



LEAD CITY UNIVERSITY
Faculty of Education
Department of Library and Information Science

COURSE DETAILS

Course Code: LIS 413

Course Title: Information Brokage / Infopreneurship

No. of Units: 3

Status: compulsory

LECTURER(S) DETAILS

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Area of Specialization: Library and Information Science

COURSE DESCRIPTION

Infopreneurship is a course that inculcates creative, innovative, productive and managerial skills needed in business enterprises for self-reliance and national development. Assist LIS undergraduates to develop personal competency which will equip them with skills, attitudes and values that will spur them to acquire practical skills and experience needed to be self-employed and to be self-reliant, through the management of small-scale business.

COURSE OBJECTIVES

The objective of the course is to examine

- the Concept of Infopreneurship
- the Need for Infopreneurship Skills
- Requirements for establishing and managing enterprises: Relevant Entrepreneurial competencies, knowledge, and soft skills including: Initiative, Persistence, Information Seeking , Concern for High Quality of Work, Problem Solving, Self-Confidence Persuasion, etc
- Entrepreneurial opportunities in LIS:
- Establishing and Managing Revenue Generating Activities.

ASSESSMENT

Class Attendance	10 marks
Test(s) and Assignments	30 marks
Final Examination	60 marks

LECTURE PLAN

Week	Topic
Week 1	<p>Meaning, Concept and Definition of Librarianship and Information Broker as a Profession</p> <ul style="list-style-type: none"> • Librarianship and Information • Who is an Information Broker / Infopreneur? • Why do I need an Information Broker/ Infopreneur?
Week 2 and 3	<p>Various Field of an Information Broker</p> <ul style="list-style-type: none"> • Indexing; • Abstracting; • Retrospective conversation; • Cataloguing and Classification (Contract cataloguing); • Literature reviews; • Online literature search; • Print searches for users; • Owning a library or bookshop with the cooperation of nearby libraries in the area of interlibrary loan; • Packaging information; • Editing and publishing; • Developing hyper media –products; • Translation; • Marketing management of library; • Organisation of seminars, conferences, and workshops; • Presentations (e.g. Microsoft Power Point); • Creating databases and website design.
Week 4	<p>Assignment / First Test</p>
Week 5	<p>Entrepreneurial opportunities in LIS:</p> <ul style="list-style-type: none"> • Book Publishing Industry: • Book Distribution Agency • Periodical Subscription Agency • Indexing & Abstracting Services • Production and Sale of Library Equipment • Newspaper Dealership • Book Shop / Bookselling Business • Binding Workshop • Lending Library • Reading Room • Consultancy Services: Retrospective Conversion; Translation services;, etc • Library Software Developing Industry • Online Bookstore

	<ul style="list-style-type: none"> • Digital Book/Periodical Publishing • Subscription Agency of Electronic Book/Journals • Writing Biographies
Week 6	<p>Others Include:</p> <ul style="list-style-type: none"> • Gathering competitive intelligence in various sectors such as pharmaceutical, financial, telecom, mutilation and energy. • Searching patents and trademarks; • Creating databases for organisations; • Preparing research reports in response to staff requests for specific information; • Verifying facts for external and internal reports and duplications; • Identifying research done at other organisations to avoid unnecessary duplication; • Evaluating and comparing information software and sources of data prior to purchase; • training other staff to efficiently and cost effectively use databases; • research, analysis, information services, information management and consulting services
Week 7	<p>MID SEMESTER TEST AND PRESENTATIONS OF TERM PAPERS</p>
Week 8	<p>Market for an Information Broker</p> <ul style="list-style-type: none"> • Information-hungry professionals, such as speechwriters, competitive intelligence professionals, marketing directors and product managers; • Organisations that do not have an in-house library but need professional research support; • Librarians who need to outsource some of their research; • People with more money than time and a specific research need • Researchers
Week 9	<p>Benefits of Information Brokering to an Entrepreneur</p> <ul style="list-style-type: none"> • Business opportunities; • A new focus on info-entrepreneurs; • Creation of specialized areas; • Employment in corporate organisations; • Re-Branding of information profession (different nomenclatures); • Assisting government in drafting information policy; • Strategizing for competitive intelligence of an organisation; • Document delivery; • Code of conduct and ethical business practice in case of competitive intelligence work; • Boosting the frontier of entrepreneurship in Nigeria
Week 10	<p>Challenges Facing Information Brokering in Nigeria</p>

