COURSE GUIDE

LIS 217
BUSINESS INFORMATION SYSTEMS AND SERVICES

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NATIONAL OPEN UNIVERSITY OF NIGERIA

CONTENTS

COURSE GUIDE

Introduction
Welcome to LIS 217: Business Information Systems and Services. LIS 217 is a (2) two-credit unit course with minimum of one semester duration. It is a compulsory course for all Library and information science undergraduate students in the Department of Library and Information Science at the university. The course examined the concept and definition of business enterprises, types and models of business enterprises, business information systems and services, nature and characteristics of business environment, information needs and use by business enterprises, information management and types of business information sources, application of ICTS for information service provision, skills and competencies of business information service providers, ethical issues and consideration in business information service provision, access, utilization and challenges of business information service provision in Nigeria.

The course guide tells you briefly what to expect from reading the accompanying study material. It provides you with information on how to make the best use of the materials so that you can achieve good success. Make sure you read it carefully and pay attention to the instructions and suggestions.

What You Will Learn in this Course
This course, LIS 217, titled Business Information Systems and Services, has been specifically designed to help you understand businesses and the importance of information systems and services to business enterprises or entrepreneurs. In this regard, the course will highlight the importance of business information systems and services.

You will learn about the various types and forms of business enterprises.
You will learn about the meaning and types of business environment.
You will learn about information needs by business enterprises or entrepreneurs.
More importantly, you will also learn how libraries and information centresprovide information services applying information Communication Technologies (ICTs).

Intended Learning Outcomes
At the end of this course, you should be able to discuss any topic in the area of business information systems and services. Specifically, you should be able to:
- Define business enterprises and the various types and forms and characteristics
- Examine the meaning of business information systems and the different types
- Resources of information systems
- Discuss the business environment and the types of business environment
- Information needs of business enterprises
- Discuss information management and benefits to business enterprises
- Identify sources of information for business enterprises
- Application of ICTS for information service provision to business enterprises
- Skills and competencies of business information service providers,
- Ethical issues and consideration in business information service provision
- Access, utilization and challenges ofbusiness information service provision in Nigeria

Workingthrough this Course
To successfully complete this course, you are to read the study units, endeavour to do all assignments, open the links, read and participate in forums and discussion, read the recommended books and other materials provided, prepare well and participate in the facilitation online.

Every single study unit has introduction, intended learning outcomes, the main content, conclusion, summary and reference/ further readings. The intended learning outcomes (ILOs) tells you what you should do at the completion of each study unit. So, you can assess the extent of your learning at the end of each unit to ascertain whether you achieve the intended learning outcomes. In order for you to achieve the intended learning outcomes, the course is presented in text, video, and audio formats organized into modules and units. Click on links as instructed but in case you are reading offline, you will have to copy the links and paste on your browser. You can also download the audios and videos to view offline. You may also wish to download the PDF version of the course and save on your electronic devices such as mobile phone, computer, laptop and ipad. At the end of every unit, a summary is been presented in text and along with self-assessment, you are required to attempt all questions.

There are two main forms of assessments- assignments are given to you in this course and you are to do all assignments as instructed and submit same for grading.

You are to submit all TMAs to your tutor for grading on or before the stated deadline. If for any reason you cannot complete your assignment on time, contact your tutor before the due date to discuss the possibility of extension. TMAs constitute 30% of the total score for the course. A minimum of three computer-Based Test (CBT) will be given to you with one final examination at the end of the semester. It is compulsory that you take all the three-computer based tests and the final examination.

The Course Material
Major components of the course are:
1. Course guide
2. Study units
3. References and further readings

Study Units
There are 13 study units in this course, divided into four modules. The modules and units are presented as follows

Module 1 Business Enterprises

Unit 1   Concept and Characteristics of Business enterprises
Unit 2   Types and Forms of Business enterprises
Unit 3   Business model

Module 2 Business Environment

Unit 1   Nature of Business Environment
Unit 2:   Types of Business Environment

Module 3 Business Information Systems

Unit 1   Concept of Business Information Systems and Resources

| Unit 2 | Types and Relevance of Information Systems to Business |
| Unit 3 | Types of Business Information Sources |

Module 4 Information Service Provision for Business Enterprises

Unit 1	Information Need by Business Enterprises
Unit 2	Information Management in Business Enterprises
Unit 3	Application of ICTs for information service provision for Business Enterprises/ Entrepreneurs
Unit 4	Relevance and Use of Internet and Social Media in Business Information Service Provision
Unit 5	Ethical Issues and Considerations in Business Information Service Provision

Presentation Schedule
The presentation schedule included in your course material gives you the important dates of this year for the completion of tutor-marked assignments and for attending tutorial. Remember, you are required to submit all TMAs on the due date. You should guide against falling behind time in your work.

Assessment
There are two main forms of assessment in this course that will be scored. First is the set of Tutor-Marked Assignment (SAEs). You are advised to be sincere in attending to the exercises. The second is TMAs. This is the continuous assessment component which is graded. It accounts for 30% of the total scores. You are advised to take this with all seriousness, because it will assist you to pass the course. The TMAs will be given in accordance to the University calendar. Endeavor to strictly adhere to the slated calendar.

Final Examination and Grading
At the end of the course, you are required to take an examination which will last for a 2-hour duration. It has a value of 70% of the total course grade. The examination will consist of questions that will reflect the type of self-assessment, practice exercises carefully.
Try to use time between the finishing the last unit and sitting for the examination to revise the entire course. You may find it useful to review your Tutor-Marked Assignment or activities before the examination.

Course Marking Scheme
The following table lays out how the actual course marking is done

Assessment	30% (Undergraduate) 40% (Postgraduate)
Final Examination	70% (Undergraduate) 60% (Postgraduate)
Total	100% of Course work

COURSE OVERVIEW

How to Get the most from the Course
In Open and Distance Learning (ODL), the study units replace the university lecture. This is one of the advantages of ODL. You can read and work through specially designed study materials at your own pace and at a time and place that is convenient for you. Just as a lecturer may give you classroom exercises, your study units provide exercises for you to do at a particular point in time.

Each of the study units follows a common format. The first item is an introduction to the subject matter of the study unit and how a specific study unit is integrated with the other study and the course as a whole. Following the introduction is the intended learning outcomes which helps you to know what you should be able to do by the time you have completed the study unit. When you are through studying the unit, you should endeavour to go back and check if you have achieved the stated learning outcomes. If you consistently do this, you will improve your chances of passing the course. The main content of the study unit guides you through the required reading from recommended sources.

Tutor-Marked Assignment (SAEs) are found at the end of every study unit. Working through these SAEs will help you to achieve the objectives of the study units and prepare you for the examination.

You should do every SAE as you come to it in the study units. There will also be examples given in the study units. Work through these when you come to them too.

The following is a practical strategy for working through the course. If you encounter any problem, telephone your tutor immediately. Remember, that your tutor's job is to help you. When you need help, do not hesitate to call and ask your tutor to provide it.

1. The main body of the unit guides you through the required reading and directs you to other sources, if any.

2. Your first assignment in this course is to read this course guide thoroughly.
3. Organize a study schedule: Refer to the course overview for more details. You should note that it is expected of you to devote at least 2 hours per week for studying this course. Note important information such as details of your tutorials, dates for submission of TMAs, exams etc. and write it down in your diary.

4. Once you have created your own study schedule, do everything to stay faithful to it. The major reason that students fail is that they get behind with their course work. If you get into difficulties with your schedule, please let your tutor know before itis too late to help.

5. Turn to Unit 1, and read the introduction and the objectives for unit 1.

6. Assemble the study materials. You will need your references and the unit you ate studying at any point in time.

7. As you work through the unit, you will know the sources to consult for further readings.

8. Visit your study centre whenever you need up to date information

9. Well before the relevant due dates (about 4 weeks before the due dates), visit your study centre for your next required assignment. Keep in mind that you will learn a lot by doing the assignment carefully. They have been designed to help you meet the objectives of the course and, therefore, will help you pass the examination. Submit all assignments not later than the due date.

10. Review the objectives for each study unit to confirm that you have achieved them. If you feel unsure about any of the objectives, review the study materials or consult your tutor. When you are confident that you have achieved a unit's objectives, you can start on the next unit. Proceed unit by unit through the course and try to space your study so that you can keep yourself on schedule.

11. When you have submitted an assignment to your tutor for marking, do not wait for its return before starting on the next unit. Keep to your schedule. When the assignment is returned, pay particular attention to your tutor's comments, both on the tutor-marked assignment form and also the written comments on the ordinary assignments.

12. After completing the last unit, review the course and prepare yourself for the final examination. Check that you have achieved the unit objectives (listed at the beginning of each unit) and the course objectives (listed in the Course Guide).

Facilitators/Tutors and Tutorials
There are 8 hours of tutorials provided in support of this course. You will be notified of dates, times, and location of these tutorials, as well as the names and phone numbers of your facilitator, as soon as you are allocated a tutorial group.
Your tutor or facilitator will mark and comment on your assignments, keep a close watch on your progress, and on difficulties you might encounter to provide assistance to you during the course. You must send your tutor-marked assignment to your tutor before the schedule date (at least two working days are require). They will be marked by your tutor and returned to you as soon as possible.

Do not hesitate to contact your facilitator by telephone or e-mail and discuss problems if you need assistance.

The following might be circumstances in which you would find help necessary. Contact your facilitator if:

- You do not understand any part of study units or assigned readings;
- You have difficulty with the self-test or exercise;
- You have a question or a problem with an assignment or with the grading of an assignment.

You should try your best to attend tutorials. This is the only chance to have face-to-face contact with your course facilitator and ask questions which are answered instantly. You can raise any problem encountered in the course of your study. To gain much benefit from course tutorials prepare a question list before attempting them. You will learn a lot from participating in active discussion.

Summary
LIS 217, Business Information Systems and Services is a course that intends to make you understand:
- Business enterprises and their types
- Business Information Systems and the various types used in organisations
- Nature of business environment and the types

- Business information service provision
- Application of Information and Communication Technology (ICTs) in information service provision to entrepreneurs/business enterprises
- Relevance and use of internet and social media I business information service provision
- Skills and competencies of business information service providers
- Ethical issues and consideration in business information service provision
- Access, utilization and challenges of business information service provision in Nigeria.

At the end of the course, you will achieve the objective if you follow the instructions and do what you are asked to do. We wish you success as you adhere strictly to the instructions and advice given to you for this course.

MAIN COURSE

CONTENTS   **PAGE**

MODULE 1   BUSINESS ENTERPRISES

This module introduces you to the concept of business enterprises, the different types of business enterprises, forms and models of business enterprises, and the characteristics of business enterprises.

