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We Mean Business: A BI Session for Business Case Analysis Students

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We Mean Business: A BI Session for Business Case Analysis Students.
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Many librarians are familiar with the needs and motivations of individual upper division and graduate business students pursuing information for the competitive edge in a case study class, but many are intimidated at the thought of addressing them en masse. The University of Central Florida uses traditional case study analysis in several advanced business courses and enrolled students must find information, often frozen in time, for their case analyses. The added real-life needs of these graduating students for current information relating to job interviews and competitive intelligence inspired a unique, ongoing BI project. While many BI classes for lower division students address problem-solving skills, timing necessitates the assumption that these business students have the ability to analyze their information needs. The lesson design, aimed at critical thinking about source content and coverage, addresses the depth, breadth, and timeliness of major library resources in several formats, enabling students to manage research time effectively. These BI sessions have afforded the satisfying opportunity to blend the best of today's format "explosion"--from print to CD-ROMs to online sources--for a highly motivated, attentive, and sometimes neglected student group.