

Collection Policy: UNDERGRADUATE BUSINESS (draft)

[Subject Scope](#) | [Priority Tables](#) | [Other policies . . .](#)

1.0 TEACHING, RESEARCH AND EXTENSION PROGRAMS

1.1 Mission and emphases of the department (program)

The Department of Applied Economics and Management (AEM) at Cornell University offers one undergraduate major, also called Applied Economics and Management. Within this major are 6 specializations in 3 general areas: Business (*business* and *food industry management*), Agribusiness (*Agribusiness Management & Farm Business Management and Finance*), and Applied Economics (*Environmental and Resource Economics* and *Agriculture and Applied Economics*).

1.2 Faculty research

There are 46 faculty in the department and 65 professional and support staff. Research and extension activity is divided into four broad categories:

1. Agricultural policy and international development
2. Farm management/production economics/finance
3. Marketing/food distribution/management
4. Resource economics and public policy, including land and water use policy, marine resources, energy economics, and environmental quality.

1.3 Graduate program

1.4 Undergraduate program

As noted above, there is one undergraduate major in AEM. Within this major are 6 specializations in 3 general areas: Business (*business* and *food industry management*), Agribusiness (*Agribusiness Management & Farm Business Management and Finance*), and Applied Economics (*Environmental and Resource Economics* and *Agriculture and Applied Economics*).

The undergraduate business major is the only accredited undergraduate business major at Cornell, and is one of the university's largest majors with over 660 majors. It also one of only two such programs in the Ivy League (along with Penn).

1.5 Extension activity

1.6 Noteworthy facilities (e.g. unique classrooms, laboratories, farms, etc.)

2.0 SUBJECT DESCRIPTION AND GUIDELINES

2.1 Subject definition

The undergraduate business program prepares students for careers in finance, marketing, and management. It also offers specialized programs in [entrepreneurship](#), [food industry management](#), and [agribusiness](#).

2.2 Subject scope

The undergraduate business program at Cornell offers classes in 7 major areas:

Finance
Management
Marketing
Applied Economics & Analytical Methods
Entrepreneurship
Accounting
Information Management and Technology

The program also offers specialized courses in agribusiness and the food industry.

9 subject areas, listed below. See the [Detailed Listing of Topics](#) comprising each of these subject areas and for some caveats on collection policy.

The following 7 subject areas are collected at a Level 4 at Mann Library:

- [2.2.1 Marketing](#)
- [2.2.2 Finance,](#)
- [2.2.3 Management,](#)
- [2.2.4 Applied Economics & Analytical Methods,](#)
- [2.2.5 Accounting,](#)
- [2.2.6 Information Management/Technology,](#)
- [2.2.7 Entrepreneurship/Small Business Management,](#)

In addition to these 7 core subject areas, the following related areas are collected more narrowly and/or less intensively (see [Detailed Listing of Topics](#)):

- [2.2.8 Food Industry Management: Level 2](#)
- [2.2.9 Agribusiness: Level 2](#)

2.3 Emerging trends in the subject area

3.0 SPECIAL INFORMATION NEEDS AND RESOURCES

3.1 Special information needs of those working in this subject area.

3.2 Special collections or noteworthy resources in the field

The USDA data files available via the Mann Gateway.

3.3 Endowment funds or special funding arrangements

The library has one book endowment supporting business: The Richard D. (Doc) Aplin Distinguished Collection Endowment for Mann Library.

4.0 TYPES OF MATERIALS

4.1 Priorities for types of materials

See [Priorities Table](#).

Materials selected for the collection include serials (journals, experiment station bulletins, working papers, statistical series); conference and symposia proceedings; monographs; important bibliographies; and state, federal and international government documents.

Scholarly journals and substantial agricultural experiment station bulletins reporting research results are collected comprehensively.

