Guidelines for Business

Collection Analysis and Investment

Last updated August, 2013

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1. Purpose.

The collection in Business supports teaching and research through the Ph.D. level. The School of Business offers the B.S. in Business Administration and Management with a concentration in one of the following areas: Accounting, Business Administration, Finance, Insurance/Risk Management, Owner-Managed Business, Human Resources Management/Industrial Relations, Production/Operations Management, or Real Estate/Urban Land Development. In addition, the School offers the Bachelor of Sciences in Accounting, Economics, Information Systems, Marketing and Office Automation Management with a concentration in Office Systems or Business Teaching. The School of Business offers three post-baccalaureate certificates. They include a certificate in Accounting, Information Systems, or Real Estate/Urban Land Development. Graduate programs include the Masters of Accountancy, the Masters of Arts in Economics, the Masters of Taxation, and the Masters of Business Administration with a concentration in Economics, Finance, Information Systems, Marketing, Human Resources Management/Personnel and Industrial Relations, Decision Sciences, Real Estate and Urban Land Development, or Risk Management/Insurance. The Masters of Science in Business is offered with a concentration in Business Education, Economics, Finance, Information Systems, Marketing, Human Resources
Management, and Industrial Relations, Decisions Sciences, Real Estate/Urban Land Development, or Risk Management/Insurance. The Business School offers a Ph.D. in Business. Doctoral candidates can select a major in one of the following specialties: Accounting/Taxation, Economics, Finance, Information Systems, Management, Decision Sciences, or Human Resources Management and Industrial Relations.

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, with selected international sources for business management, marketing, finance, accounting, and taxation.

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.
<table>
<thead>
<tr>
<th>Subject</th>
<th>Call Number Range</th>
<th>Present</th>
<th>Desired</th>
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<tbody>
<tr>
<td>Economic Theory. Demography</td>
<td>HB1-846.8</td>
<td>B</td>
<td>B</td>
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<tr>
<td>Business Cycles</td>
<td>HB3711-3840</td>
<td>B</td>
<td>B</td>
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<td>Economic History, General</td>
<td>HC10-95; HC111-1085</td>
<td>C1</td>
<td>C2</td>
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<td>C2</td>
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<td>Production</td>
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<td>Labor</td>
<td>HD4801-9999</td>
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<td>Television and Radio</td>
<td>HE7601-9721</td>
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<td>Banking</td>
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<td>B</td>
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### 6. Methodology.

Collection-centered; list-checking, either in its entirety or using samplings from:


