

Information Resources in Business

INFO 4646.401

Fall 2026

Instructor Information

Name: Tayiba Raheem

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Office Hours: Monday - Thursday (9 AM – 5 PM)

Communication and Office Hours

I am available to support you throughout the semester. If you have questions about course content, assignments, or expectations, please contact me through email.

Email Response Time:

- I will make every effort to respond to emails within two business days.
- Mail Subject format: “**INFO 4646: [E-mail subject]**”. Use this format to send out emails.
- Office hours are not only for addressing problems. They are an opportunity to ask questions, discuss ideas, receive feedback, and get guidance on how to be successful in the course.
- Remember, reaching out for support is part of the learning process. I encourage you to use the resources available and communicate whenever you need assistance.

Course Description, Structure, and Objectives

Course Description:

Information resources, methods and services to meet access needs of business as a discipline and in practice. Characteristics of information services to a specific, diverse user community. Introduction to and development of print and electronic forms of information relevant to the business community's information needs.

Course Objective

1. To understand and be able to conduct company research
2. To be able to conduct people research
3. Practical information for creating/running a Business Information Center
4. Understanding the various resources in different business areas

Course Structure:

This course is delivered in a fully **asynchronous online format** through Canvas. There are no required live class meetings, allowing students the flexibility to complete coursework according to their own schedules while meeting assignment deadlines.

The course is organized into four instructional modules, with each module focusing on a different aspect of business research.

Each module includes:

- Learning objectives
- Reading materials and instructional content
- Module activities or discussions
- Assignments or projects
- Due dates posted in Canvas

Topics Covered:

Module 1: Company Research • Public vs. Private Companies • SEC Documents • Mergers & Acquisitions • Research Reports and Market Research • News Resources • Competitive Information • Government Resources • Hidden Company Information • International Companies	Module 2: People Research • Basics of People Research • Database Comparisons and Searching Techniques • Evaluating Reliability • Additional Research Resources
Module 3: Business Information Center • Information Audits • Needs Analysis • Planning and Preparation • Interviews • Focus Groups • Information Analysis • Social Media • Marketing and Mentorship	Module 4: Business Industry Research • Industry Research • Where to Begin • International Resources • Government Information (Federal and Beyond) • Primary Research • SWOT Analysis

Students are expected to complete each module in sequence, actively engage with the course materials, and submit assignments by the published deadlines. Course announcements, updates, and additional instructions will be posted in Canvas, and students are responsible for checking Canvas and their UNT EagleConnect email regularly throughout the semester.

Although this course is asynchronous, optional Zoom sessions may be offered during the semester for assignment guidance, questions, or course review. Attendance is voluntary, and recordings will be made available in Canvas for students who are unable to attend.

The course concludes with a comprehensive essay-based final exam that draws upon concepts, resources, and skills developed throughout the semester.

Course Requirements and Grading

Note for International Students on F1 Visa:

Federal regulations state that students may apply only 3 fully-online semester credit hours (SCH) to the hours required for full-time status for [F-1 Visa \(DOC\)](#) holders. Full-time status for F-1 Visa students is 12 hours for undergraduates and 9 hours for graduate students. Please check with your academic advisor.

Your final course grade will be based on the following components:

Assessment	Weight
Company project	20%
People Project	20%
SWOT Analysis	20%
Final Exam	20%
Activity 1	10%
Participation (Discussions)	10%
Total	100%

How to Succeed in this Course

Your success in this course depends on active engagement, consistent progress, and communication. Although this is an online course, you are not learning alone. I encourage you to reach out whenever you have questions, need clarification, or would like to discuss course content, assignments, or your progress. The best way to succeed is to **stay organized, review course materials regularly, follow assignment deadlines, and actively participate in discussions** and course activities. Many students find that asking questions early and seeking support before challenges become overwhelming makes a significant difference in their learning experience.

Information on how to be successful in a digital learning environment can be found at Learn Anywhere - <https://digitalstrategy.unt.edu/clear/teaching-resources/online-succeed.html>. (Learn more about Online Student Experience - <https://online.unt.edu/learn>).