A representative selection of trade journals is maintained reflecting major sectors of the agricultural industry, (e.g., major commodities, agricultural equipment, food processing, the horticultural industry). The important but ephemeral and unrefereed genre of working/staff/discussion papers in agricultural economics is collected selectively. Currently about 60 such series are included in the collection. Working papers are selected from the most significant agricultural economics research institutions in the U.S. (e.g. leading land grant university departments, the International Food Policy Research Institute, the Giannini Foundation, and the USDA), foreign countries (e.g. Agriculture Canada, Australian Bureau of Agricultural Economics, University of Reading,, U.K.), and international organizations (e.g. World Bank, IMF, FAO, and EEC).

Statistical series documenting agricultural production, trade, finance, and prices, and related economic and demographic statistics, are collected extensively. At one time the library collected national level agricultural statistics from the ministries of agriculture of nearly all nations. Now large compilations produced by international organizations such as the EEC, UN/FAO fill the need for agricultural statistics in some nations and regions, while national and even state level statistical series are still collected from others. A detailed analysis of collection policy for agricultural statistical series is available.

Monographs contributing to the economic analysis of agriculture and describing farming systems world-wide are collected extensively. Applied literature for the farmer, such as manuals, how-to and instructional workbooks in farm management, are collected very selectively to provide a representation of the genre.

4.2 Format

Print, microform and electronic formats are collected. Print copies of governmental statistical series are generally preferred over microform counterparts, but increasingly many standard USDA series are available only in microform.

Major statistical series which are frequently subjected to analysis and manipulation for research purposes are purchased in appropriate electronic form when available and practicable. For example, magnetic tapes containing commodity futures trading data are mounted locally for online use and manipulation. Until preservation concerns with electronic media can be resolved, print or microform counterparts are normally maintained for archival purposes.

Undergraduate instruction in business management makes use of U.S. corporate financial data and business and trade publications which are extensively collected by the JGSM library. Rather than duplicate a large number of print subscriptions, this information need is best met with electronic publications which, ideally, can be shared among a number of interested library constituencies. The library subscribes to a variety of electronic business resources including Business Source Premier, ABI/Inform, and Factiva.

4.3 Geographical guidelines

The collection is world-wide in scope; coverage varies by region and nation.

Publications on the economics of agriculture in NYS are collected as aggressively as possible. Adjacent states and provinces, and the New England States are also given very high priority, along with materials on U.S. agriculture treating national-level trends and topics. Specific states, such as California and Wisconsin, are deemed 'indicator' states and are given high priority.

The publications of pertinent international organizations are identified and reviewed exhaustively, and are collected extensively. Conscious duplication with Olin and other libraries of publications of international organizations is frequent and essential when necessary to maintain a full and current view of the state of world agriculture and related subjects.

4.4 Language guidelines

Primarily English.

4.5 Chronological guidelines

Emphasis is decidedly on current publications.

4.6 Other

5.0 OTHER RELATED LIBRARY COLLECTIONS

Other libraries where general business is collected are JGSM and Hotel. ILR collects business materials related to labor issues.

6.0 POLICY QUESTIONS, COLLECTION NEEDS, FUNDING PROBLEMS OR OPPORTUNITIES

7.0 PRINCIPAL LC CLASSES

HB201-843
HB3711-3840
HC
HD28-70
HD 2321-4730.9
HD 9000-9999
HF1-6182
HG1501-5999

8.0 RELATED COLLECTION POLICIES

- [Agricultural Economics](#)
 - [Policy Analysis & Management](#)
 - International Agricultural Development
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Priorities Table for Undergraduate Business

Code	IMPORTANCE/INTENSITY CODES DEFINITIONS
NA	Not applicable to the discipline.
0	Ephemeral; of insufficient value to be provided by library.
1	Of short term interest, but with little or no enduring value; very selectively acquired; retained, uncataloged, for limited duration only, e.g. newsletters in newly emerging, poorly documented areas, and manuals or pamphlets for reserve reading.
2	Limited scholarly interest or utility; collected very selectively, but not of high priority.
3	Important for research and/or instruction; should be well represented, but collected selectively rather than intensively.
4	Very important for faculty and/or students; intensively collected, i.e. every effort is made to provide as deep coverage of this literature as possible.
5	Essential to work in the discipline; the most important type of material for research or instruction purposes. Ensuring the highest possible coverage should be the library's top priority in this discipline.

