BUSINESS
ADMINISTRATION**

ACCOUNTING AND FINANCE COLLECTION DEVELOPMENT POLICY STATEMENT

I. PURPOSE AND PROGRAM DESCRIPTION

A. Library Collection Development Objective

The library seeks to support curricular, research, lifelong learning needs in accounting and finance with an emphasis on current applied research and instructional improvement.

B. Description of User Groups Supported

The user groups supported include undergraduate students and faculty. The Department of Accounting and Finance is a multidisciplinary department with programs that are designed to give the student the basic knowledge, skills, and values that build upon the foundation provided by the University Core Curriculum and are required for professional careers in business and not-for-profit organizations. Each program stresses critical thinking skills, cooperative learning, oral and written communication abilities, and the application of knowledge to solve business problems.

C. New and Expanding Areas of Interest

New and expanding areas of interest include: investment information, financial accounting and tax regulations, internet sources of financial information, accounting information systems, enhanced support for the Masters of Accountancy program including international accounting and finance information and financial statement analysis and real-time financial information.

D. Areas of Established Specialization

Areas of established specialization include investments, financial management, personal finance, financial institutions (such as banks and insurance companies; and taxation and financial reporting.

II. TREATMENT OF SUBJECT DEPTH

A. Treatment of Subject Depth

To support the Accounting and Finance Departments, the library will collect materials primarily in the following subject areas at the Basic Study

or Instructional Support Level (3A) and the Intermediate Study or Instructional Support Level (3B).

SUBJECT SUBDIVISIONS	COLLECTING LEVEL
Accounting	3B
Accounting Information Systems	3A
Accounting Law and Legislation, United States	3B
Auditing	3B
Banks and Banking, Accounting	3B
Bookkeeping	3B
Finance	3B
Financial Institutions	3A
Financial Management	3A
Financial Statements	3B
Forensic Accounting	3B
Information Storage and Retrieval Systems, Accounting	3B
Insurance, Accounting	3B
Internal Auditing	3B
International Accounting	3A
International Accounting	3A
International Accounting	3A
Investments	3B
Personal Finance	3A
Taxation and Financial Reporting	3B
Valuation	3B
Write-offs	3B

B. Specific Delimitations

Formats collected: Annuals and others serials, electronic titles, monographs, periodicals and reference sources are collected exclusively. Microformat collections, audio-visual, and dissertations are collected selectively.

Imprint dates collected: Current, exclusively.

Chronological focus: Current, exclusively.

Languages collected: English language, exclusively. All other languages selectively.

Places of publication: North America, Asia, Latin America, and Europe exclusively. Materials from other areas of the world are collected selectively, as needed.

BUSINESS GENERAL COLLECTION DEVELOPMENT POLICY STATEMENT

I. PURPOSE AND PROGRAM DESCRIPTION

A. Library Collection Development Objective

The library seeks to strategically augment Langdale College's departmental collections, supporting student instruction and learning and supporting faculty academic research in business. When necessary and appropriate, the Langdale College general fund can be used as special impact funds.

B. Description of User Groups Supported

The library seeks to support the following Langdale College user groups: undergraduate students, master's degree students, faculty, and other community users, including the South Georgia business community.

C. New and Expanding Areas of Interest

Healthcare administration (e.g., health care marketing, health care economics), auditing and forensic accounting, financial portfolio management, small and family business management, and entrepreneurship are expanding areas of interest.

II. TREATMENT OF SUBJECT DEPTH

A. Treatment of Subject Depth

The fields of accounting, economics, finance, management, marketing, and business information systems (including accounting information and management information systems) should be collected at the research level. The fields of insurance and real estate should be collected at the intermediate study or instructional support level.

SUBJECT SUBDIVISIONS	COLLECTING LEVEL
Accounting	4
Economics	4
Finance	4
Management	4

Marketing	4
Business Information Systems	4
Insurance	3B
Real Estate	3B

B. Specific Delimitations

Formats collected: Each of the following format types in the Langdale College general account should be collected selectively: Annuals and other serials, audiovisual, electronic, microformat collections, monographs, reference sources, and textbooks. Periodicals should be collected extensively, and the focus should be on electronic full-text periodical resources.

Imprint dates collected: Library resources with imprint dates that are current (1980-present) should be collected extensively. Resources of the earlier 20th century should be collected selectively.

Chronological focus: The chronological focus in the Langdale College of Business should be current (1980-present), with extensive collections. The earlier 20th century collections should be selective.

Languages collected: Library resources for the Langdale College collection that are published in English should be developed extensively.

Places of publication: Library resources published in North American and Western Europe should be collected extensively.

MANAGEMENT

COLLECTION DEVELOPMENT POLICY STATEMENT

I. PURPOSE AND PROGRAM DESCRIPTION

A. Library Collection Development Objective

The library seeks to support curricular, research, and lifelong learning needs in Management for the Bachelor of Business Administration Program, the Masters of Business Administration Program, and the Human Resource Management Certificate Program. The Department of Management at Valdosta State University provides management development opportunities to the South Georgia region through instruction, research, and service activities.