Unit 1   Concept and Characteristics of Business enterprises
Unit 2   Types, Forms of Business enterprises
Unit 3   Business model

UNIT 1:   CONCEPT AND CHARACTERISTICS OF BUSINESS ENTERPRISES

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1.0   INTRODUCTION

The unit will introduce you to the definition of business enterprises, the types of business enterprises, characteristics of business enterprises and the models of business enterprises.

2.0   INTENDED LEANING OUTCOMES

By the end of this unit, you should be able to define business, business enterprises and the types of business enterprises.

3.0   MAIN CONTENT

3.1 Concept of Business Enterprises

Business is any activity that involves the buying and selling of goods and services with the motive of making profit. Goods here, refers to items that you can see and touch, such items include, car, laptop, food items etc. While services refer to something that you cannot see or touch, such as medical care, cell phones repair.

When Derrick Van Houten and Larry Ettah established Mr. Biggs in 1973, they started a business. Their products included fast food and some Nigerian local foods. The aim of Mr. Biggs is to satisfy the need of people who may not have the time to prepare their own food. Mr. Biggs sells food, snacks and drinks as their major products/goods with the aim of making profit.

Many other businesses provide services in exchange for money. Banks such as Guaranty Trust Bank, Ecobank and First Bank are referred to as service-oriented companies whose business function is to accept monetary deposit from customers and give loans to customers with the aim of making profit. Banks as a financial company makes profit by imposing charges on customers for bank loans, deposits and withdrawals. Other service-oriented businesses are airlines companies. For example, Peace Airline, Dana Airline, Arik Airline transport people or passengers to their various destinations by air.

Some other businesses provide both goods and services with the aim of making profit. For example, Hyundai, Toyota and Mercedes Benz companies are car dealers that sell cars as goods and at the same time does car repairs as services. Mikano and Caterpillar Generator Companies in Nigeria sell industrial generators as goods and also do generator repairs as services.

Having looked at the various concept of business, let us now define business proper. In our daily lives as humans, we participate in variety of activities in order to meet our needs and wants. The word "business" is popular because one way or the other, we engage in business activities. At this juncture, you may ask: what is Business Enterprise?

A business is known as a company, firm, enterprise or an organisation that buys and sells goods or services to customers with the sole aim of making profit. Business is therefore, any activity that is commercial in nature. As a lecturer, my business is to lecture students, as a student, your business is to study, as a president, your business is to preside over a country, as a governor, your business is to govern over a state, making hair is the business of the hair dressers and making clothes is the business of a fashion designer.

Business can also be described as activities carried out by individuals in order to make profit. These activities include buying, selling, producing and distributing goods and services with the aim of meeting the needs of the populace and making profit. Dicksee (1980) defined business as a form of activity carried out with the aim of earning profit for the benefit of those on whose behalf the activity is conducted. For any activity to be called business, it must have the following characteristics:

1. **Sales /Exchange of Goods and Service**s: Any activity that involves buying and selling of goods and services in exchange for money is called a business. However, without sales of goods in exchange for money, that activity cannot be seen as a business.

2. **Deals in Goods and Services**: People engage in business for the purpose of producing and distributing goods and services like bags, wigs, weapons, milks, bread, rice, beans, and other equipment such as cars, generators etc. Hence, any company that is business incline must deal with goods and services.

3. **Risk and Uncertainty**: For any business to survive, it must be able to undertake risk.

4. **Legal Activity**: Every activity referred to as business must be controlled and registered under the law of a country.

5. **Profit-Making**: Businesses are carried out with the primary aim of making extra income or profit. Without profit, it is impossible for business to survive.

Enterprise on the other hand, is an activity or business venture that involves commercial transactions. According to business dictionary, enterprise refers to a business, company or entrepreneurial activity accompanied by initiative and resourcefulness. This is an indication that an enterprise is established by entrepreneur. The process of establishing an enterprise is known as "entrepreneurship". At this point, you might be wondering what entrepreneurship and entrepreneur is?

3.1.1 **Entrepreneurship**: Penrose (1963) defined entrepreneurship as the activity that involves identifying opportunities within the economic system. Leibenstein (1979) considers entrepreneurship as involving "activities necessary to create or carry on an enterprise where not all markets are well established or clearly defined and/or in which relevant parts of the production function are not completely known". Gartner (1988) defines entrepreneurship as the creation of new organisations. According to Nwoye (2011) entrepreneurship is therefore the combination of men, machines, materials, money, and knowledge with the objective of providing and distributing the needed goods and services to people for monetary gain or profit. From the definition, you can see that entrepreneurship involves a process of combining various factors of production such a capital (money), land, labour (human resources) and enterprise or entrepreneur in order to generate wealth. In sum, entrepreneurship answers big questions about "what" an organisation's purpose might be.

Entrepreneur:: Hisrich and Peters (2006) defined an Entrepreneur as an individual who brings resources, labour, materials and other assets into combinations that make their value greater than before, and also one who introduces changes, innovation and a new order. Entrepreneur can be referred to as someone who starts up a business. They are individual who put the resources (land, money, labour) together with the aim producing goods or services and distributing these goods to consumers with aim of making profit. Di-Masi (2010) opined that an entrepreneur is an individual who perceives the market opportunity and then has the motivation, drive and ability to mobilize resources to meet it. Pinson (2010) considered an entrepreneur as a person who starts a business to follow a vision, to make money, to be the master of his/her own soul (both financially and spiritually) and is an "educated" risk taker.

Entrepreneurs in general are fanatical about identifying opportunities and solving problems for their organisation.

3.1.2 **Business enterprise:** This is therefore the combination of men, machines, materials, money, and knowledge with the objective of providing and distributing the needed goods and services to people for monetary gain or profit. Business enterprise can be established by individuals, groups, partners, corporate bodies or government.

Business enterprises can be divided into two (2) main categories;

1. Profit Organisations: These are business organisations that are owned by individual or group of individuals whose main aim is to make profit from their operations. Examples of profit-making organisations are sole proprietorship, partnership, and cooperative societies
2. Non-Profit Organisations: These are organisations that are established without the motive of making profit. These organisations operate in order to serve the society. Examples of non-profit organisations are sport clubs, religious bodies, public hospitals etc.

3.3   **Characteristics of Business Enterprises and Entrepreneur**

The following are the different characteristics of business enterprises and entrepreneurs;

1. **Risk Takers**: Entrepreneurs are not afraid of taking risk because they consider risk as a normal part of trying to achieve stated goals and objectives. Besides, starting up a business is involves taking risk. Hence, they deal with all challenges of the risk they take. They are resilient and make conscious and earnest effort to thrive continually in business.

2. **Dedication**: Entrepreneurs are commitment to the vision and mission of their business enterprises. They are focus on the set objectives irrespective what might come their way.

3. **Thrift**: Entrepreneurs are careful when it comes to management of financial resources and they know how to bargain in order to reduce cost.

4. **Time Consciousness**: Entrepreneurs are always mindful of time. Rather than waste their time on irrelevant issues, they spend their time on productive activities that will help elevate their business.

5. **Technology Driven**: Business enterprises and entrepreneurs are technology driven due to the constant changes in the business environment. Hence, in order to meet the needs of their customers, they stay up-to-date with technological development in their business. For example, entrepreneurs and business enterprises today have taken advantage of the many benefit of information communication technology, they chat with customers online, involve in online forum discussion with suppliers, video conferencing and provide a platform where customers can easily order for items online.

6. **Creative and Innovative**: entrepreneurs are creative thinkers. They look for new and better ways of doing things. This they do by introducing entirely new products that do not exist in the market.

7. **Self-Confidence**: Confidence is the trademark of entrepreneurs. They have confidence in their ideas, skills and abilities to set long term goals and succeed. They make mistakes, encounter challenges and strongly believe they can overcome these challenges.

8. **Thrive on Competition**: Entrepreneurs are naturally competitive. While they compete with their counterparts in the business environment, they constantly improve in their skills and abilities.

9. **Determination**: Entrepreneurs are strong and energetic individuals who are not bordered about failures. Rather, they see failures as opportunity to succeed.

10. **Integrity**: Business can flourish when entrepreneurs are honest in their dealing and transactions. Integrity gives good reputation to the business thereby lifting its corporate image.

4.0 CONCLUSION

You have come to understand that business enterprises play vital role in the society and human life in general. They provide goods and services that meet the needs of the populace and further increase or improve living standard. It is important to note that, for business to survive, entrepreneurs must be risk takers and dedicated.

5.0 SUMMARY

You have learnt in this unit, what business enterprise is and the characteristic of business and enterprises/entrepreneurs. To refresh your memory on what you have learned in this unit, we want to look at the meaning of the following some terms:

Business enterprises: This is the combination of men, machines, materials, money, and knowledge with the objective of providing and distributing the needed goods and services to people for monetary gain or profit.

Entrepreneurship: This is defined as the combination of men, machines, materials, money, and knowledge with the objective of providing and distributing the needed goods and services to people for monetary gain or profit.

Eentrepreneur: This is defined as a person who starts a business to follow a vision, to make money, to be the master of his/her own soul (both financially and spiritually) and is an "educated" risk taker.

Business can be characterized in terms of

  a. Sales/ exchange of goods and services
  b. Deals in goods and services
  c. Risk and uncertainty
  d. Legal activity
  e. Profit-making

Characteristics of business enterprises include dedication, risk takers, integrity, thrift, time consciousness, technology driven, creativity and innovation, determination and self-confidence.

Kindly click on the video below or copy and paste the link on your browser. The video is a recap of what you have read in this unit. You could also click on the audio version and listen or you may decide to download and play it offline.

6.0 TUTOR-MARKED ASSIGNMENT

  1. --------------------------- is the combination of men, machines, materials, money, and knowledge with the objective of providing and distributing the needed goods and services to people for monetary gain or profit.

  2. ----------------------------- is a person who starts a business to follow a vision, to make money, to be the master of his/her own soul (both financially and spiritually) and is a risk taker.

3.---------------------------- and ----------------------- are two main categories of business enterprise.

