

Northwestern University Library Collection Development Policy Statement

Management by Leslie Bjorncrantz March 27, 1999

I. Brief overview of the collection

- A. *History of the collection*
Not applicable
- B. *Broad subject areas emphasized or de-emphasized*
Subject areas emphasized include finance, marketing, management and strategy, entrepreneurship and innovation, accounting and information systems, managerial economics, organization behavior, health services management, public and nonprofit management, and real estate. The field of transportation is covered by Northwestern University's Transportation Library.
- C. *Collection locations*
University Library

II. Purpose or objectives

Collections are tailored to local teaching and research needs. The Kellogg Graduate School of Management has consistently ranked among the top graduate Schools of business in recent years. Kellogg offers a Master of Management full-time program, a part-time evening program (the Manager Program), and a part-time program for executives (the Executive Master's Program). There are 4 specialized professional programs: Health Services Management, Public and Nonprofit Management, Transportation, and Real Estate and interdisciplinary majors in international business and in entrepreneurship and innovation. Kellogg also offers 5 doctoral programs: Accounting and Information Systems, Finance, Managerial Economics and Strategy, Marketing, and Organization Behavior.

III. Library unit or title of the selector responsible for this collection

Management Bibliographer, Collection Management Division.

IV. Scope of the subject coverage

- A. *Language*
Primarily English.
- B. *Geographical scope*
Worldwide
- C. *Chronological scope*
No limitations. Current materials emphasized.
- D. *Publication dates collected*
Current materials emphasized.
- E. *Formats and genres*
 - 1. *Inclusions*
Monographs
Periodicals, in print and electronic formats, and access to periodical articles in full-text
Monographic series
Reports and proceedings of associations, conferences, congresses, institutions, societies, symposia, etc.
Government publications, in print and electronic formats
Electronic formats: library purchase or fee-based access is selected when appropriate.
 - 2. *Exclusions*
Antiquarian titles
Manuscripts

Shipping of merchandise	3E
Advertising	4E
Finance	4E
Public finance	4E