Required/Recommended Materials

- **Textbook information: None Required.** All materials will be uploaded on Canvas
- **Supplementary materials:** There are links available for you to supplement your learning. I highly recommend that you look over them, but they will not be covered in your final exam.
- **Technology requirements for courses with digital materials:**
This course includes digital learning components and is delivered through Canvas. To successfully participate in this course, students must have access to the following:
 1. A reliable internet connection
 2. A computer capable of accessing Canvas

3. Microsoft Word (or another compatible word processing application) for completing and submitting written assignments
4. Microsoft PowerPoint for viewing and, if required, creating presentations
5. A PDF reader, such as Adobe Acrobat Reader, for viewing course documents

Students are strongly encouraged to use the Microsoft Office 365 applications provided for free through the University of North Texas to ensure compatibility with course materials and assignments. If additional software or technology is required during the semester, students will be notified through Canvas.

Students are responsible for ensuring that their technology functions properly before assignment deadlines. Technical issues with personal computers, software, or internet access are not considered valid reasons for late submissions. Please test your equipment early and seek technical assistance before assignment due dates whenever possible.

Course Schedule

<i>Due Date</i>	<i>Module to Refer</i>	<i>Assignment</i>	<i>% of Final Grade</i>
<i>09/08/2026</i>	--	<i>Discussion 1</i>	<i>5 %</i>
<i>09/13/2026</i>	<i>Module 1: Company Research</i>	<i>Assignment 1</i>	<i>20 %</i>
<i>10/04/2026</i>	<i>Module 2: People Research</i>	<i>Assignment 2</i>	<i>20 %</i>
<i>10/15/2026</i>	<i>Module 3: Business Information Center</i>	<i>Activity 1</i>	<i>10 %</i>
<i>12/15/2026</i>	<i>Module 4: Business Industry</i>	<i>Assignment 3</i>	<i>20 %</i>
<i>12/29/2026</i>	--	<i>Discussion 2</i>	<i>5 %</i>
<i>12/10/ 2026</i>	<i>Module 1 Module 2 Module 3 Module 4</i>	<i>Final Exam Report</i>	<i>20 %</i>

Note: You will be notified by Eagle Alert if there is a campus closing that will impact a class and describe that the calendar is subject to change, citing the [Campus Closures Policy \(https://policy.unt.edu/policy/15-006\)](https://policy.unt.edu/policy/15-006).

Grading Scale

A = 90-100
 B = 80-89
 C = 70-79
 D = 60-69
 F = 59 or below.

Grades are based on mastery of the content. As a rule, I do not grade on a “curve” because that is a comparison of your outcomes to others. I do, however, encourage you to find opportunities to learn with and through others. Explore [Navigate360’s Study Buddy \(https://navigate.unt.edu\)](https://navigate.unt.edu) tool to join study groups. Maximize your learning with our coaching staff at the Learning Center. Focus on areas where you are struggling in this course by attending scheduled study group sessions with me the week before each exam. Forward together!

Every student in my class can improve by doing their own work and trying their hardest with access to appropriate resources. Students who use other people’s work without citations will be violating UNT’s Academic Integrity Policy. Please read and follow this important set of [guidelines for your academic success \(https://policy.unt.edu/policy/06-003\)](https://policy.unt.edu/policy/06-003). If you have questions about this, or any UNT policy, please email me or come discuss this with me during my office hours.

Prohibited Use:

In this course, I want you to engage deeply with the materials and develop your own critical thinking and writing skills. For this reason, the use of Generative AI (GenAI) tools like [Claude, ChatGPT, Gemini and all such LLMs] is not permitted. While these tools can be helpful in some contexts, they do not align with our goal of fostering the development of your independent thinking. Using GenAI to complete any part of an assignment, exam, or coursework will be considered a violation of academic integrity, as it prevents the development of your own skills, and will be addressed according to the Student Academic Integrity policy (<https://policy.unt.edu/policy/06-003>).

