

Memorandum

To: **Kathryn Doyle**
From: Joy Kirchner, Dean of Libraries *Joy Kirchner*
Date: January 24, 2022
Subject: BComn Innovation and Entrepreneurship Program Support Letter

York University Libraries (YUL) is strongly positioned to support the curriculum and research needs of students and faculty in the proposed BCom- Innovation and Entrepreneurship program at York University's Markham Campus. As noted in the Statement of Library Support, YUL provides access to an extensive array of resources and services that support the academic engagement of students and faculty in this program, inclusive of experiential education opportunities. I draw your attention to the new Markham Campus Centre Library (MCCL) spaces that will provide immersive, technology enhanced spaces that lends itself well to your program.

I also highlight YUL's curriculum integration offerings, digital literacy programs, our business collections, business elearning modules, and specialized programming offered through our digital scholarship centre. YUL also offers broad and deep knowledge and infrastructure to support emerging curricular needs in financial, marketing and entrepreneurship literacies.

Finally, on a separate note I was intrigued to see that some of the program deliverables include hackathon courses. I note we have long standing partnerships with cross campus faculty on developing student hackathon events. This may be another area of rich collaboration with York University Libraries.

We look forward to contributing to the success of students and faculty in BCom- Innovation and Entrepreneurship program at the Markham Campus of York University.

cc: Patti Ryan, Director, Content Development and Analysis
Jack Leong, Associate Dean of Libraries, Research and Open Scholarship
Andrea Kosavic, Associate Dean, Digital Engagement and Strategy
Kris Joseph, Digital Scholarship Librarian
Jon Kerr, Assistant Professor, School of Administrative Studies, Faculty of LA&PS





BCom Entrepreneurship and Innovation Library Statement of Support

January 2022

This statement of library support for the proposed minor and Bachelor of Commerce in Entrepreneurship and Innovation has been prepared in accordance with the guidelines outlined in the Quality Assurance Framework as set out by the Ontario Universities Council on Quality Assurance. It describes some of the services and levels of support that York University Libraries (YUL) will be able to provide to students and faculty at the Markham Centre Campus. YUL supports all programs through immersive spaces for collaboration and making, diverse collections, instructional services, research assistance, access to knowledge resources, expertise with research dissemination and adaptive services.

This new Bachelor of Commerce in Entrepreneurship and Innovation program provides academic and research opportunities in line with the Markham Campus' focus on technology, entrepreneurship, management, and communications. York University Libraries' planned Markham Centre Campus Library (MCCL) provides the faculty-agnostic collaborative and laboratory spaces outlined as required resources in the program proposal. The new campus facility hosts programs and services that support multimodal learning through program-integrated offerings of technology, space and expertise. MCCL embeds library instruction and proficiency with immersive spaces including media capture and editing suites, a makerspace, VR capabilities, a gaming lab, and a visualization wall, all developed to support creative collaborations for teaching, learning, research and community partnerships. From a rich and diverse collection of print and electronic resources and tools to one-on-one consultation services, instructional sessions, co-curricular offerings and group study spaces, the Libraries are well-positioned to support student success in what promises to be a rich, intensive program of study.

An overview of relevant York University Libraries services and resources for students and faculty is provided in subsequent sections.

Library Curriculum Integration for Bachelor of Commerce in Entrepreneurship and Innovation

Information Literacy (IL) encompasses the skills to find, retrieve, evaluate, use and produce academic and creative work. It enables students to participate fully in a university environment and a disciplinary culture. IL integration strengthens alignment with Degree Level Expectations and the seven defined categories of broad knowledge and skills integral to Ontario's Quality Assurance Framework.

Scaffolding IL instruction is most effective when organized at the program level as it eliminates duplication, improves assignment outcomes, and enables students to apply their learning. IL instruction spans many areas including digital methods, digital tools, data visualization, copyright, privacy and

security. Based on [ACRL's Framework for IL for Higher Education](#), and years of experience, we suggest integrating library instruction into marketing related courses (AP/ENTP 4291), courses related to product and market research (AP/ENTP 4299), and capstone courses (AP/ADMS 4002).