4. All these are characteristics of business, except?

      A. Sales/Exchange of goods and services
      B. Risk and Uncertainty
      C. Profit-making
      D. Wages

5. For any business to survive, it must be able to undertake ----------------------.

6. List 5 characteristics of business enterprises/ Entrepreneurs.

Answer

1. Business enterprise

2. Entrepreneur

3. Profit Organisation and Non-profit Organisation

4. D

5. Risk

7.0   REFERENCES AND FURTHER READINGS

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UNIT2:   TYPES AND FORMS OF BUSINESS ENTERPRISES

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              3.1.2   Merchandising Business Enterprise
              3.1.3   Manufacturing Business Enterprise
              3.1.4   Hybrid Business Enterprise
       3.2 Forms of Business Enterprises
              3.2.1   Sole Proprietorship
              3.2.2   Partnership

1.0   INTRODUCTION

In this unit, we will discuss four (4) main types of business enterprises and the various forms of business enterprises along with their characteristics.

2.0   INTENDED LEARNING OUTCOMES (ILOs)

By the end of this unit, you should be able to;

- Identify the types of business enterprises
- Forms of business enterprises
- Characteristics of each forms of business enterprises

3.0   MAIN CONTENT

3.1 Types of Business Enterprises

The following are the 4 types of business enterprises:

3.1.1   Service-Oriented Business Enterprises
Service-oriented business is a type of business that provides products that does not have physical form. These products cannot be seen or touched. They provide skills, advice and expertise. Examples of service-oriented business are salons, repair shops, schools, banks, law firms.

3.1.2 Merchandising Business Enterprises
Merchandising Business is a type of business that buys and sells products/goods. They buy products at wholesale prices and sell to retailers. They make profit by selling goods/products at a higher price. They sell products in their actual form. Examples of merchandising business are shoe stores, clothing stores, grocery stores etc.

3.1.3   Manufacturing Business Enterprise
This type of business buys goods/products and uses the products in making a new product. They transform the product from it actual form to an entirely new product and sell to customers. Examples of manufacturing business are automobile companies such as Volkswagen, Ford, and Mercedes. These companies buy different parts and assemble these parts into a whole car and sell to customers. Other examples of manufacturing companies in Nigeria are Flour Mill, Unilever, Nestle, PZ Cussons, etc. These companies buy raw materials and transform them into finished products.

3.1.4   Hybrid Business Enterprises

This refers to companies that do more than one type of business. For example, Tantalizers is a restaurant that prepares meals, sells soft drinks and at the time does deliver customers order to them.

3.2 Forms of Business Enterprises

You may have wondered how people start-up businesses and the requirements for different forms of business enterprises. It will interest you to know that business enterprise can be owned and managed by a single person, partnership, and group of persons. The following are the forms of business enterprises in Nigeria:

3.2.1 Sole proprietorship

The word "sole" means single, and the term "proprietor" means owner or manager. Sole proprietorship is therefore, a business owned by a single individual. This is one of the most popular and simplest form of business in Nigeria. The owner of the business uses his/her money to buy goods from wholesaler and sells at retail price to customers in order to make profit. For example, Mama Ayo owns a small shop at Bodija market where she sells food items to customers. She buys goods from wholesalers and sells at a higher price in order to make profit. She alone provides capital or money to start up the business and she alone enjoys the profit and bears the loss if any. As time passes, Mama Ayo save money from the profit she made and the business expands. She decided to employ one or two sales persons to assist her in the business. This does not mean that the sales persons are now part owner of her business but rather she is still the sole owner. Hence sole proprietorship enterprise is a form of business owned and run by one person.

Characteristics of Sole Proprietorship business enterprise
1. Sole proprietorship form of business is owned and managed by an individual.
2. Sole proprietorship does not involve any form of legal registration.
3. He/she is not a separate entity from the sole owner.
4. He/she does not share profit or loses with anyone.
5. He/she bears all the risks of the business alone.

3.2.2 Partnership

This is a form of business enterprise where two or more persons jointly put their resources (capital, labour, and skills) together to own a business in order to make profit. This form of business is different from that of the sole proprietorship because it is not easy to set it up. In partnership form of business, the partners have a written or oral agreement as the case may be.This agreement is known as "partnership deed", this deed specify the amount of money contributed by each partner, job responsibilities and dissolution, conflict resolution and how profit and losses should be shared.

To understand partnership better, let us look at this example, Mama Ayo who previously owns a business decides to expand her business but does not have the needed capital. She could not get money from relatives neither was she able to get money from the bank. She now contacted her friend Mama Ngozi to provide 50% of the needed capital for the expansion of the Frozen food business. Mama Ngozi agreed, so they joined resources together to start up the business. This means that after sales, both persons will share the profit and in case of any loss, both of them will bear the loss.

In partnership business, there are different types partner and they are;

1. **Partner Based on Involvement**: Partners based on involvement are of two types, active and dormant partner. Where the active partner is involved or participates in the day-to-day running of the business, the dormant does not participate in the daily running of the business.

2. **Partner Based on Profit Sharing**: There are two types of partner in the case of sharing profit. We have the nominal and partner in profit. Nominal partners allow their names to be used in the business but they do not contribute financially to the business. While the partners in profit are those who only have a share in the profit of the business.

3. **Limited and General Partners**: The limited partner is one whose liability is dependent on the money he/she contributed. While the general partner has unlimited liability.

Characteristics of Partnership

1. Partnership business is formed by two or more persons.
2. Profits from the business are share based on the partnership deed.
3. The registration of business is not compulsory but necessary so that in case of conflict partners can settle in court.
4. Partnership business is based on agreement among the persons involve.

3.2.3 Cooperative Society

This is a form of business that is established by people within an organisation in order to meet the financial needs of workers. In most cases, people pool their resources together and run a cooperative society in order to serve a defined community. Decisions are made by members and profits are shared according to members' contribution.

For example, the National Open University of Nigeria as an institution has a cooperative society established by staff of the university. NOUN Staff join the cooperative voluntarily and decide to set aside a particular amount of money that will be deducted from their salary to the cooperative society on a monthly basis. As member of the cooperative, one will be allowed to take loan with little interest rate and repayment can be done over a long period of time. The cooperative also does end of year sales for staff that need to purchase any item. Cooperative also helps their members acquire landed properties and repayments are done over a long period.

Apart from government parastatals, businesses such as hair dressers, fashion designers, barbers also form cooperatives in order to assist members financially and otherwise. In Nigeria, we have various types of cooperative societies established to meet different needs of people in the society. This include consumer cooperative society, insurance cooperative society, housing cooperative society, credit and thrift cooperative society, farming/agricultural cooperative society and marketing cooperative society amongst others.

Characteristics of Cooperative Society
The following are characteristics of cooperative society;
1. Members voluntarily join the cooperative society.
2. Cooperative societies are registered under the Nigerian cooperative Act.
3. Membership is open to individuals who share the same common interest.

3.2.4 Joint Stock Company

This form of business is a company that is made up of people who pool their resources together in form of stock. These people are called shareholders, which means they have share in the business and as such they are involve in profit sharing of the business. When these people pool their resources together, they automatically have share that is equal to the amount of money they contributed to the company. In law, the shareholders are separate from the business itself, as the business is seen as a legal entity which is an indication that the company can own properties, sue, be sued and can close down.

For example, if company B issue 100 shares and Mr. Kunle own 40 shares. This means that Mr. Kunle owns 40% of company B.

Characteristics of Joint Stock Company
1. A joint stock company is a legal entity that is separate from its owners – the shareholders of the business.
2. The death of any shareholders does not affect the existence of the company.
3. Shares can be transferred from one person to another.
4. Money invested into the business are divided into shares.

3.2.5 Limited Liability Company

A limited liability company is a corporate form of ownership consisting of an association of persons who have invested their money in a profit-making business or venture. These persons are referred to as "shareholders". Each shareholder's liability is limited to the extent of their investment in the company.

3.2.5.1 Types of Limited Liability Company

1. Private Limited Liability Company
2. Public Limited Liability Company

Differences between Private and Public Limited Liability Companies

S/N	Features	Private Limited Company	Public Limited Company
1	Name	The last word in the name is Limited (Ltd)	The last word in the name is Plc
2	Ownership	Minimum number is two while maximum is 50	Minimum number is 2 persons with no maximum number
3	Transferability of Shares	Their shares are not easily transferable	Their shares are easily transferable
4	Publication of Accounts	Not required by law to publish its accounts	Required by law to publish its accounts

5	Management and control	The companies are usually managed by owners	The companies are managed by the board of directors

Advantages of a Private Limited Company
1. Shares can be sold to a large number of people.
2. All shareholders have limited liability.
3. The people who started the company are able to keep control of it as long as they do not sell too many shares to other people.

Disadvantages of a Private Limited Company
1. There are significant legal matters which have to be dealt with before a company can be formed.
2. The shares in a private limited company cannot be sold or transferred to anyone else without the agreement of the other shareholders.
3. The accounts of a company are much less secret than for either a sole trader or a partnership.
4. Most importantly for rapidly expanding businesses, the company cannot offer its shares to the general public.

Advantages of a Public Limited Company
1. This form of business organisation still offers limited liability to shareholders.
2. It is an incorporated business and is a separate legal unit. Its account is kept separately from those of the owners and there is continuity should one of the shareholders die.
3. There is now the opportunity to raise very large capital sums to invest in the business. There is no limit to the number of shareholders a public limited company can have.
4. There is no restriction buying, selling or transfer of shares.
5. A business trading as a Public Limited Company usually has high status and if properly managed, will find it easier to attract suppliers prepared to sell goods on credit and banks willing to lend to it than other type of businesses.

Disadvantages of Public Limited Company
1. The legal formalities of forming such a company are quite complicated and time consuming.
2. There are many more regulations and controls over public limited companies in order to try to protect the interests of the shareholders.
3. Selling shares to the public is expensive. The directors will often ask a specialist bank, a merchant bank, to help them in this process and they will charge high commission for their services.
4. Although, the original owners of the business might become rich by selling shares in their business, eventually they may lose control over it when it 'goes public.

4.0   CONCLUSION
You have learnt about the different types and forms of business enterprises and their characteristics. The sole proprietorship form of business is easy to start upandit is a kind of business that is owned and managed by an individual. The individual bears the risks that comes from the business and also enjoys the profits alone. However, it is worthy to note that, some risks may lead to closure of the business.

5.0   SUMMARY
In this unit, we have highlighted the different types of business enterprises such as
   a. Service-oriented business enterprises
   b. Manufacturing business enterprises
   c. Merchandising business enterprises
   d. Hybrid business enterprises

We have also discussed the different forms of business enterprises to include
   a. sole proprietorship
   b.   Partnership
   c. joint stock company
   d. Cooperative society
   e. Limited liability company
We also learned that the oral or written agreement between partners is known as "partnership deed" and this deed specifies the amount of money contributed by each partner, job responsibilities and dissolution, conflict resolution and how profit and losses should be shared. There are different types of partners in a partnership business and they are
   I.   Partner based on involvement
   II.   Partners based on profit sharing
   III.   Limited and general partner

We further discussed the two basic types of limited liability company to include public limited liability and private limited liability company.