Attendance and Participation

- This is an **asynchronous online course** with no required class meetings. Students should regularly access Canvas, review course materials, complete assigned activities, and submit coursework by the posted deadlines.
- Because there are no scheduled class meetings, students are responsible for managing their time and staying current with weekly course requirements. Developing a consistent schedule and keeping up with the course from week to week will be important to your success.
- If an unexpected situation affects your ability to complete an assignment or participate in the course, please contact me promptly. When possible, reach out before the applicable deadline so we can discuss the circumstances and available options.
- Students with a university-authorized absence, including active military service, observance of a religious holy day, or participation in an official university function, are covered under the [UNT Student Attendance and Authorized Absences Policy \(06.039\)](#). **Students should notify the instructor and provide any required documentation as early as possible to arrange appropriate accommodations.**

University Policies and Student Resources

Academic Integrity

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty includes, but is not limited to, cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. Students are expected to maintain the highest standards of academic integrity in all coursework.

Academic dishonesty may result in academic penalties ranging from a grade reduction on an assignment to failure of the course, in addition to any disciplinary action deemed appropriate by the University.

Disability Accommodations

The University of North Texas makes reasonable academic accommodations for students with disabilities. Students seeking accommodations must first register with the Office of Disability Access (ODA) to verify their eligibility. If eligibility is confirmed, ODA will provide an accommodation letter that initiates a private discussion between the student and instructor regarding course accommodations.

Students may request accommodations at any time; however, accommodation letters should be provided as early as possible in the semester to avoid delays in implementation. A new accommodation letter is required each semester and must be discussed with each instructor before accommodations can be implemented.

For additional information, visit the Office of Disability Access at: <https://studentaffairs.unt.edu/office-disability-access>

Emergency Notifications

UNT uses the Eagle Alert system to notify students of emergencies such as severe weather, campus closures, and public safety incidents. Students are encouraged to ensure their contact information is current. If the University closes or modifies operations due to an emergency, course updates and contingency plans will be communicated through Canvas.

Acceptable Student Conduct

Students are expected to conduct themselves in a respectful and professional manner in all course activities, including online discussions, email communications, and virtual learning environments. Behavior that interferes with the learning environment or violates the UNT Code of Student Conduct may result in disciplinary action. Additional information is available through the Dean of Students Office. *I also encourage you to review UNT's student code of conduct so that we can all start with the same baseline civility understanding* ([Code of Student Conduct](https://policy.unt.edu/policy/07-012)) (<https://policy.unt.edu/policy/07-012>).

EagleConnect Email

Official communication from the University, including course-related announcements, will be sent to your UNT EagleConnect email account. Students are responsible for regularly checking their EagleConnect email and Canvas announcements throughout the semester.

Student Course Evaluations

Student feedback is an important part of improving instruction. During the official evaluation period, students will receive an email from UNT SPOT Course Evaluations with instructions for completing the confidential course evaluation. Your thoughtful feedback is appreciated and helps improve future offerings of this course.

Survivor Advocacy and Title IX

UNT is committed to providing a learning environment free from discrimination, harassment, sexual misconduct, domestic violence, dating violence, and stalking.

Students seeking confidential support or assistance may contact the UNT Survivor Advocates through the Dean of Students Office. Reports of sexual misconduct may also be made to the University's Title IX Coordinator. Additional information about available resources can be found through the Dean of Students Office and the Office of Equal Opportunity.

Student Records

Student records associated with this course, including submitted assignments and grades, are maintained in accordance with University policies and applicable federal privacy laws, including the Family Educational Rights and Privacy Act (FERPA). Students have the right to review their educational records as permitted by University policy.

Student Wellness and Academic Resources

UNT strives to offer a high-quality education in a supportive environment where you can learn, grow, and thrive. As a faculty member, I am committed to supporting you, and I want to remind you that UNT offers a range of mental health and wellness services to help maintain balance and well-being. Utilizing these resources is a proactive way to support your academic and personal success. To explore campus resources designed to support you, check out [mental health services](https://clear.unt.edu/student-support-services-policies) (<https://clear.unt.edu/student-support-services-policies>), visit unt.edu/success, and explore unt.edu/wellness. To get all your enrollment and student financial-related questions answered, go to scrappysays.unt.edu.