

Release 1

LONG ISLAND UNIVERSITY
COLLEGE OF INFORMATION AND COMPUTER SCIENCE
PALMER SCHOOL OF LIBRARY AND INFORMATION SCIENCE

SYLLABUS FOR LIS 747

SPECIAL LIBRARIES

TUESDAY, 4:30-6:20

MANHATTAN (NYU) CAMPUS

SPRING 2010

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Course Description: LIS 747 Special Libraries

A study of the characteristics, contexts, and roles of special libraries, and of information work in organizations, both profit and not-for-profit. Topics covered include the organization, the administration, the services and functions provided by, and the financial management of special libraries. Particular attention is given to the relationship between the special library and the organization within which it is embedded

The relationship between Knowledge Management and Special Librarianship is also examined. The emphasis upon Knowledge Management is substantial because libraries in the corporate sector, the largest chunk of the spectrum of special libraries, are increasingly a component of and are subsumed under Knowledge Management, and to be successful, “librarians” must think of themselves primarily as key players in the organization’s KM effort.

Course Objectives

The goal of the course is to make students familiar with the role of special libraries and how library and information functions add value to the organization, and to assist students in pursuing a career in this sector. In addition, students will become familiar with the infrastructure and operational requirements for effectively supporting the information needs of organizations. Specifically, at the end of the course students will be able to:

- Understand the dynamics of information in organizations, and the role of special libraries therein.
- Define KM (Knowledge Management), learning organization, intellectual capital, and related terminologies in clear terms and understand the role of knowledge management in organizations.
- Understand the rapidly evolving nature of KM and the fashion with which in the corporate domain it has subsumed special librarianship.
- Identify and understand the numerous functions served by special libraries.
- Demonstrate an understanding of the concepts of special librarianship and be familiar first hand with several successful special library operations.
- Evaluate the impact of technology including telecommunications, networks, and the Internet and its derivatives upon KM and special library activities.
- Identify the contribution of special libraries in specific environments: managerial and decision making communities; finance and economic sectors; legal information systems; health information systems and others.

- Demonstrate an understanding of the importance of intellectual capital and information and knowledge utilization in regard to the competitive advantage of organizations.
- Understand and be able to utilize basic financial and budgeting concepts for special libraries operations.
- Be aware of and articulate various career options in the field.

COURSE SCHEDULE AND SEQUENCE BY TOPICS (TENTATIVE)

The course starts on Tuesday January 19th. There will be no class Tuesday February 16th (Monday classes meet that day), nor Tuesday March 30th (Vacation).

- 1 Introduction: Why are Special Libraries “Special”?
- 2 Information Related Developments in the Business Context
- 3 Intellectual Capital & Knowledge Management
- 4 Intellectual Capital & Knowledge Management
- 5 Typical Functions of a Special Library
- 6 Guest speaker (TBA)
- 7 Impact of the Special Library
- 8 Guest Speaker (TBA)
- 9 Organizational Information Politics
- 10 Special Library visit
- 11 Economic Backgrounder, Budgeting
- 12 Staffing and Human Resources
- 13 Public Relations and Marketing - Long Range Planning
- 14 Reports

A note as to the schedule. The schedule and sequence is not graven in stone. The exact schedule may, and probably will, vary, based on such factors as guest speaker availability and the dynamics of the course itself.

A note as to reading. Since assignments tend to pile up toward the end of the semester, try to get ahead on your reading as soon as possible. That will be when you have the time to do it, and the class will be more stimulating and lively if you do so.

COURSE APPROACH

This course will be taught in a lecture/seminar fashion with students expected to do a substantial amount of reading and to actively participate in class discussions. Since this is a seminar course in a rapidly changing field with complex interaction among its components, the exact sequencing

of course components may shift somewhat, as the course evolves.

Term Paper & Reports

There will be a required term paper. You should select a topic early, discuss your topic with the instructor, and be prepared to make an executive summary presentation to the class at the end of the term.

The term paper can be of two general types:

- 1.) You can research and report on special libraries and the issues facing special libraries in a particular sphere. For example a topic might be special libraries in the museum community; another might be special library service in the advertising agency.

Please note however that more will be expected than an upscale book report - you will be expected to not only have read the literature, but to have interviewed (face-to-face, telephonically, via email, or whatever) librarians and information officers in that sphere and be prepared to report to the class what the issues and concerns in that area are. Note also that you had best do some research and know the context of the field before your interviews.

- 2.) You can do a traditional theme oriented research paper. A theme might be something like the convergence of special librarianship and competitive intelligence, or the impact of social networking and SNA (social network analysis) on special libraries.

EXAM

There will be a take-home exam. It will consist of a modest number of essay questions, and there will be some choice among topics.

EVALUATION

The weighted distribution of the criteria for evaluations of performance will be:

Term Paper	35%
Exam	30%
Participation	20%
Assignments	15%

It is anticipated that there will be guest lectures/discussions as well as presentations by the instructor. Students will be expected to make an oral presentations at the end of the course on their term paper topic.

Students are encouraged to start thinking about and working upon their topics as early as possible. The instructor will be glad to assist. Remember that you will be required to report on your area in December.

Estimates/Guidelines for Deployment of Non-Class Course Hours

Reading	85 Hours
Term (Research) Paper	45 Hours
Assignments	20 Hours

Texts: No required text, but, highly recommended reading:

Evans, G. Edward, Ward, Patricia Layzell, & Rugaas, Bendih. Management Basics for Information Professionals. New York, Neal-Schuman, 2000. (Up-to-date and pretty comprehensive)

Christianson, Elin B., et al. Special Libraries: A Guide for Management. 3rd ed. Washington, D.C., Special Libraries Association, 1991.

Koenig, Michael E. D. Budgeting Techniques for Libraries and Information Centers. New York. Special Libraries Association, 1981.

Koenig, Michael E. D. Information Driven Management. Concepts & Themes: A Toolkit for Librarians. IFLA Publications #86, Munich, K.G. Saur, 1998.

Lesk, Michael. Practical Digital Libraries. San Francisco, Morgan Kaufmann, 1997.
(Fun and informative)

Moulton, Lynda W. Databases for Special Libraries. New York, Greenwood Press, 1991.

READING LIST

Topics and Readings in rough sequence.

BACKGROUND: WHO, WHAT, WHERE, WHY, ETC.

Drucker, Peter F. “The Age of Social Transformation”, The Atlantic Monthly, 274 (11): 53-80, November 1994. (A marvelously insightful essay on the importance of information in the future.)

Christianson, Chapters 1-3;

Piggott, Sylvia E.A. “Why Corporate Librarians Must Reengineer the Library for the New Information Age”, Special Libraries 86 (1): 11-20, Winter, 1995.

Charkes, Susan. “Information Technology: Beyond the Toolbox”, Special Libraries, 86(4) 265-271, Fall 1995.

INFORMATION RELATED DEVELOPMENTS IN THE BUSINESS CONTEXT

Koenig, Michael E. D. & Neveroski, Ken "The Origins and Development of Knowledge Management", Journal of Information and Knowledge Management, 7(4): 243-254, December 2008.

Koenig, Michael E. D. Information Driven Management, Concepts & Themes: A Toolkit for Librarians, IFLA Publications #86, Munich, K.G. Saur, 1998. (Distributed)

Jacobson, Alvin & Cheema, Omar. "Bristol-Myers Squibb: Building the New Corporate Library." Knowledge Directions (The Journal of the Institute for Knowledge Management) 2(2): 6-21, Fall/Winter 2000.

Koenig, Michael E. D., Knowledge Management, entry from the International Encyclopedia of Information and Library Science, Second Ed. John Feather and Paul Sturges (eds.) London, Routledge 2003 (handout)

Broadbent, Marianne. "The Phenomenon of Knowledge Management: "What does it mean to the Information Profession" Information Outlook 2(5): 23-36, May 1998.

Oxbrow, Nigel & Abell, Angela. "Is There Life After Knowledge Management," Information Outlook 6 (4): 20-29, April 2002.

Orna, Elizabeth. Practical Information Policies. Second Edition. Aldershot, U.K., Gower, 1999. (Information Policy for the Organization).

Broadbent, Marianne and Koenig, Michael E. D. "Information and Information Technology Management" Annual Review of Information Science and Technology, ed. Martha E. Williams, Vol. 23, New York, Elsevier, 1998. Chapter 9, pp. 237-270.

Ponzi, Len & Koenig, Michael. "Knowledge Management, Another Management Fad?" Information Research 8 (1): October 2002. <http://informationr.net/ir/8-1/paper> 145.htm

Botkin, Jim and Stan Davis. "The Coming of Knowledge-Based Business", Harvard Business Review 72 (5) (Sept./Oct. 1994): 165-170.

Stewart, Thomas. "Your Company's Most Valuable Asset: Intellectual Capital." Fortune 130 (Oct. 3, 1994): 68-74.

Horton, Forrest W. Jr. "Mapping Corporate Information Resources" International Journal of Information Management, three separate articles: 8 (4): 249-259, 1988; 9 (1) 19-24, 1988; 9 (2): 91095, 1989. (The seminal work in an area that keeps getting rediscovered.)

DATABASE CONCEPTS

Moulton, Lynda J. Databases for Special Libraries. New York, Greenwood, 1991.

Koenig, Michael E. D. "Data Relationships: Information Retrieval Systems and Database Management Systems", Information Technology and Libraries, 4(3): 247-272 September 1985. (Distributed)

TYPICAL FUNCTIONS OF A SPECIAL LIBRARY

Indexing, Abstracting, Organizing

Lunin, Lois F. and Fidel Raya "Perspectives on Indexing", A section of The Journal of the American Society for Information Science. 45 (8): 569-636, Sept. 1994. See particularly:

Fidel, Raya. "User Centered Indexing" pp. 572-576.

Tibbo, Helen R. "Indexing for the Humanities" pp. 607-619.

Wellisch, Hans B. "Book and Periodical Indexing, " pp.620-627.

Foskett, A.C. The Subject Approach to Information. 3rd Ed. London, Clive Bingley, 1977.
(This is a classic, you should know about it; take a look if you have a chance.)

Simmons, Edlyn S. "Patents" in Manual on Online Search Strategies 2nd Ed., Armstrong, Christopher J. & Large, J. Anthony, eds. Aldersot, U. K., Ashgate Publishing Ltd., 1992.
(Scan and file this away for future reference when you need it.)

SDI (Current Awareness), "Clinical Teams, Bibliographic Instruction, Competitive Intelligence.

Correia, Cynthia Cheng. "From LIS to CI" Information Outlook 9(1): 38 – 41, January 2005.

Christianson, read Chapters 4-6, 8, 9

Mondschein, Lawrence G. "SDI Use and Productivity in the Corporate Research Environment" Special Libraries 81 (4):265-79, Fall 1990.

Keiser, Barbie E. "Competitive Intelligence for the Information Center" Information Outlook. 6 (12): 32-35, December 2002.

THE IMPACT OF SPECIAL LIBRARIES

Griffiths, Jose-Marie & King, Donald W. Special Libraries: Increasing the Information Edge,

Washington, D.C., Special Libraries Association, 1993. (Particularly chapters 1-5, 10).

Keyes, Alison M. "The Value of the Special Library: Review and Analysis" Special Libraries 86 (3): 172-187, Summer 1995.

Koenig, Michael E.D "The Importance of Information Services for Productivity—Underrecognized and Underinvested", Special Libraries, 83(4): 199-210, Fall 1992. Reprinted in:

- Knowledge and Special Libraries, Matarazzo, James M. & Connolly, Suzanne D. (eds.), Boston, Butterworth-Heinemann, 1999;
- Managing Information for the Competitive Edge, Auster, Ethel & Choo, Chun Wei (eds.), New York, Neal Schumann, 1996;
- Valuing Special Libraries and Information Centers, Washington, D.C., Special Libraries Association, 1993

Griffiths, Jose-Marie. 1982. "The Value of Information and Related Systems, Products and Service" In: Williams, Martha E., ed. Annual Review of Information Science and Technology: Volume 17. White Plains, NY: Knowledge Industry Publications, Inc. for the American Society for Information Science; 1982. 269-284.

Griffiths, J.M., et al. In-house Libraries Save Organization Three Times Their Cost of Operation Unabashed Librarian 89:20, 1993.

Abell, Angela. "Information Use and Business Success: A Review of Recent Research on Effective Information Delivery" in The Value and Impact of Information. Feeney, Mary & Grieves, Maureen (eds.); London, Bowker, Saur, 1994.

Badenoch, Douglas et al. "The Value of Information" in The Value and Impact of Information, Fenney, Mary & Grieves, Maureen (eds.); London, Bowker, Saur, 1994.

ORGANIZATIONAL INFORMATION POLITICS

Koenig, Michael E. D. & Srikantaiah, T. Kanti. "The Business World Discovers the Assets of Librarianship" Information Outlook. 6 (4): 14-18, April 2002. (handout)

De Cagna, Jeff. "Your Attention Please: A Conversation with Tom Davenport" Information Outlook. 5 (9): 30-37, September 2001

De Cagna, Jeff. "Keeping Good Company: Conversation with Larry Prusak", Information Outlook. 5 (5): 36-43 May 2001.

Note: Larry Prusak, sponsored by the Palmer School, received an honorary degree from LIU in 2001. His undergraduate degree is from LIU-Brooklyn, and his MS in LIS is from Simmons.

Davenport, Thomas H., Eccles, Robert G. and Prusak, Laurence "Information Politics", Sloan Management Review, 34, (1): 3-65, Fall, 1992.

Keen, Peter G.W. "Information Systems and Organizational Change" Communications of the ACM, 24(1): 24-33, January 1981. A classic.

Davenport, Thomas and Prusak, Laurence Working Knowledge Cambridge, MA: Harvard Business School Press, (paperback edition) 2000.

THE DYNAMICS OF RESEARCH AND RESEARCH ORGANIZATIONS

Price, Derek J. DeSolla. Little Science, Big Science. New York, Columbia University Press, 1963. An essay really, published as a book. A classic in the field - something you should have read if you are in this field..

Allen, Thomas J. Managing the Flow of Technology: Technology Transfer and the Dissemination of Technological Information Within the R&D Organization. Cambridge, MA: MIT Press; 1977. 320p. Scan.

ECONOMIC BACKGROUNDER AND BUDGETING FOR SPECIAL LIBRARIES

Koenig, Michael E.D. Budgeting Techniques for Libraries and Information Centers. New York: Special Libraries Association, 1981. (Distributed)

Zach, Lisa. "A Librarian's Guide to Speaking the Business Language" Information Outlook 6(6): 18-24, June 2002.

Evans, Edward G.; Ward, Patricia Layzell; & Rugaas, Bendih, Management Basics for the Information Professional, Chapter 15, 431-478. New York, Neal-Schuman, 2000.

St. Clair, Guy & Reich, Martin J. "Knowledge Services, Financial Services, and Budgeting", Information Outlook. 6 (6): 26-33, June 2002.

Henzel, Susan. "The Information Audit as a First Step Towards Effective Knowledge Management" Information Outlook 5 (6): 48-62, June 2001.

Bickner, R.E. "Concepts of Economic Cost" in Keys Papers in the Design and Evaluation of Information Systems, ed. By Donald W. King, White Plains, New York, Knowledge Industry Publications, 1978. Pp.107-146. By all means read this item! And hang onto it to refer to. This article is also reprinted in King, Donald W.; Roderer, Nancy K.; Olsen, Harold A., eds 1983. Key Papers in the Economics of Information. White Plains, NY: Knowledge Industry Publications, Inc. for the American Society for Information Science; 1983. 372p. (If you ever get involved in doing a cost analysis to support a major undertaking, read this first.)

Gasaway, Laura. "What's Happened to Copyright?" Information Outlook. 6 (5): 16-21, May 2002.

STAFFING AND PERSONNEL ISSUES

Herzberg, Frederick. "One More Time: How do you Motivate Employees" *Harvard Business Review* 65(5): 109-120, Sept.-Oct. 1987.

Evans, Edward G.; Ward, Patricia Layzell; & Rugaas, Bendih, Management Basics for the Information Professional, Chapter 12, 13, & 14 pp. 325-430. New York, Neal-Schuman, 2000.

Pagonis, William G. "The Work of the Leader" *Harvard Business Review*. Vol. 70(6), Nov.-Dec., 1992, pp. 118-127.

Christianson, Chapter 8.

PUBLIC RELATIONS AND MARKETING

Evans, Edward G.; Ward, Patricia Layzell; & Rugaas, Bendih, Management Basics for the Information Professional, Chapter 4, 89-113. New York, Neal-Schuman, 2000.

Sirkin, A.F. "Marketing Planning for Maximum Effectiveness" Special Libraries 82: 1-6, 1991.

LONG RANGE PLANNING

Armstrong, J. Scott. Long Range Planning, From Crystal Ball to Computer. New York, John Wiley & Sons, 1978. (Still the best general review and "how to" book. Scan this and remember it for future reference.)