6.0 Tutor-Marked Assignment

1. ---------------------------- is the type of business enterprise that provide products that does not have physical form.
      A. Hybrid business enterprise
      B. Service-oriented business enterprise
      C. Merchandising business enterprise
      D. Manufacturing business enterprise

2. -------------------------- is a business enterprise that buys goods for wholesale price and sells to retailers.
      A. Merchandising business enterprise
      B. Hybrid business enterprise
      C. Manufacturing business enterprise
      D. Service-oriented business enterprise

3. A partnership deed can be either ----------------------- or --------------------- agreement.

4. ------------------------ and ----------------------- are the two types of limited liability company.
      A. Open and close
      B. Limited and plc
      C. Public and private
      D. All of the above

5. ----------------------------, ------------------------------- and ------------------------ are types of partner.

6. Define the term sole proprietorship.
7. List the five (5) forms of business enterprises.
8. What is a partnership deed?

Answer

1. B
2. A
3. Written or oral
4. B
5. Partner based on involvement, partner based on profit-sharing and limited/general partner.

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UNIT3:   BUSINESS MODEL

CONTENTS

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        3.1 Definition of Business Model
        3.2 Building Blocks or Components of Business Model
        3.3 Types of Business Model
4.0 Conclusion
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1.0   INTRODUCTION
In this unit we will discuss business model, the importance of business model, components and types of business model.

2.0   INTENDED LEARNING OUTCOMES (ILOs)

After studying this unit, you should be able to:
- Define business model
- List the importance of business model
- Building blocks or components of business model
- Types of business model

3.0 MAIN CONTENT

3.1 Definition of Business Model

Business model refers to the activities or operations of a business and how the business makes profit. According to Osterwalder (2005) business model "is a conceptual tool that contains a set of elements and their relationships and allows expressing the business logic of a specific firm. It is a description of the value a company offers to one or several segments of customers and of the architecture of the firm and its network of partners for creating, marketing, and delivering this value and relationship capital, to generate profitable and sustainable revenue streams." Business model in essence is a blueprint that describes how organisations or companies carry out their operations in terms of producing or buying raw materials, manufacturing or transforming the raw materials into finished goods, how these goods are delivered to the customers.

Timmer (1998) define business model as architecture for the product or service, information flow including the description of various business actors and their roles; a description of potential benefits for various business actors and a description of the sources of revenue." For example, business model resembles the architectural design that shows how a building will look like when it is built. Hence, the business model is like a blueprint that describes how an entrepreneur wants his/her business to like.

Therefore, a business model takes into consideration the products or services of a company, the customers, value added to customer, how goods or services are delivered to customers and how will the firm or company make profit. In this case, the product or services in this case refers to the kind or type of product a company or business enterprise wish to produce or sell. The customer value refers to the extent to which the products or services meet the needs of the customer.

According to Schwetje and Vaseghi (2007), a business model must be able to answer the following questions?
1. What business is the enterprise doing?
2. Why does the enterprise want to do such business?
3. What advantage and benefit will the business enterprise offer?
4. How will the business enterprise differentiate their products form that of their competitors?
5. Which customers will the enterprise serve?
6. Which customer needs will the business enterprise fulfil and how?
7. What product does the business enterprise manufacture and how do they distribute their products?
8. Which profit and growth is the enterprise aiming at?
9. What method will the business used in achieving success?

Importance of Business Model

Walaszczyk, De Angelis, De Angelis, Vucovic, Batzogianni andIoanni (2016) highlighted the importance of business model to business enterprises to include:

1. Business model defines where the business is in the value chain
2. Determine what customers get out of the business
3. Business model help business enterprises or entrepreneurs to achieve success.
4. It gives clear statement of the vision and mission of the business
5. Gives information on potential customers
6. Gives description of the products and services of a business enterprise
7. Business model explains the market strategies
8. It serves as a foundation for optimising innovative technology
9. Creates values for the business
10. Creates a roadmap for achieving goals and objectives

Different companies, organisations or firms have their own different types of business models. and when the model works for the company, the company makes profit and create value. For example, ShopRite in Nigeria is a retail store that sells different kinds of products ranging from grocery, household appliances etc. in order to meet the needs of customers. They sell products are at low prices and they have high customer base and increased sales volume. However, if ShopRite increase the price of the products, their customer base will decrease, sales volume will also decrease and they may even go out of business. Therefore, ShopRite uses **low prices/sales** as a model of retaining customers and at the same time making profit.

3.2   **The Building Blocks or Components of Business Model**
According to Osterwalder and Pigneur (2009), there are nine (9) building blocks of business models and they are:

1. **Customer Segment**: Customers are the backbone of any business. No business owner can operate without customers. Every business enterprise or entrepreneurs must know their customers in order to identify their needs. Therefore, entrepreneurs or business enterprises should know the customers they serve. Although a business enterprise may serve more than one customer segments, all customers should be group according to their needs and the business enterprise should look for ways to meet the needs of their customers. This can be done by gathering information relating to the demography (age, gender, occupation etc.), personality, lifestyle, interests and geographical location of the customers.

2. **Value Proposition**: The products or services offered by business enterprises or entrepreneurs will attracts and keep the customers. The type of products offered to different customers segment determines the value proposition. Business enterprises or entrepreneurs should look for ways to improve in their products and services that will add value to customers and meet their specific needs.

3. **Channels**: Entrepreneurs/business enterprises should select point to sell and deliver goods and services to customers. This will depend on the customers segment because some customers prefer shopping for goods online and goods are delivered to their location by post. While some other customers prefer physically going to the shop to purchase goods from vendors. Using different channels to sell and promote goods and services add values to customers. These channels include internet, telephone, social media, physical delivery etc.

4. **Customer Relationship**: Entrepreneurs should look for ways to form good relationship with customers. They create an avenue through which customers can rate and give feedback /complaints on their products. For example, JUMIA is an online store that allows customers to rate their products and services. Through this medium, JUMIA will get feedback from customers as regard their products and if need be, they will identify other ways to improve in their products and services thus making the customers happy and making more profit.

5. **Revenue Streams**: This shows how business enterprise earns money. It describes how income flows into the business through various business transactions. Revenue streams come from different customer segment that are willing to pay for the added value offered by the entrepreneurs or business enterprises. Revenue streams may come from commissions, transactions fee, delivery fees that business owners charge their customers. For example, JUMIA charges extra fees for delivery of goods outside Lagos State. Hence, if within Lagos State, customers are charged =N=200 for delivery, outside Lagos State may cost =N=500 - =N=1000. All these fees and commissions are revenue streams through which the business enterprises make money.

6. **Key Resources**: These refer to the things that are needed to run a business. These key resources can be tangible or intangible and are fundamental to the success of the business enterprises. The resources include human, financial, equipment, technology, products, suppliers and capital. These resources enable business enterprises to reach the need of customers, maintain customer relationship, add value proposition and earn profit.

7. **Key Activities**: These are activities that are carried out by business enterprises in order to make profit. For example, banking industry key activity is to manage financial transactions for the customers, manufacturing industry key activity is to produce goods; eBay key activity is to manage and upgrade platform or website.

8. **Key Partnerships**: This refers to people such as the suppliers, partners, competitors that the business enterprise collaborates with in order to sell and promote their products and services. Business enterprises can partner with competitors, suppliers and involve in a joint venture in order to have market share. For example, in order for Coca-Cola Company to market their products, Coca-Cola partners with Dominos Pizza to sell Coca-Cola products to consumers.

9. **Cost Structure**: This is the cost of operating the business enterprises or making the business model works. The cost structure is related to cost incurred from delivery of value, maintaining customer relationship and generating revenue (Osterwalder & Pigneur, 2009). Some business enterprises can be cost driven while, some others may be value driven.

3.3 Types of Business Model
There many types of business models and they are as follows:
1. **Manufacture Business Model**: This type of business model transforms raw materials into finished goods or products and sells these products to wholesaler, retailers, or directly to customers. Example of manufacturing business model is car manufacturer

like Toyota, Ford and Nissan etc. The manufacturers get all the different parts needed and put these parts together to become a car.

2. **Distributor Business Model**: The distributor buys goods from the manufacturers or producers and sells wholesalers, or directly to customers. An example of a distributor is Iya Bulky who buys a truck load of Nigeria Breweries products such as Star, Gulder and Maltina and she sell these products to wholesalers, retailers and directly to customers.

3. **Retail Business Model**: The retailers buy goods from producers or wholesalers and sells directly to customers. Examples of retail business model are Mama Emmanuel selling foodstuff such as rice, beans, washing soap, biscuit s in small quantities to customers.

4. **E-Commerce Business Model**: This type of business model focus on selling goods or products online through the internet. For example, in Nigeria there are online stores where one can buy anything ranging from foodstuffs, electronics, medicines etc. Some of these online stores include Jumia, jiji, Konga, etc.

5. **Bricks and Clicks Business Model**: This is a type of business that sells goods or products online through the internet and offline and gives customers the room to pick up their ordered products from a local store.

6. **Franchise Business Model**: This type of business model creates an avenue for business owners to have wide coverage of distributing or selling their goods or services. In this case, a business owner can decide to allow other people to use his/her brand name to sell his/her products. For example, filling stations owner such as Total Nigeria can decide to allow other individual to use Total as their company and distribute gas to customers and these individuals pay the real owner of Total some commission.

7. **Agency-Based Business Model**: An agent is a person or company that act on behalf of another person or organisation. An agency therefore, acts on behalf of an organisation in handling some aspect of the organisation's business activities or operations. For example, an agency can carry out advertisement, promotional, marketing delivery activities on behalf of business enterprises. For example, Konga.com is an online store that can partner with Fedex Red Star Express postal services to deliver goods on their behalf to their customers. More than 50% of Landlords in Lagos state partner with agency that help them allocate their houses to tenants. The agency gets 10-20% commission on the total sum of money paid to the landlord.

8. **Direct Sales Business Model**: This type of model involves selling and marketing goods or products to customers at their respective location such as offices, schools, and homes. The sales personnel demonstrate how the products are used and how the product works. For example, a sales personnel visit an office to market Fruit Juicer to customers. The sales personnel will have to show the customers how to couple the juicer machine, the uses of the machine and how the juicer works in order to sell the product to the customers.

