



Library Association
of Singapore

Date:

Mon, 30th November 2009

(1-day)

Time: 9.00am—5:00pm

Venue:

Carnegie Room, NLB Academy
Toa Payoh Community Library
Level 3, Toa Payoh Central

Registration Fee:

\$ 160 (LAS Member)

\$ 180 (Non-Member)

PDP Points Awarded:

34 Point [Expertise Development]

Registration Information:

[Click here to register](#)

Please email

InstructionalServices@ntu.edu.sg for
further enquiries

Closing Date:

Mon, 23rd November 2009

Limited to 25 places. Register Early

Payment Information:

Make cheques payable to:

Library Association of Singapore

Invoices issued on request

Understanding Businesses, their Related Concepts and Information Sources to Support Them

Course Overview and Why you Should Attend:

This course will cover the tiers of businesses from the perspective of the information available about them, and the concepts of money, international trade, standards, mass media, intellectual property, and the limited-liability company. Sources for each type of business information will be discussed, along with the issues associated with them. Librarians who work with business information on a daily basis, and who wish to obtain a deeper understanding of the information they handle will find this course particularly useful. Librarians who occasionally deal with such information will achieve a better conceptual grasp of the field and enhance their ability to deal with business related queries in the future.

Who Should Attend:

Business librarians and those interested to understand business information better.

Learning Outcomes:

By the end of this one-day workshop, you will be able to:

- understand the dimensions of business information
- understand the different types of business entities and the information available about them
- understand the sources of information that can be used in reference work
- deliver information about an industry

Course Content:

- concept of limited liability
- categories of business entities and implications on information available
- primary and secondary business information sources
- standards
- intellectual property

Training Approaches and Methods:

- Short lectures and interactive discussions

About the Trainer

Chu Keong is currently a lecturer at the Division of Information Studies, School of Communication and Information, Nanyang Technological University of Singapore. Prior to this, he was a chemical engineer at McDermott South East Asia. He has also held teaching positions at the Singapore and Temasek Polytechnic. His current teaching assignments include graduate courses in the MSc (Knowledge Management) and MSc (Information Studies) programmes. He has conducted several knowledge management short courses and his research areas are knowledge sharing, social network analysis and scientometrics. He has been teaching business information for 10 years.