Code	SERIALS	Notes
5	Journals, scholarly	Important journals to the field: Acad Manage J, Admin Sci Q, Strategic Manage J, Acad Manage Rev, Harvard Bus Rev
-	Journals, scholarly (finance)	-
-	Journals, other (describe)	Other business journals, are in JGSM, Hotel, ILR, & Olin.
-	Annual reviews, advances in...	-
-	Scientific and technical reports and research bulletins of major academies, learned societies, professional research and educational organizations and government agencies	-
-	Proceedings, of international congresses and symposia	-
-	Proceedings, national or local	-
-	Statistical series	-
-	Trade journals and periodicals	-
-	Popular periodicals, hobby	-
-	Popular periodicals, semi-technical	-
-	Popular periodicals, farm press	-

-	Newsletters/newspapers	-
-	Proceedings of legislative bodies	-
-	Student publications	-
-	Administrative publications of major academies, learned societies, professional, research and educational organizations and government agencies	-
-	Corporate annual reports	-
-	Yearbooks	-
-	Press releases	-
-	Lists	-
-	Working papers	-

Code	MONOGRAPHS	Notes
-	Major scholarly monographs	Authors: Aaker, Kotler, Porter
-	Professional and technical	-
-	Subject histories	-
-	Textbooks, upper division, graduate	-
-	Biographies	-
-	Popular monographs	-
-	Technical reports	-
-	Government reports	-
-	Proceedings, international	-
-	Proceedings, other	-
-	Theses and dissertations (outside CU)	-
-	Festschrift	-
-	Patents	-
-	Corporate histories	-
-	How-to books & lab manuals	-
-	Pamphlets	-

Code	ELECTRONIC INFORMATION
-	Applications programs
-	Bibliographic databases
-	Bulletin boards
-	Fulltext files
-	Geographic information systems
-	Numeric/statistical files
-	Other (describe, taking as much space as necessary)

-	Ephemera (describe)	-
-	Maps	-
-	Technical bulletins/handbooks/compendia	-

Detailed Listing of Topics in Undergraduate Business

2.2.1 Marketing

Marketing, Marketing Plan Development, Consumer Behavior, Global Marketing Strategy, Marketing Management, Consumer Markets, Marketing Research.

2.2.2 Finance

Financial Management, Investments, International Finance, Futures and Options Trading, Derivatives and Risk Management Valuation of Capital Investment, Taxation and Management Decisions.

2.2.3 Management

Introduction to Business Management, Business Management Case Analysis, Strategic Management, Business Law, Oral Communication, Business Law, Innovation and Dynamic Management, Negotiation, Environmental Management and Policy, Real Estate Law, Managing Operations.

2.3.4 Applied Economics & Analytical Methods

Introductory Statistics, Introductory Microeconomics, Introductory Macroeconomics, Intermediate Microeconomic Theory, Calculus, Business Statistics, Price Analysis, Strategic Thinking, Introduction to Econometrics, Introduction to Mathematical Programming, Decision Models for Small and Large Businesses, Demographic Analysis in Business and Government, Environmental Economics and Policy, International Trade Policy, Markets or Governments, Microeconomics, Statistical Sampling.

2.2.5 Accounting

Financial Accounting, Managerial Accounting

2.2.6 Information Management/Technology

Computer Literacy, Technology and Business, Economics and Management of Information, E-Management, Management Strategy and Practice with E-Commerce, Management Information Systems for the Public Sector.

2.2.7 Entrepreneurship/Small Business Management,

Personal Enterprise, Small Business Management, Entrepreneurship and Enterprise.

2.2.8 Food Industry Management

Food Industry Management, Food Merchandising, Food Marketing

2.2.9 Agribusiness

Cooperative Management and Strategies, Global Agribusiness Management, Farm Business Management, Agricultural Finance, Dairy Markets

