BUSINESS INFORMATION HANDS-ON
A WORKSHOP

DOUBLE VALUE!

MORNING: Business structure, business concepts and sources.

AFTERNOON: Hands on accessing and searching top tier business databases covering business subjects and professional literature, company, industry and country information.

Learning Outcomes:
By the end of this course you will have:

• Increased your understanding of the dimensions of business information
• Deeper insight into sources of business information
• Be able to deliver information about an industry or portfolio of companies to your respective users

Course Content:
• Key concepts, terms and definitions related to business information
• Contextualization of business information
• Understanding the business information playing field
• Primary and secondary business sources
• Academic and professional business literature
• Standards and Intellectual property

Training Approaches and Methods:
• Short lectures and Interactive discussions (am)
• Extensive hands-on searching (pm)
• Sharing and Networking

About Our Trainers

Dr Lee Chu Keong (morning).
Originally an engineer Dr Lee has been teaching at NTU for 10 years. He is currently teaching knowledge management and information sources. Dr Lee has also taught in two polytechnics.

Akbar Hakim Bin Haji Harun (afternoon).
Currently Head of the NTU Business Library and specialist in accounting and business, Akbar is a long time staff member at NTU Libraries, with experience of and a special interest in instructional programmes. He also has a degree in accounting from NUS.