Instructors are encouraged to take advantage of dedicated, in-class sessions that can be tailored to course material or assignments. A wide range of programming is available, including digital and information literacy, blended learning modules, co-curricular programming, open educational resources and student seminars. In-class sessions should be organized and booked in advance of each semester's offerings, and requests can be submitted at <https://classrequests.library.yorku.ca/>

Digital Scholarship Centre and Specialized Programming

To discuss curriculum integration in the areas of digital scholarship, digital cultures and pedagogy, data management, open education, or scholarly publishing, YUL welcomes faculty to contact the [Digital Scholarship Centre](#). The Digital Scholarship Centre (DSC) at York University Libraries houses knowledge in a range of digital tools and methods for web crawling and scraping, data cleaning, data curation, text processing and analytics, social graph analysis, data visualization, and linked open data applications, with an emphasis on sustainable, low-barrier approaches and open-source tools. The Digital Scholarship Centre draws expertise from a variety of departments within York University Libraries. The Digital Scholarship Infrastructure (DSI) supports students and faculty seeking assistance with [digital scholarship and digital humanities projects](#), open repositories, [digitization best practices](#), digital preservation, [research project design](#), eLearning, and [Open Educational Resources](#). The department also hosts [scholar-led journals](#) and can also consult on the development of course assignments working with unique digital collections stewarded by the Libraries. The Open Scholarship department (OS) supports student and faculty needs around [open access publishing](#), retaining author rights, [improving research visibility](#), [research data management](#), and adopting open science workflows. The department also hosts a [data services team](#) that can provide guidance on how to find and evaluate aggregated data and microdata sources for research projects as well as on how to document, publish, and preserve research data objects.

Immersive Spaces at Markham Centre Campus Library

The **Media Creation Spaces at MCCL** offer equitable access to library expertise and media creation spaces including audio and video recording equipment, audio-visual media creation spaces and editing suites, portable virtual reality headsets, and workstations for hands-on digital media production work. These spaces will be useful to students in many of the program's courses, including those related to product design and marketing (AP/ADMS 2200, AP/ENTP 3999, AP/ENTP 4299, and AP/ENTP 4990). The [Digital Scholarship Centre](#) offers resources for faculty members seeking to integrate audio- and video-based assignments and activities into their courses and enables media literacy skills development in support of coursework and capstone projects. In addition, it serves faculty needs for equipment and recording space as they are developing their own eLearning Open Educational Resource materials.

The **Makerspace at MCCL** is a site for critical making, offering a research and learning environment where students and researchers have access to 3D printers, electronic textiles, sewing machines, electronics and robotics. This large space is configured as a teaching environment and can accommodate in-class learning. Library makerspace programming fosters key digital, social, and cross-disciplinary fluencies such as critical and creative thinking, research skills, project planning and management, professional communication, the ability to work in multidisciplinary teams, and adaptability to new contexts and circumstances.

The **Visualization Wall, Gaming Lab and Virtual Reality (VR) Lab** are in a single dynamic, configurable space, with the Visualization Wall augmenting VR and gaming experiences. The Visualization Wall, with a massive viewable area of 28 x 14 feet, allows for enhanced research and teaching applications such as the visualization of large data sets, engagement with sophisticated software platforms, and detailed viewing and modelling of complex structures. The gaming capabilities of the space are leveraged to factor in backwards compatibility for legacy equipment for instructors and allow multiple users to concurrently engage with the visualization wall in a variety of configurations. This infrastructure enables faculty to use VR as a teaching tool by narrating a student's VR experiences as projected on the visualization wall to a class of students. VR applications intensify connection to place and create an extraordinary opportunity to build empathy through lived experiences. Library programming includes introductory instruction in the creation of VR environments.

The **collaborative spaces and flexible classroom** are ideal locations for product pitch events, hackathons, class presentations, and more, and will be of interest to instructors for AP/ENTP 3990, AP/ENTP 3991, AP/ADMS 4002, AP/ENTP 4299, AP/ENTP 4920 and AP/ENTP 4995.

Library Resources

York University Libraries have robust and multidisciplinary collections that are responsive to emerging curriculum and research needs. We have adopted an "e-preferred" approach for new content, meaning that any requests for new titles will be fulfilled with e-book purchases whenever available or affordable, and with as few access restrictions as publishers will allow. YUL also participates in consortia such as the Canadian Research Knowledge Network (CRKN) and the Ontario Council of University Libraries (OCUL) Scholars Portal, both of which provide access to a growing collection of electronic content that can be discovered through OMNI, our primary search interface.

