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Guidelines for Business

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1. Purpose.

The collection in business supports teaching and research from the bachelor's degree to the Ph.D. level. The School of Business offers a Bachelor of Science degree in the following areas: Accounting, Economics, Financial Technology: Actuarial Science Track, Financial Technology: Finance Track, Finance, Information Systems, Marketing and Real Estate.

There are also B.S. degrees in Business with concentrations in Human Resource Management, Risk Management & Insurance (both a corporate and financial planning track), and Supply Chain Management and Analytics, as well as B.S. degrees in Business Administration and Management with a Business Administration track, International Management track or with a Concentration in Entrepreneurship. The School also offers post-baccalaureate certificates in Accounting and Information Systems.

Graduate programs include a Master of Accountancy, an executive and evening Master of Business Administration (MBA), Master of Decision Analytics, Master of Arts in Economics, Master of Science in Information Systems, Master of Sport Leadership, and Master of Supply Chain Management. Students can also earn a Master of Science in Business with a concentration in finance, marketing management, or real estate.

The School of Business offers a Ph.D. in Business. Doctoral candidates can select a concentration in Accounting, Information Systems, Management, and Marketing.

Specialized units affiliated with the School of Business include but are not limited to: the Brandcenter, the Capital Markets Center, the Center for Sport Leadership, and the daVinci Center for Innovation.



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The School of Business is accredited by AACSB International, and the Department of Accounting has an additional accreditation through AACSB.

2. General Collection Guidelines.

A. Language.

English is the primary language of the collection.

B. Chronology.

Primary emphasis is on contemporary aspects of each area of study. Materials should also include a representative survey of various periods of business history and development.

C. Geography.

Emphasis is on the United States, Europe, and Asia, as well as Cuba, the Middle East, and BRIC (Brazil, Russia, India, and China) and Sub-Saharan countries.

D. Publication Date.

Primary emphasis is on current materials. Some retrospective ordering takes place to fill in gaps and replace missing items.

E. Treatment of Subject.

Professional and scholarly works that support the curriculum are acquired broadly. Upper division and graduate texts, marketing research reports, and data sets are acquired selectively. Popular works and lower division textbooks are not generally acquired.

F. Types of Materials and Formats.

Periodicals and monographs are the most commonly acquired type of publication. Also included are dictionaries, encyclopedias, handbooks, conference proceedings, annual reports, government documents, data sets, and streaming media.

3. Area Resources.

The University of Richmond has a business collection which is available to VCU students.

4. Related Subject Policy Statements.

See Economics, Government Documents, and Public Administration policies.

5. Subjects and Collecting Levels.

Resources on business relating to the programs of study in the school are collected at a research level (4). These areas cover Accounting, Business Administration, Decision Analytics, Economics, Finance, Information Systems, Marketing, Real Estate, Sport Leadership, and Supply Chain Management. Areas of concentration that are not specific degree programs such as Branding, Global Marketing Management and Human Resource Management are collected at an instructional support level (3).