9. **Pyramid Scheme Business Model**: This type of business model employs individuals with the intention to pay them when these individuals also register other people into the business instead of selling goods or services to these people. The more registered members recruit people, the more money these members make. No wonder it is called "robbing Peter to pay Paul". However, more than half of the time, many registered members will not profit from this type of business because the business itself is not legal. For example, in Nigeria, on popular pyramid scheme that Nigerians will not forget easily is MMM (MavrodiMundial Moneybox) which crashed or went into extinction along with people's money in 2017. Other pyramid schemes are Get help worldwide, Swiss golden, Plan well, Nopecsto, Ultimate cyclers etc.

10. **Monopoly Business Model**: This is a type of business model in which only one person or business organisation produces or provides specific goods or services. The owner of the business can price the price of the product or service at any time because the business does not have competitors. For example, in Nigeria, Power Holding Company of Nigeria (PHCN), is the sole company that supplies electricity to all citizenry in Nigeria. The company determine price people pay per month for electricity supply.

Apart from the above types of business model discussed, there are also many other business models and these include:

- Premium business model
- Multi-level marketing business model
- Virtual business model
- Online auction business model
- Value-added business model
- Subscription business model
- Freemium business model
- Collective business model
- Online media cooperative business model

4.0 CONCLUSION

Business model is essential for any business enterprises. Business model serves as a blueprint that describes how business enterprises carryout their activities and provide goods and services to customers. It takes into consideration the products and service of the business, value of the products to customers and how the business makes profit.

5.0 SUMMARY

To refresh your memory on what you have learned in this unit, we defined business model as a blueprint that describes how organisations or companies carry out their operations in terms of producing or buying raw materials, manufacturing or transforming the raw materials into finished goods, how these goods are delivered to the customers and how the business enterprises make profit.

Some of the **importance of business model** includes:

1. Business model defines where the business is in the value chain

2. Determine what customers get out of the business
3. Business model help business enterprises or entrepreneurs to achieve success.
4. It gives clear statement of the vision and mission of the business
5. Gives information on potential customers
6. Gives description of the products and services of a business enterprise

The nine (9) building blocks or components of business model are as follows;

I.	Customer segment
II.	Channel
III.	Value proposition
IV.	Customer relationship
V.	Revenue streams
VI.	Key activities
VII.	Key partnerships
VIII.	Key resources
IX.	Cost structure

Some of the types of business model include:

I.	Manufacturer business model
II.	Distributor business model
III.	Retail business model
IV.	Bricks and Clicks business model
V.	Agency-Based business model
VI.	Direct sales business model

6.0   TUTOR-MARKED ASSIGNMENT

1. All of these are building blocks or components of business model except-------------
   A. Cost structure
   B. Key partnership
   C. Revenue streams
   D. Revenue allocation

2.-------------------- are the components of business model.

   A. Customer segment
   B. Value proposition
   C. Revenue streams
   D. All of the Above

3. ------------------------ refers to people such as the suppliers, partners, competitors that the business enterprise partners with in order to sell and promote their products and services.
   A. Key partnerships
   B. Key resources
   C. Cost structure
   D. Key activities

4. --------------------------- is a type of business model in which the sales person sell and market goods or products to customers at their respective location.

A. Bricks and clicks business model
B. E-commerce business model
C. Direct sales business model
D. None of the Above

5. ------------------------------ is a type of business model in which only one person or business organisation produce or provide specific goods or services.
A. Pyramid scheme business model
B. Monopoly business model
C. E-commerce business model
D. Direct sales business model

6. Define the term Business Model

7. List the nine (9) components of business model

8. List 7 types of business model

Answer

1. D

2. D

3. A

4. C

5. B

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MODULE 2:   BUSINESS ENVIRONMENT

This module introduces you to the nature business environment, characteristics of business environment, importance of business environment and the types of business environment.

Unit 1:   Nature of Business Environment
Unit 2:   Types of Business Environment

UNIT 1:   NATURE OF BUSINESS ENVIRONMENT

CONTENTS
1.0 Introduction
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        3.1 Nature of Business Environment
        3.2 Characteristics of Business Environment
        3.3 Importance of Business Environment
4.0 Conclusion
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1.0   INTRODUCTION

This unit will help you to understand the nature of business and business environment. We will also discuss the characteristics of business.

2.0   INTENDED LEARNING OUTCOMES (ILOs)

At the end of this unit, you will be able to
Define business environment
Lists the characteristics of business environment
Identify the importance of business environment

3.0   MAIN CONTENT

3.1 Nature of Business Environment

As earlier discussed in module 1, business is an enterprise, company or an organisation that buys and sells goods or services in order to make profit. Businesses are of different sizes which are dependent on the number of workers or employees', number of customers and the volume of sales.

The main aim of any business is to make profit. Gitman, McDaniel, Reece, Koffel, Talsma and Hyatta (2018) highlighted some other aims of business apart from making profit and these aims are;

1. Businesses provide goods and services that meet the needs of their customers
2. Businesses create goods and services in order to improve the standard of living of people in the society
3. Businesses play an important role in improving the quality of life
4. It contributes to economic development and growth of a Nation
5. It provides employment opportunities.

From all these other purposes of business, you can see how important businesses are to the society. Hence, it is fundamental to human well-being because it meet the needs of people in the society.

The goals of the present 21st century business is no longer hinged on making profit only but it believes in growth, employees' satisfaction, quality products, and services, innovation and service to the society at large. The survival of any business is dependent on the environment in which it carries out the day to day activities. Business cannot operate on empty space but rather it must operate with an environment.

Business enterprise can be seen as an open system that get all the factors of production such as people, technology, land, raw materials from the environment in which it operates. After the processing of raw materials into finished goods or services, business enterprise sells the goods or services to people in the environment. This makes it important for enterprise to be aware and conversant of the environment where the business operates.

It is therefore, necessary for management of business enterprises to identify the elements, factors or forces that bring opportunities and threats within and outside the business environment. These forces or factors or elements within the business environment are referred to as internal factors. These internal factors can affect the business positively or negatively, whereas, the external factors or forces are related to economic, political, socio-cultural, and governmental regulations that may have influence on the success of business. Hence, for

business organisations or enterprises to be successful, it is imperative to take note of the environment.

The term environment simply refers to a surrounding, place or space. Therefore, business environment is a place or surrounding where business people buy and sell goods and services. It can also be said to be a place where commercial activities are carried out. Obiwuru, Oluwalaiye and Okwu (2011) defined business environment as the combination of all the external and internal conditions and influences that affect the existence, development and growth of business. The definition of business environment includes internal and external forces or factors that may affect an organisation's business functions. This shows that people, customers, technology, competitors and other elements or factors surrounding a business are part of the environment. For example, changes in customers behaviour or needs, technological changes, competition from other business organisations selling similar products and other factors makes up the environment of business can affect the performance of business negatively or positively.

It becomes important for business owners to understand the environment where their business operates. This is because all businesses irrespective of the size, location, products, and the nature, they are all influenced by factors of the environment. At this juncture, we will identify some characteristics of the business environment.

3.2 **Characteristics of Business Environment**
>The following are features or characteristics of business environment;
>   1. **The business environment is dynamic**: The business environment is dynamic and as such it continuously changes. These changes include;
>   - Change in customer's needs
>   - New competitors
>   - New resources
>   - New policies
>   - Demographic changes and
>   - Technological advancement.

The business environment comprises of various factors such as competitors, suppliers, customers, technology and culture, political as well as legal conditions which can affect the business directly or indirectly.

>   2. **Uncertainty**: Due to uncertainty in the environment where businesses operate, it makes it difficult for business to predict future outcomes.
>
>   3. **Relativity**: Business environment differs from country to country, region to region and as such the demand of people varies from place to place. For example, the demand for Ankara in Nigeria differs from other country.
>
>   4. **Complexity**: Business environment is complex because it comprises many related factors making it difficult for business to overcome all of these factors.
>
>All of these characteristics show that business environment plays significant role in all business organisations. At this point, we will discuss the importance of business environment.

3.3 Importance of Business Environment

Highlighting the importance of business environment will enable business owners to identify the various forces that may affect their business directly and indirectly. The following are the importance of business environment;

1. **Identification of Opportunities and Threats**: The environment in which business operates provides opportunities for business organisations to succeed and be at the competitive edge. It also assists business organisations to identify threats. When managers of the business are aware of the sources of threats, they put modality in place to overcome identified threats.

2. **Understanding Market Conditions**: Business organisations assist business organisations to understand the conditions of the market especially in terms of demand of products and other changes in the market place.

3. **Opportunity for Growth**: The interaction between the environment and business organisations give room for the business to expand and grow.

4. **Cope with Changes**: A better understanding of the business environment will enable managers of business organisations to cope with changes in customers' needs, technological changes, and monitor competition in the market place.

5. **Identification of strengths and Weaknesses**: The environments in which business organisations operate can bring out the business weakness or strength. For example, factors like employee commitment, productivity, satisfaction and adequate use of resources can affect the business positively or negatively.

6. **Improve Business Performance**: Keeping abreast or up to date of activities of the business environment will enable business organisations to monitor the progress of their business activities and ensure all processes and procedures are duly followed in order to improve the business overall performance.

7. **Continuous Learning**: Analysing the activities of the environment in which the business organisation operates will enable managers to update their skills and abilities in order to keep abreast with the change challenges presented by the business environment.

8. **Competition**: The understanding of the environment in which business organisations operate help organisations to monitor and evaluate the activities and strategies of their competitors, thereby developing suitable strategies to outshine competitors.

4.0 CONCLUSION

The environment is important to business organisations and their operations because its present avenue for businesses to take advantage of the opportunities provided by the environment and deal with threats in order to succeed.

5.0 SUMMARY

In this unit, you have learnt about the nature of business environment and its characteristics. We have discussed that some of the aims of business apart from making profit are:

I. Businesses provide goods and services that meet the needs of their customers
II. Businesses create goods and services in order to improve the standard of living of people in the society
III. Businesses play an important role in improving the quality of life
IV. It contributes to economic development and growth of a Nation
V. It provides employment opportunities.

Business Environment: is defined as the combination of all the external and internal conditions and influences that affect the existence, development and growth of business.

Business environment has the following **characteristics**
- I. Dynamic
- II. Uncertainty
- III. Relativity
- IV. Complexity

The following are **importance** of business environment
a. Identification of opportunities and threats
b. Cope with changes
c. Competition
d. Understanding market conditions
e. Continuous learning
f. Improve business performance
g. Identification of strengths and weaknesses
h. Opportunity for growth

6.0   TUTOR-MARKED ASSIGNMENT
1. All of the following are the characteristics of business environment except
   A. Customer
   B. Relativity
   C. Complexity
   D. Dynamic

2. Which of the following is NOT an importance of business environment
   A. Continuous learning
   B. Opportunity for growth
   C. Identity
   D. Competition

3. --------------------------- is the combination of all the external and internal conditions and influences that affect the existence, development and growth of business.

4. Itemise six (6) importance of business environment.
5. Define business environment.

Answer
1. A.

2. C
3. Business environment

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UNIT 2:   TYPES OF BUSINESS ENVIRONMENT

CONTENT
1.0 Introduction
2.0 Intended Learning Outcomes
3.0 Main content
    3.1 Types of Business Environment
    3.1.1 Internal Business Environment
    3.1.2 External Business Environment
 4.0 Conclusion
 5.0 Summary
 6.0 Tutor-Marked Assignment
7.0 Reference and Further Readings

1.0   INTRODUCTION
In the previous unit, you have learnt about the nature of business environment and its characteristics. You are now in the position to ask the types of business environment. This unit will discuss the various types of business environment within which organisations carry out their various business activities.

2.0   INTENDED LEARNING OUTCOMES (ILOs)

By the end of this unit, you will be able to;
Identify the various environment in which business operate such as
Internal environment
External environment

3.0   MAIN CONTENT
3.1 Types of Business Environment
Business environment can be classified into two (2) major categories;
   1. Internal environment
   2. External environment

3.1.1 Internal Environment
The internal environment of a business refers to those factors or forces and conditions within the control of the business organisation that affect organisational behaviour. The following are factors of internal environment:

1. **Employees**: These are the backbone of any organisation. The employees carry out job responsibility on behalf of the organisation by ensuring that they abide by the set rules and regulations of the organisation. The achievement of objectives and goals in any organisation is dependent on the commitment, willingness, performance and cooperation of the employees.

2. **Vision, Mission and Objective**: The vision, mission, and objectives of business organisation provides an outline of what organisation does and all the organisation must endeavour to work towards that set objectives. For example, the vision and mission of Guaranty Trust Bank is to provide quality financial services with the urge to be the best at all times. This vision and mission will guide employees of this bank to align with this mission and achieve the set goal.

3. **Shareholders and Board of Directors**: Shareholders are people or individual who partly owns and have interest in an organisation. While the board directors are those who manages the affairs of the organisation. The set of people form a part of the internal environment.

4. **Organisational Culture**: This is the set of values, beliefs and norms that guide the operations of an organisation. The culture of an organisation ensures that workers adhere to the set rules and regulations guiding their work, mode of dressing and conducts.

5. **Organisational Structure**: This shows the hierarchy within an organisation. It shows the order of authority and responsibility of members within an organisation.

6. **Labour Union**: This refers to groups of employees within the organisation that represent the interest of other employees to ensure employees welfare are well taken care of and they are properly rewarded. In case of problems within the organisation, the labour represents the employees by taking the matter to top management in order for them to proffer solution.

7. **Customers**: These are individuals who buy goods or services from an organisation. The customers expect the business organisation to produce quality goods or services that will meet their needs.

8. **Competitors**: These are business organisations that sell similar products and renders similar services. Competition is a normal phenomenon in business it is known to help organisations meet the constant changing needs of their customers.

9. **Suppliers**: These are individuals or organisations that sell or supply or provide materials that are needed by business organisations to produce goods and services. Management of business organisations endeavour to purchase quality materials from suppliers in order to meet customers' expectation.

10. **Financial Institutions**: These institutions refer to banks, insurance companies, stock broken firms and other financial institutions. These institutions are vital to the survival of business organisation because they provide funds to enable organisations thrive. They provide capital and loans to enable organisations carry out their activities.

3.1.2   **External Environment**

This refers to the elements, factors or influences that are outside the business organisation and can have impact on its operations. The following are external factors of business environment;

1. **Economic Environment**: The economic conditions are important to the survival of every business organisations. The economic situation in a country can affect the business organisation directly or indirectly. These economic factors include;
Inflation
Interest rates
Unemployment
Monetary policies

2. **Political Environment**: This refers to the government interference in business. It is the intervention of government institutions, political parties in business organisations. The factors of political environment include;
Government laws and regulations that control business activities
i.   Employment law
ii.   Tariff /taxes
iii.   Tax policy
iv.   Government stability
v.   Imports restrictions
vi.   Consumer protection

3. **Technological Environment**: Over the years business organisations have automated their processes and functions. Currently, many business organisations use information systems in their operations. According to Eruemegbe (2015) technological environment involves the method of converting or transforming resources into finished goods and services with the use of machines. With technological environment, business organisations are able to deliver better services to customers because technology brings about innovation and development of new products.

4. **Socio-Cultural Environment**: This comprises of beliefs, customs, values, behaviours and assumptions of people within a country. These beliefs and customs shape individual's personality. These elements can affect an organisation directly or indirectly because the products and services provided by an organisation is dependent on the values and culture of the people within the country.

5. **Demographic Environment**: This includes the size and growth of the population of people in a country. Demographic factors include gender, religion, family composition and income. All these factors may directly or indirectly affect business organisations. For example, in an area within a country that is populated with children, there will be increased demand for children products such as pampers, and other baby products. Business organisations operating in any environment should look out for demographic factors as it may affect the business directly or indirectly.

6. **Legal Environment**: helps business organisations stay up to date with business legislation or laws guiding their business operations. This includes rules and regulations decreed by government of a country serving as a pre-requisite for organisations to carry out their businesses. Some legislation that guides business operations in Nigeria include;
   i.   The companies & Allied matters Act
   ii.   Labour law
   iii.   Value added tax

7. **Natural Environment**: This refers to weather condition, climatic condition and natural resources etc. Business organisations are influence by the nature of an environment. For example, Oil refinery firms are established in areas where there is oil well. Red cooking oil companies are located in area where we have palm kernel trees.

4.0   CONCLUSION
The environment in which the business operates is important. The different types of business environments such as economic, socio-cultural, natural and technological present opportunities and challenges to the success of business operations.

5.0   SUMMARY
You have learnt that the two basic types of business environment are internal and external environment.
The **internal environment** consists of
a.   Employees
b.   Vision, mission and objective
c.   Shareholders and Board of directors
d.   Organisational culture
e.   Organisational structure
f.   Labour union
g.   Competitors
h.   Suppliers
i.   Financial institutions
j.   Customers

The **external environment** consists of

a. Economic
b. Political
c. Legal
d. Technological
e. Demographic
f. Natural
g. Socio-cultural

6.0 Tutor-Marked Assignment

1. Which of the following is an example of legal environment?
   A. Company and allied matter Act
   B. Policy
   C. Money and supply
   D. All of the above

2. Which of the following is an example of socio-cultural environment?
   A. Beliefs and customs of people
   B. Interest rates
   C. Consume protection
   D. Labour law

3. ---------------------------- and -------------------- are the two (2) major category of business environment?

4. List five (5) types of the internal environment.
5. 5. Itemise five (5) types of external environment.
6. Define the term competitors.
7. What do you understand by the term "technological environment"?

Answer
1. A
2. B
3. External and Internal
4. i. Employees
   ii. Customers
   iii. Organisational culture
   iv. Suppliers
   v. Labour Union

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MODULE 3:   BUSINESS INFORMATION SYSTEMS

This module introduces you to the concept of information systems, the different types of information systems used in business enterprises and types of business information sources.

Unit 1:   Concept of Business Information Systems and Resources
Unit 2:   Types and Relevance of Information Systems to Business
Unit 3:   Types of Business Information Sources

UNIT 1:   **CONCEPTOF BUSINESS INFORMATION SYSTEMS   AND RESOURCES**

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1.0 Introduction
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                    3.1.1   Definition of Data and Information
                    3.1.2   Definition of Information Systems and Business Information Systems
          3.2 Resources of Business Information Systems
4.0 Conclusion
5.0 Summary

1.0   INTRODUCTION
This unit will introduce you to information systems. However, before proceeding deep into the topic, you need to first understand the concept of information systems, the difference between data and information, the definition of business information systems and the various components of business information systems.

2.0   INTENDED LEARNING OUTCOMES
By the end of this unit, you should be able to:
Define information and information systems
Define business information systems
Identify the resources of business information systems.

3.0   MAIN CONTENT
3.1   Concept and Definition of business information systems
Business organisations around the world today collect and use vast amounts of information on a daily basis. Information is a major asset of any business organisation that wants to survive and stay at the competitive edge. Information is needed for the day to day operations and it is valuable in aiding organisations in making decisions. Information and Communication Technology (ICTs) has brought opportunities for businesses to be innovative and improve their products quality and services. No wonder, business organisations today invest large amount of money on emerging technologies because of their many benefits.

Information systems are important to business organisations in this era of industrial revolution where computers and internet connectivity are used by business organisations in almost all aspects of their operations.
Hence, for business organisations such as banks, pharmaceutical, telecommunications and service organisations amongst others to remain in business, they constantly need data which are processed into information. At this juncture, you need to understand the term data and information is.

3.1.1   Data and Information
Data could be in various formats such as numbers, text and graphics in a report or bytes in computer memory. Data is a plural form of the word "datum" which is a Latin noun that denotes "something given". Therefore, data are raw facts, figures, or symbols that have no meaning until they are processed and transformed into information.
It is necessary for businesses, corporate organisations and institutions to collect data on a daily basis for record purposes.
For example, a potential student who wants to be admitted into National Open University of Nigeria must visit the counsellor's office. The counsellor gives students all the requirements to each course and after the student has met the requirements, admission will be given to the student. The counsellor will then ask the student to fill in some data items such as Name, matriculation number, department, faculty, mobile number address, email and study centre.

Figure 1.

Student Details

S/N	Data Item	Details
1.	Name	Adediran Adedayo
2.	Matric Number	NOU18200726
3.	Department	Economics
4.	Faculty	Social Science
5.	Study Centre	Ibadan Study Centre
6.	Mobile Number	08133311122
7.	Address	2, New Bodija street, Ibadan Oyo state, Nigeria
8.	E-mail Address	adedayo@gmail.com

The detail data of the students on Fig. 1 above can exist without making any sense from it. The institution can decide to put procedures and tools such as computers in place to ensure that data are recorded. This process might assist in producing the number of students that were admitted into the university over a particular period of time. Computers are used to process and transform data into valuable information.

Information can be described as the outcome of a process data. It can also be said to be data that has been processed, interpreted and understood by the recipient. This definition shows that for anything to be termed information, it must have undergone some processes. These processes involve collecting data, organizing, filtering and transforming data into information that is meaningful to the receiver or recipient. Hence, for information in itself must be meaningful and useful to the recipient.
Examples of information are:
Bank statement
Telephone directory

For information to be meaningful to it recipient, it must have some characteristics:
1. Information must be timely: This means that it must get to the recipient at the right time. It must be made available and accessible to the recipient promptly, as delay may mean denial.
2. Information must be Accurate: The content of information must be free from errors and must easily understand by the recipient.
3. Information must be relevant: It must be important and useful to the needs of the recipient.
4. Information must be able to reduce uncertainty and improve decision making.
5. Information must be complete: Information must be complete in order to meet the need of the recipient. Incomplete information may be misleading or confusing to the recipient.
6. Information must be Adequate: Information must be suitable enough to meet the needs of the recipient. It should not be too many in quantity or too small, rather it must be of sufficient quality.
7. Information must be explicit: Information must be clear and well understood by the recipient. It must be of good quality.

3.1.2 **Definition of information Systems, Business Information Systems**
Having considered the definition of the term data and information, we want to introduce you to the business information systems or you might also call it the information systems used in business organisations. But before we discussed what a business information system is, you may be wondering what a system is? A system comprises of elements that work together in

order to achieve a common goal. For example, an institution like National Open University of Nigeria (NOUN) can be seen as system.
Why?

This is because National Open University of Nigeria has various components that work together to achieve the vision and mission of the University. These components include various faculties, departments, sections and units. For instance, faculties can be broken down into various departments; the Registry which consists of various sections and units; Bursary has sections and units as well as the Management Information Systems (MIS) and the Information and Communication Technology (ICTs). All these departments work hand in hand to help the University achieve her overall goal.

As a system, performance is monitored, feedbacks are reported and control measures are put in place so that any problems are corrected and objectives are attained. It should also be noted that a system can be open or close. However, it will interest you to know that NOUN as an institution and other business organisations run an open system.

Now let to discuss what an Information System is.
Information system is not just the use of computers in business process; rather it is a set of elements or components that process and transforms data into information and makes it available for the smooth running of a business organisation. According to Stair and Reynolds (2010) define information systems as set of interrelated components that collect (input), manipulate (process), store and disseminate (output) data and information, and provide a corrective reaction (feedback mechanism) to meet an objective. For Jessup and Valacich (2008) define information systems as the "combination of hardware, software and telecommunications networks that people build and use to collect, create and distribute useful data in organisational settings". The components of information systems include people, information technologies, and processes that aimed at achieving business goal. The main purpose of an information system is to provide needed information to assist management of an organisation in making decisions. In summary, information system is a combination people, software, hardware, processes, procedures and data that stores and disseminate information within an organisation.

Having defined information system, we now want to define "business information systems ". Business information system can be define as a group of interconnected elements that work collectively to carry out input , processing, output, storage, control actions with the aim of converting data into information products that can be used for supporting forecasting, planning, control, coordination, decision making and operational activities in an organisation (Hardcastle, 2008). These definitions show that information is important for operating or running any business. It also shows information systems can be used to support the operations and functions of business organisations.
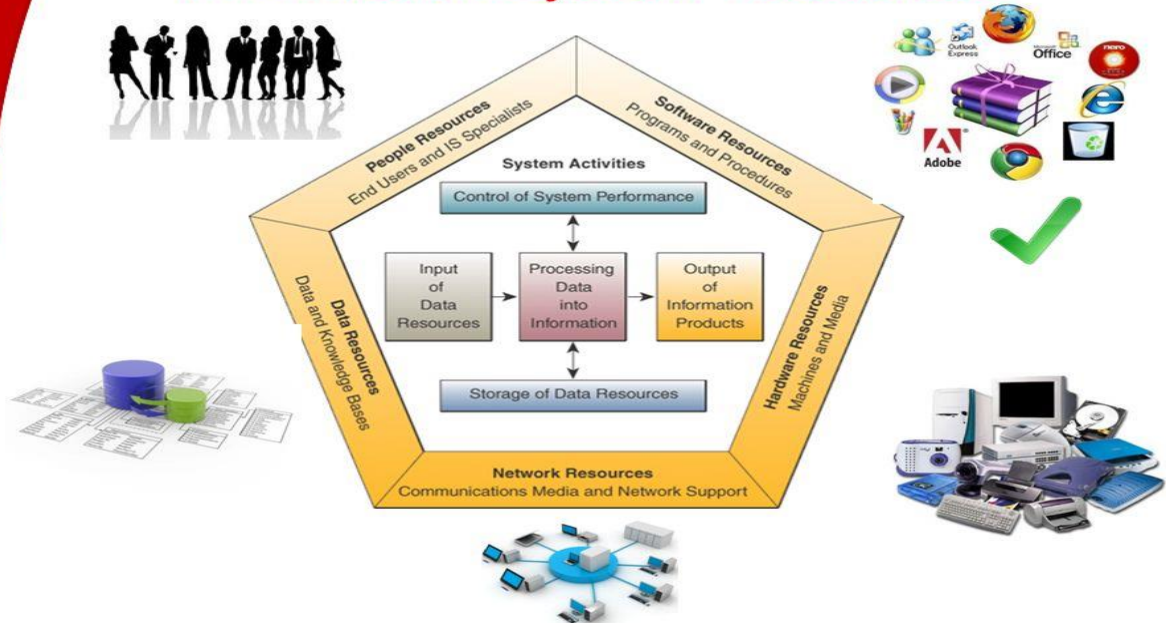
For example, MTN, AirTel, 9Mobile, Globacom and other telecommunication companies use Information Systems to promote and market the sales of the products and to manage some business functions within the organisation in order to meet customers' needs.
Based on the definition of business information systems, there are some highlighted components that support it and these components are referred to as business information systems resources.

3.2   **Resources of Business information systems**
There are five (5) main resources of business information systems and they are:

1. **People Resources**: This refers to the end users. They are the users of information systems and also they develop, manage, maintain and operate the system. Examples of people resources are the managed, professionals, customers, salespeople, and system specialist like the programmers, system analysts, system managers, network and database administrators, end users etc.

2. **Data Resources**: This refers to the variety or different forms of data that are available and accessible to the organisation. The data could be in form of words, figure, symbols, computer files, databases, customers' record, employee records etc.

3. **Networks / Internet Resources**: This resource enables people to interact and collaborate. It enables sharing and transfer of data between and among people. For example, networks resources allow devices like printer and faxes to be shared thereby reducing cost effectively. Networks Resources also enable business organisations to interact and collaborate with their customers, suppliers and other business counterparts. On the other hand, the internet allows communication between computers that are connected. the computers in business organisations connected to the internet with the help of the internet service provider. While the World Wide Web helps in the exchange of information on the internet. Examples are intranets, extranets, web browser, servers etc.

4. **Hardware Resources**: These are the physical components of a computer that can be seen and touch such as central processing unit (CPU), mouse, keyboard, hard disk, floppier disk, monitor. Other hardware devices include the telephones, fax machine, switch board etc.

5. **Software Resources**: these are sets of instructions that inform the computer system to carry out specific task. They are the part of the computer that cannot be seen. Examples of software resources are operating system, application software, instruction manual, company policies, database management software, data security software etc.

4.0   CONCLUSION

Information system is important to the operations and survival of business enterprises due to its ability of transforming data into information and also enables communication and resource sharing. Hence, business organisations should endeavour to adopt information systems that will help in the smooth operations of the business, thus achieving the set objectives of the organisation.

5.0   SUMMARY

You have learnt what data and information is and the different between the two terms. You have also learnt about information systems, business information system and its resources. In this unit, we have defined

Data: data are raw facts, figures, or symbols that have no meaning until they are processed and transformed into information.

Information: Data that has been processed interpreted and understood by the recipient. We also discussed that for information to be meaningful to the recipient, it must have some characteristics such as:
   a. It must be relevant
   b. It must be accurate
   c. It must be timely
   d. It must be able to reduce uncertainty
   e. It must be complete
   f. Explicit
   g. Adequate

Information on systems: Is the combination of hardware, software and telecommunications networks that people build and use to collect, create and distribute useful data in organisational settings.

Business Information Systems: can be define as a group of interconnected elements that work collectively to carry out input , processing, output, storage, control actions with the aim of converting data into information products that can be used for supporting forecasting, planning, control, coordination, decision making and operational activities in an organisation.

The resources of business information systems are
   h. People
   i. Hardware
   j. Software

k. Network/Internet
l. Data

6.0   TUTOR-MARKED ASSIGNMENT

1. --------------------- are raw facts, figures, or symbols that have no meaning until it is processed.
2. --------------------- is a data that has been processed, interpreted and understood by the recipient.

3. All of these are characteristics of information, except?
   i. Timely
   ii. Accurate
   iii. Relative
   iv. Complete

4. The following are resources of business information systems excepts,
   A. People Resources
   B. Hardware Resources
   C. Money Resources
   D. Hardware Resources

5. Define the term Information Systems
6. Define the term Business Information Systems
7. Define software resources
8. What are some characteristics that information must have for its to be meaningful?
9. What are people resources?

Answers
1. Data
2. Information
3. C
4. C

7.0   REFERENCES AND FURTHER READINGS

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UNIT 2:   TYPES OF BUSINESS INFORMATION SYSTEMS

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       3.1.1.3 Office Automation System

       3.1.2 Management Support Systems
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       3.1.2.2 Executive Information System (EIS)
       3.1.2.3 Decision Support System (DSS)

       3.1.3 Functional Support Systems
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       3.1.4 Specialized Information Systems
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4.0 Conclusion

1.0   INTRODUCTION

Having discussed business information system and the resources that support business information systems in unit 1, this unit will help you to know the different types of information systems used by business organisations.

2.0   INTENDED LEARNING OUTCOMES (ILOs)

By the end of this unit, you should be able to:
Identify the categories of information systems
List the types of information systems
Itemize the relevance of information systems to business organisations.

3.0   MAIN CONTENT

3.1 Types of information Systems used by Business Enterprises

Information systems used in business organisations can be categorized into two; Operations support systems and management support systems. While there are also other categories of information systems such as functional support systems and specialized business information systems that can be applied to either operations or management support systems of an organisation.
The following are types of information systems group according to the category.

3.1.1 Operations Support Systems

These are information systems that are used to support the Operations of business organisations. The under-listed are information systems used to support the operations of business organisations.

3.1.1.1 Transaction Processing Systems (TPS): This is a computerized system that collects, organizes, stores, retrieves and reports daily business transactions of that serves managerial and operational activities. Transaction processing system provides information to employees, customers, suppliers and others who are involved in a business transaction. It collects and make needed information available to managers to enable them make good decisions.

