




California State University
SAN MARCOS

Kellogg Library California State University San Marcos 333 S. Twin Oaks Valley Road San Marcos, CA 92096-0001
Tel: 760.750.4330 Fax: 760.750.3318 veres@csusm.edu biblio.csusm.edu

Date: March 26, 2013
To: Budget and Long Range Planning Committee
From: Wayne Veres
Dean, Library 
Subject: Library Comments for the P form for MBA Special Certificate

The Library is pleased to respond to the P-form for the proposed MBA Special Certificate. It is essential that collaboration with program proposers commences early in this process to ensure that students and faculty have sufficient library resources as well as librarian expertise by the time the program is implemented. We request that Dr. Oskoorouchi work closely with the Ann Fiegen, Business Librarian, to determine priorities for purchase since the project budget seems limited in the first year to \$10,500.

The collections and services that we recommend are listed below.

\$15,000 per year: International marketing research - As a need for operating in a global environment increases stable funding will be needed for international marketing resources. *Euromonitor's Passport GMID*¹ is the standard for global competitive intelligence and global consumer behavior and purchases. Currently the Library budgets \$11,000/yr². It will be necessary to increase this budget to \$15,000 per year in 2013-2014 and supplement the Van Ness funding.

\$3,000-\$4,000 per year: Finance classes often must often research comparative company financials to each other or to an industry. The library currently subscribes to the print publication RMA Annual Statement Studies. However, students must come to the library to consult this non-circulating reference title. *RMA e-statement Studies* is the electronic database equivalent and would greatly benefit the Temecula students. Cost for the electronic version is approximately \$3,000-4,000 per year.

\$5,800 per year. Management Information Systems. *Inform's journals* are the standard in operations research and supply chain management and decision analysis. The library currently subscribes to 8 of the 12 journals. A subscription to all 13 is \$5,800 per year for 2013.

Business Intelligence track

Databases for business intelligence may be needed. Business forecasting - Compustat and CRPS both offer historical data that are used for forecasting. In a recent survey, 4 of 13 responding CSU business librarians reported that Compustat /CRSP were on their campus. Additionally, 4 of 13 responding campuses report having access to WRDS platform, another important resource. Costs for these resources would have to be analyzed if the MBA program requests any or all subscriptions.

¹ GMID supports all marketing and consumer purchase behavior classes.

² currently funded by Van Ness Endowment

International Business Specialization

Our current international videos showing cultural awareness and doing business are heavily used and unfortunately outdated. Few companies are updating titles in DVD/VHS format. *Films on Demand* has a subscription service with updated videos. Cost for this service is apx. **\$2,500-\$3,000 year** and includes a subscription for the business and economics video collection for 880 full length videos and 99,000 video streams.

Instructional impact

There may be an increase in instruction and reference consultations. The business librarian would need to meet the business faculty regarding expected research competencies of MBA students and research assignments to plan for increased MBA research support. Ann Fiegen co-taught an MBA research methods course previously and would welcome developing a secondary research module. Since a number of courses are planned for summer sessions this may be a significant increase in library instruction and use during the summer.

cc: David Barsky
Virginia Mann
Mohammad Oskoorouchi
Yvonne Meulemans
Hua Yi,
Ann Fiegen