



**Management & Policy Studies (MAPS) Collection Management Policy
Weatherhead School of Management**

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 Subject Page: <http://researchguides.case.edu>

I) Purpose: To support the present and anticipated teaching and research needs of the four divisions of MAPS:

- Marketing,
- Management Policy
- Labor & Human Resources
- Entrepreneurship.

These four divisions share a common themes and interests and are very interdisciplinary.

Degrees Supported by the Department

MBA core curriculum

Undergraduate concentration in entrepreneurship

Masters in Science Entrepreneurship

Masters of Engineering and Management

MBA in Entrepreneurship

PhD in Management with concentrations in one of 4 areas: Entrepreneurship, Labor & Human Resources, Marketing or Management Policy

Major areas of interest

Entrepreneurship Division

- ✓ New Ventures and Corporate Ventures
- ✓ Small Business & Family Business

- ✓ International HRM
- ✓ Strategic HRM
- ✓ Compensation & Benefits Management
- ✓ Motivation

Labor & Human Resources Division

Particular areas of interest

- ✓ Negotiation Skills
- ✓ Human Resources Management (HRM)
- ✓ HRM in Entrepreneurial Organizations
- ✓ HRM in High Performance Organizations
- ✓ Unions & Management Policy

Marketing Division

Research emphasis is on solving pragmatic and practical marketing problems. The division focuses on three broad themes.

- ✓ Marketing institutions innovations and evolution
- ✓ Customer Relationships, retention and decision –making
- ✓ Supply and value chain management



Management Policy

The curriculum and research interests focus on

- ✓ Role of corporate managers
- ✓ Corporate governance
- ✓ Corporate development and diversification
- ✓ Corporate growth strategies
- ✓ Mergers & Acquisitions

- ✓ Comparative management and technology policies
- ✓ Strategic Planning/Strategic alliances
- ✓ Corporate entrepreneurship (intrapreneurship)
- ✓ Business and professional ethics
- ✓ Japanese and other East Asian Management
- ✓ Executive compensation
- ✓ Technology management

II. General Collection Guidelines

- A. Language:** English is the primary language of the collection. Works published in other languages are rarely obtained.
- B. Chronological Guidelines:** Emphasis is on recent developments. Historic studies on the development of hardware and software and human computer interaction will be selectively acquired
- C. Geographical Guidelines:** Emphasis is on the United States, Western Europe, South Africa and Asia
- D. Treatment of Subject:** Scholarly materials are collected. Textbooks and popular material rarely acquired.
- E. Types of Material:** Access to scholarly journals are of primary importance. Electronic format is preferred for these materials. Monographs are important but less emphasized and are preferred in print format.
- F. Date of Publication:** Current publications are emphasized. Retrospective materials are required upon request of faculty and students.
- G. Deselection -** Since the collection is considered a research collection, deselection is done with great care. Special consideration is given to the relevance of older materials. Older or fragile materials that cannot be deselected are considered for relocation to remote storage.
- H. Cooperative and Related Collections:** Case is a founding member of OhioLINK, the Ohio Library and Information Network. OhioLINK is a statewide consortium of public and private colleges and universities, the State Library of Ohio, and technical and community colleges supporting a combined central catalog of statewide holdings, selected online indexes, full-text databases, reference tools, ebooks, & image collections. OhioLINK's goal is to provide easy access to information and rapid delivery of library materials throughout the state. Collection



development decisions regarding shared electronic resources are made through the OhioLINK Cooperative Information Resources Management (CIRM) Committee.

- I. **Other General Consideration:** : Students participate in an exchange program with leading management schools on four continents, study tours to Europe, South Africa or China during winter and spring breaks, a multi-country Summer Institute and international action learning projects. All works by current and retired faculty are collected. All rare books belonging to the library are kept in Kelvin Smith Library’s Special Collections department.
- J. **Electronic Resources:** In addition to business/management databases the MAPS faculty and students use databases in the social sciences as they relate to the development of consumer behavior, business ethics, sustainability issues, management policy, human resources, and work related social and economic issues. Also use legal resources -especially those concerned with labor and negotiation.

III. **Observations and Qualifications by Subject and LC Class**

CDP Levels:

- A. **Minimal Level:** Indicates that only highly selective purchases – usually materials for reference use, general interest, or for the support of a very specific research need—will be made.
- B. **Instructional Level:** Indicates that standard works and selected current works will be required to support undergraduate and most graduate instruction or sustained independent study. This will include reference and fundamental bibliographic tools pertaining to the subject and a selection of representative journals. Retrospective purchasing is usually limited to standard works.
- C. **General Research Level:** Indicates that the library will acquire most of the materials required to support research through the doctoral degree level and the general research needs of the faculty. Allows for retrospective purchasing depending upon the characteristics and needs of the individual disciplines and their state of development in the collection.
- D. **Comprehensive Level:** Indicates that all currently-published relevant materials will be acquired. Involves extensive programs of retrospective purchasing and searching for lacunae.
- E. **Intensive Level:** Indicates the library will strive to acquire all appropriate current and retrospective written or recorded materials inn all languages, editions, translations, and formats; manuscripts and other archival materials are acquired extensively. This level is appropriate for the creation or maintenance of a collection serving a national bibliographic resource.

Subject	LC Class	CDP Collecting Level	Collection Manager	Collection Notes
Management	HB 1-9999	D	C.Wells	



Theory/Entrepreneurship/Risk & Uncertainty/New Business Enterprises				
Economic History & Conditions	HC 1-9999	D	C. Wells	
Management Production Economic Growth & Development Strategic Planning	HD 1-100	D	C. Wells	Re: Industrial Management/Work Groups & Teams/Int'l Business Issues/Competition & Coop./Location of Industry/Corp. & Social Policies/Corp. Responsibility/Risk
Management- Industry	HD2321-4730	D	C. Wells	Re; Corporations, Int'l Enterprises, Diversification, Industrial Concentration, Industrial Cooperation
Labor Labor economics & wages Hours/Disputes/Arbitration & Negotiation Labor Market Classes of Labor Trade Unions/Industrial Sociology/Industrial Relations	HD 4801-8942	D	C. Wells	
Foreign Economic Relations	HF 1401-4050	C	C. Wells	Re: Policy Issues relating to business
Marketing	HF 5401-5541	D	C. Wells	Advertising not emphasized
Business Management	HF5546-5549	D	C. Wells	Re: Personnel Management. Human Resources, Workforce Diversity
Finance**	HG 1-9999	D	C. Wells	Re: Management issues, Mergers & Acquisitions/ Risk Assessment/Valuation
** Interdisciplinary with BAFI				