Print materials relevant to the programs can also be found via OMNI, and York community members can arrange to have materials held at any of our libraries. Aside from York's collection, our partnership with the OMNI network provides students and faculty members with access to print materials housed at any of our 14 partner institutions across Ontario.

Interlibrary Loans (RACER) Interlibrary loan and document delivery options are available through RACER for any additional information needs that may come up. There is no limit to the number of articles that a student or faculty member may order through RACER per year, and these are delivered to the desktop, free of charge. Books can also be requested through this system free of charge. Registration and

requesting is available from: <http://www.library.yorku.ca/cms/resourcesharing/services-for-york-faculty-and-students/illrequestform/>.

Open Content

As part of its commitment to Open Access and Open Education, York University Libraries is placing increased emphasis on openly licensed and public domain materials for teaching and learning, including sources of open data. In addition, an increasingly wide range of Open Educational Resources (OER) are available through York University Libraries, and we have a guide to finding and evaluating these resources at <https://researchguides.library.yorku.ca/OER>.

The Libraries is also pleased to provide support for members interested in creating OER for the benefit of the Bachelor of Commerce in Entrepreneurship and Innovation program. Complementing our own Pressbooks publishing platform for open textbooks, we encourage faculty members to explore and use eCampusOntario's OER tools, including their Pressbooks platform and their H5P platform for creating open, interactive course content. Learn more about eCampusOntario's commitment to open education at <https://www.ecampusontario.ca/open-education-resources/>.

Relevant Databases, Indexes, and Data Sources

The Entrepreneurship and Innovation program embeds UN Sustainable Development Goals within a broad curriculum for product ideation, design, research, marketing, and communications. To inform their work, students will require access to trade information, scholarly articles, news sources, advertising databases, marketing and industry research, and related data. The breadth of the program spans many topics, all of which can be addressed with elements of the York University Libraries collections.

The Libraries provide access to hundreds of thousands of journals, the vast majority of which are accessible online. Articles are discoverable through the Omni library catalogue or through the Libraries' extensive set of article, reporting, and news databases including Business Source Complete, ABI/Inform, Passport, Marketline Advantage, and Factiva, among others. Students in the Entrepreneurship and Innovation programs will also benefit from a range of more domain-specific tools and platforms including the SimplyAnalytics platform, which lets students easily create maps of economic data, demographics, and marketing analytics.

Relevant Research Guides for students include:

- Advertising: <https://researchguides.library.yorku.ca/advertising>
- Business Ethics: <https://researchguides.library.yorku.ca/businessethics>
- Business Plans: <https://researchguides.library.yorku.ca/businessplan>
- Business Writing: <https://researchguides.library.yorku.ca/businesswriting>
- Company Research: <https://researchguides.library.yorku.ca/companyresearch>
- Data & Statistics: <https://researchguides.library.yorku.ca/data>
- Data Visualization: <https://researchguides.library.yorku.ca/datavisualization/home>
- Digital Scholarship and Digital Humanities: <https://researchguides.library.yorku.ca/dsdh>
- Industry Research: <https://researchguides.library.yorku.ca/industryresearch>
- Market Research: <https://researchguides.library.yorku.ca/marketingresearch>

- Psychology: <https://researchguides.library.yorku.ca/psychology>

Email, Chat, and Consultation Services

In-person assistance with research, citation and other information is readily available from York University Libraries. Currently, online support is available through text messaging, email or through our online chat or drop-in zoom service. Chat and reference support services are accessible every day, with some reduced availability in the quieter Spring and Summer terms. Post-pandemic, librarians and staff will be available onsite at all branches, to provide tailored support for graduate students.

Students in this program may also take advantage of our consultation service, where individuals or groups meet with a subject specialist or data services librarian to discuss specific, assignment- or research-related questions about information sources, search strategies, data storage and preservation questions, data analysis and visualization tools, and more. These consultations are available at regular hours throughout the week, and can be booked online at <https://www.library.yorku.ca/web/ask-services/book-a-consultation-with-a-librarian/>

Conclusion

York University Libraries welcome the opportunity to support the curricular and research needs of students and faculty in the proposed minor and Bachelor of Commerce in Entrepreneurship and Innovation. Our external partnerships program-integrated offerings of technology, space and expertise, and collaborative, multi-institutional collection building and the many programs and services mentioned above will contribute to the success of the program in the years to come.