B. Description of User Groups Supported

In relation to Management, the library supports the following user groups: Undergraduate students, Master's Degree students, Faculty, and other community users. Changes in user population includes the development of the MBA program that requires library support at the graduate level and the WebMBA Program, which offers professionals the opportunity to earn an accredited, accelerated online MBA degree without interrupting their work and personal lives.

C. New and Expanding Areas of Interest

New and expanding areas of interest include the MBA Program and the WebMBA Program. The department's primary research emphasis is on applied management research and instructional improvement. Research is focused on development of the region, instruction, faculty, and the management disciplines. Regional service activities include management and organization development and consulting, especially through the South Georgia Institute.

D. Areas of Established Specialization

Areas of specialization in management include motivation and leadership, small business management, quality management, productions/operations management, and human resource management.

II. TREATMENT OF SUBJECT DEPTH

A. Treatment of Subject Depth

The library will collect materials in the following subject areas primarily at the Advanced Study or Instructional Support Level (3C).

SUBJECT SUBDIVISIONS	COLLECTING LEVEL
Industrial Management	3C
International Business	3C
Management	3C
Management and Leadership Skills	3C
Management Information Systems	3C
Organizational Behavior	3C
Organizational Change	3C
Personnel Management	3C
Production/Operations/Quantitative Methods	3C
Quality Management	3C
Research Methods and Statistics	3C
Small Business/Entrepreneurship	3C
Strategic Management	3C

B. Specific Delimitations

Formats collected: Each of the following format types in management should be collected selectively: Annuals and other serials, audiovisual, electronic, microformat collection, monographs, periodicals, reference sources and textbooks, with slightly less focus on microformat collections and audiovisual resources.

Imprint dates collected: Library resources with imprint dates that are current (1980-present) and a part of the earlier 20th century should be collected selectively, with a greater focus on current resources.

Chronological focus: The chronological focus in management should be current (1980-present) and earlier 20th century, with collecting being done selectively, with a greater focus on current resources.

Languages collected: To support the international focus of the School of Management, materials on business and management topics from and about all areas of the world are acquired. The marketing collection should include resources that are published in English primarily, and all other languages should be developed selectively.

Places of publication: Library resources that are published in the following regions, which are listed in order of priority, should be collected selectively. North America, Western Europe, Australia/New Zealand, and Eastern Europe.

MARKETING AND ECONOMICS COLLECTION DEVELOPMENT POLICY STATEMENT

I. PURPOSE AND PROGRAM DESCRIPTION

A. Library Collection Development Objective

The library seeks to support curricular, research, and lifelong learning needs in marketing and economics. Every organization must market itself as well as its products and services. Marketing develops skills in targeting products and services to satisfy customer needs through product, price, promotion and distributional strategies.

B. Description of User Groups Supported

In relation to Marketing, the library seeks to support the following user groups: Undergraduate students, Master's Degree students, Faculty and other community users. Changes in user population include the development of the MBA program that requires library support at the graduate level.

C. New and Expanding Areas of Interest

New and expanding areas of interest in relation to marketing include the following: Professional Selling, Direct Marketing, and Electronic Marketing.

D. Areas of Established Specialization

Areas of established specialization include the following: Promotion, Sales Management, Buyer Behavior, Marketing Research, Marketing Channels, International Marketing, Industrial Marketing, Service Marketing and Strategic Marketing.

II. TREATMENT OF SUBJECT DEPTH

A. Treatment of Subject Depth

Materials will be collected in the following subject areas to support the marketing and economics programs. The collecting levels range from basic, intermediate, and advanced study or instructional support.

SUBJECT SUBDIVISIONS	COLLECTING LEVEL
Professional Selling	3B
Promotion	3B
Retailing	3B
Sales Management	3B
Buyer Behavior	3B
Marketing Research	3B
Marketing Channels	3B
International Marketing	3B
Industrial Marketing	3B
Service Marketing	3B
Direct Marketing	3B
Electronic Marketing	3A
Strategic Marketing	3C
Transportation/Logistics	3C
Macroeconomic Theory	3B
Microeconomic Theory	3B
Managerial Economics	3C
Economic History/Thought	3A
Public Finance/Fiscal	3B
Econometrics	3C
International Trade/Finance	3B
Economic Systems	3A
Multinational Corporate Finance	3B
Urban, Rural and Regional	3B
Financial Economics	3B
Economic Development	3A
Real Estate	3B
Agricultural, Natural Resource and Environmental Economics	3B
Labor Economics	3B
Health, Education and Welfare	3B
Industrial Organization	3A
Business Economics	3A
Law and Economics	3B

B. Specific Delimitations

Formats collected: Each of the following format types in marketing should be collected selectively: Annuals and other serials, audiovisual, electronic, microformat collection, monographs, periodicals, reference sources and textbooks, with slightly less focus on microformat collections and audiovisual resources.

Imprint dates collected: Library resources with imprint dates that are current (1980-present) and a part of the earlier 20th century should be collected selectively, with a greater focus on current resources.

Chronological focus: The chronological focus in marketing should be current (1980-present) and earlier 20th century, with collecting being done selectively, with a greater focus on current resources.

Languages collected: The marketing collection should include resources that are published in English and should be developed selectively.

Places of publication: Library resources that are published in the following regions, which are listed in order of priority, should be collected selectively. North America, Western Europe, Australia/New Zealand, and Eastern Europe/Asia.