	<ul style="list-style-type: none"> • Security Issues • Knowledge • New frontiers • Rewards systems • Harsh economic environments • Access to Information • Start up capital • Educational curriculum • Bad wagon effect •
Week 11	<p>Establishing and Managing Revenue Generating Activities.</p> <ul style="list-style-type: none"> • Entrepreneurial Mindset • Registration • Offices, equipments and Logistics • Business Planning • Sourcing for startup capital • Business launching and Branding • Cost to Start This Business • Skills Needed to be Successful • Operating the Business • Number of Employees Needed <p>Important Business Issues to be addressed</p>
Week 12	REVISION / MAKE-UP TEST
Week 13	Tutorial
Week 14	Examination

READING LIST

1. Aguolu, C.C. and Aguolu, I.E. 2002. *Libraries and information management in Nigeria*. Maiduguri: ED-LIN FORM services.
2. Aina, L.O. 2004. *Library and information science text for Africa*. Ibadan: Third World Information Services Limited.
3. *Encyclopaedia of Library and Information Science, volume 6, 1991*. New York: Marcel Dekker. Inc. 596-603.
4. Ganapathi Batthini (2007). Entrepreneurial Opportunities for Library and Information Science Professionals <http://ssrn.com/abstract=2468738>
5. https://en.wikipedia.org/wiki/Information_broker
6. <https://www.geteducated.com/career-center/detail/librarian-and-information-broker>
7. <http://www.4hb.com/0111infobroker.html>
8. Teaching of Infopreneurship: students' perspectives. *Aslib Proceedings* Vol 52:2, February 2000
9. *Global Journal of management and Business research* Volume 12:12, 2012

TUTORIAL QUESTIONS

Question 1 or 2 is Compulsory

1. Draw out a detailed business plan, as an Information Broker, paying particular attention to simplicity of the business, financial implications, and its viability over a period of 6 months.
2. Develop a business proposal for an investor telling him of the prospect of investing in your company as a shareholder
3. In Nigeria of today where white collar jobs are becoming extremely difficult to get, give 5 reasons why you would advice a graduate of Library and information science student in Lead City University to do
4. Explain four (4) challenges of startup business in Nigeria today; are there hopes for information brokers in the presence of these challenges? If Yes/ No explain your answer with 3 vivid reasons
5.
 - a. Who is an Infoprenuer?
 - b. How is an Infoprenuer different from other form of business?
 - c. Explain three (3) skills needed by infoprenuers / information brokers in starting up a good business
6. As an Information Brokerage expert, list and explain five (5) requirements for managing and establishing enterprises?
7.
 - a) Highlight any 5 infopresuership opportunities.
 - b) List three (3) relevant skills associated with them
 - c) Explain briefly how these opportunities can be used as gainful employment opportunities
8.
 - a. List and explain 4 markets available for infoprenuers
 - b. Explain five (5) relevant skills associated to these opportunity
 - c. List Eight (8) Challenges facing information brokerage in Nigeria
9. List 14 infopreneurial opportunities in Library and Information Science and state why you think they are viable options to white collar jobs
10.
 - a. . Explain four (4) challenges associated with infoprenuers software developers in Nigeria
 - b. Explain in details two (2) opportunities available in the software developing industries
11. Explain five (5) steps involved in establishing and managing a striving revenue generating activities as an Infoprenuer
12. Explain five (5) from the following Terms;
 - i. Book Distribution Agency
 - ii. Periodical Subscription Agency
 - iii. Indexing & Abstracting Services
 - iv. Production and Sale of Library Equipment
 - v. Newspaper Dealership
 - vi. Retrospective Conversion; Translation services;
13. Assuming you are to advice government on assistance for infoprenuers to set up information centers, explain five (5) areas you would advice on