3.1.1.2 Process Control System: This type of system is used in industries to monitor production processes. It also monitors and controls data that comes from the production processes. Examples are petroleum refining, power generation, steel production etc.

3.1.1.3 Office Automation System (Enterprise Collaboration System):This is the most popular information system that aid managers, clerks and other workers in carrying out their daily tasks in the business organisation. This information system support workgroup, communication and collaboration. Office information system uses software like;
Spreadsheets: Examples of spreadsheets are Microsoft excel, Lotus 1-2-3, Open office calc, Google docs sheet etc Other examples of office automation system include e-mail chat, video conferencing, word processing, workflow management, graphic presentations etc.

3.1.2   Management Support Systems

There are information systems that provide information for use by executive management to make decisions. The followings are types of management support system.

3.1.2.1 **Management information system (MIS)**: This System provides concise, accurate, timely and suitable information on planning, controlling, coordinating and decision-making functions of management. Management information system regularly provides reports on the operations and performances of the business organisation from data collected from transaction processing system. These reports include scheduled reports, demand reports, Adhoc reports, predictive reports etc. These reports provide information that supports decision making in business organisations. Examples of management information systems are sales analysis, and report on production performance.

3.1.2.2 **Decision Support System (DSS)**: This is a supplement of management information system that is used by particular level of management in making complex decisions. DSS is made up of components such as database, knowledge base and model base, all of these components help managers in making decisions. Decision support system also aid managers to filter from vast amount in order to provide solution to problems and make informed decisions.

3.1.2.3 **Executive Information Systems (EIS)**: This System provides information from internal and external sources like the management information systems and decision support systems to meet the needs of executive management organisations.

3.1.3 Functional Support Systems
These are systems that provide support for various business functions in an organisation. The following are types of functional support systems.

3.1.3.1 **Sales / Marketing Information System**: The sales function of any organisation is to sell and promote organisational products and services. Therefore, sales information system provides up to date information on the sales performance of an organisation. It is also involved in product pricing, development, marketing and communicating with customers through emails, discussion forums, online chats, WhatsApp chats, etc. The sales information system also provides reports on sales activities of the organisation which is used for further decision making.

3.1.3.2 **Human Resources Information System**: The essence of this information system is to collect and maintain information as regards employee's data, job role, job description, career history, job experiences, employee's development and performance. It also ensures safety of employees' data.

3.1.3.3 **Manufacturing Information System**: This System deals with planning, production, development and purchase of materials that supports all areas of manufacturing process. It also provides that enable operations and put in place control measures in the production processes. Examples of manufacturing information systems are; manufacturing executive systems, manufacturing resource management, materials planning etc.

3.1.3.4 **Accounting/ Finance Information System**: This system manages the financial aspect of the organisation. Accounting information system collects, stores, manages and provides reports on business transactions and the flow of funds over a period of time in the organisation. These reports can be used by auditors, accountants, managers, and analysts. Examples of accounting information systems include inventory control systems, payroll systems, order processing systems.

3.1.4 **Specialized Information Systems**
These are systems that provide specialized support to business organisations

3.1.4.1 **Knowledge Management System**: This system involves the organisation and collection of people, processes, software, devices and databases. This information system also creates, organizes, stores and disseminates knowledge of the business to employees that works within the organisation. Examples of knowledge management systems are intranet access to policies and business practices, and sales proposal strategies.

3.1.4.2 **Strategic Information System**: This is the use of information technology to modify or better a company's products, services, and processes to enable the company have upper hand over its competitors within the business environment in the market place.

3.1.4.3 **Expert System**: This is computer software that acts and does like humans in a particular field. It helps business organisation in solving problems and also supports decision making. Expert systems are used in medical field for diagnosing; it can also aid financial forecasting in business organisations.

3.2   **Relevance of Information Systems to Business Enterprises / Organisations**
We have itemized and discussed the various types of information systems and their categories. We are now going to list some of the relevance of information systems to business organisations. The following are relevance of information systems to business organisations and they are:

1. **Creation of New Products and Services**: Information systems give room for innovation in business organisations especially in the creation of new products and services that will meet customers' needs. For example, before now, transportation companies do not have websites where customers can book ahead of time. However, with the introduction of information system by business organisations, customers or travellers can book online without coming in person to the company's front desk. This saves time and effort on the part of the customers and the company. With the use of information system, organisations are able to collect detail information about customers and inform the front desk officers about seats that are already been booked. Customers can make payments online or book on hold for specific time frame depending on the policy of the company. Without the use of information system, organisation may not be able offer online real time services to customers.

2. **Increase Organisation performance**: Information systems aid business organisations in carrying out many tasks and functions such as payroll, management of employee records, data storage, preservation of company documents and general book keeping activities. All these activities support smooth business operations and increase efficiency and overall performance of the organisation. For example, instead of keeping records in manual or paper format, information systems will enable organisations to easily manage records in databases and in more than one format.

3. **Aid in Competitive Advantage**: An organisation is said to have competitive advantage when it effectively achieves it processes and functions over other organisations that sells same product and offer same services. Information systems aid business organisations in distinguishing their products and services from that of their

competitors. It improves services, customer satisfaction, customer base, retention, increase organisational performance, profitability by enhancing organisational goals and processes.

4. **Improves Communication**: information systems have made communication in organisations easier and seamless. Before now, organisations communicate with their employees, suppliers and customers through written memos, letters and physical contact. But with the use of information system, business organisations can use WhatsApp, Instant messaging, emails, websites and online forums to communicate with employees and other stakeholders. This saves time and money and encourages collaboration between the organisations and suppliers and customers.

5. **Improves Customer Service**: Customer satisfaction and retention is crucial to the success of any business enterprise. Information systems aid in improving customer service and increases number of customers. Customers prefer faster processes and services. No wonder, organisations are using good information systems that will help organisations meet the needs of their customers. Take the banking industry as an example; Automated Teller Machines (ATMs) have made banking transactions easier and faster for customers. Not so long ago, customers were able to deposit money using the ATM. Majority of the shopping malls in Nigeria uses Point of Sale (POS) machine that allow customer to use their debit or credit card make payments for purchase of goods. In the context of the library, online or electronic resources have made it easier for users to access various information resources at a time. With information systems, business organisations will only satisfy customers' need but also increase and retain customer.

6. **Increase Information Storage**: Traditionally, business organisations use manual storage such as registers and cabinets to store data, documents, files and information which take space and involve more money. Information systems however, help organisations in storing vast amount of information in various versions and formats for easily availability and accessibility. It helps organisations keep past records such as customer base, profit making over the past years, complaints etc.

7. **Improves Decision-Making**: Decision making in organisations is time, energy and painstaking. The use of information systems can make its less burdensome because it provides accurate and timely information that will enable management to make informed decisions. It improves the corporate image of the organisation. Information systems enable the collection, storage and analyses of data from internal and external sources into meaningful information that can help in decision making process. Its saves time when search and looking for the right information because information, files, and documents are well arranged and stored in databases.

8. **Data Control**: Information systems help business organisations to properly manage important information. it keeps information safe and helps control what information about the organisation that should be give out and the information that should be kept for the organisation's consumption.

Other relevance of information systems to business enterprises include
9. It aids the flattening organisation structure.
10. It also aids in improving business operations.

11. It changes organisational behaviour.
12. It is cost effective.
13. It improves the corporate image of the organisation

4.0   CONCLUSION

Information systems support the operation and activity of business enterprises or organisations. Each types of information systems have its own peculiar purpose to the organisation. Information systems are relevant to business organisations because it brings about changes in business processes, innovation and increase the overall organisational performance.

5.0   SUMMARY

In this unit, we have classified the various types of information systems according to their categories. These categories include

I.   Operations support systems
II.   Management support systems
III.   Functional support systems
IV.   Specialized business information systems

Each category has its own information systems based on the activities to be carried out. For example;

Operations support system is made up of

a. Transactional information system
b. Process control system
c. Office automated system

Management support system is made up of

v. Management information systems
vi. Executive information systems
vii. Decision support systems

Functional support system is made up of

a. Sales/marketing information systems
b. Manufacturing information systems
c. Accounting/ finance information systems
d. Human resources information systems

Specialized information system is made up of

a. Knowledge management systems
b. Strategic information systems
c. Expert systems

We have also listed some relevance of information systems to business organisations to include

1. It Increases job performance.

2. .It improves decision making

3. It aids in increasing competitive advantage.

4. It aids on flattening organisation structure.

5. It also aids in improving business operations.

Take your time to carefully read the different types of information systems and the roles they play in the operations, management and functions of business organisations.

6.0   TUTOR-MARKED ASSIGNMENT

2. ------------------ and --------------- are the two major category of information systems used in business organisations.

3. ---------------------- is an information system that deals with the daily business transactions in an organisation.

   A. Process Control System
   B. Office Automation System
   C. Transaction Processing System
   D. Management Information System

4. -------------------- is an information system that provides timely and accurate information on the planning, controlling and decision-making functions of management.

   A. Management Information System
   B. Executive Information System
   C. Decision Support System
   D. Expert System

5. ---------------------- is an information system that is used in collecting and maintaining employee data.
   A. Sales/ Marketing Information System
   B. Manufacturing Information System
   C. Accounting/Finance Information System
   D. Human Resources Information System

6. List five (5) relevance of information systems to business organisations.
7. What is a Decision Support System?
8. What is an executive information system?
9. Define an expert system
10. What are transaction processing systems

Answers

1. Operations Support System and Management Support System
2. C
3. A
4. D

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UNIT3: TYPES BUSINESS INFORMATION SOURCES

CONTENTS
1.0 Introduction
2.0 Intended Learning Outcomes (ILOs)
3.0 Main Content
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4.0 Conclusion
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1.0 INTRODUCTION
You have been taught the various types of information systems used by business organisations for the smooth operation of the business. You were also taught that each of these information systems carry out various functions. You are now in the position to ask about the sources of business information. This unit will introduce you to the concept of business information sources and types of business information sources. This unit will discuss what business information sources are and why they are relevant to the smooth running of business enterprises.

2.0 INTENDED LEARNING OUTCOMES (ILOs)
By the end of this unit, you should be able to:
Define business information sources
Identify the types of business information sources

3.0 MAIN CONTENT
3.1 Concept of Business Information Sources

Business information sources are those materials that contain information that are vital for the smooth running of a business. Information is the life blood to the survival of any business, for business organisations to succeed and remain at the competitive edge, they need information to keep abreast with the latest trends, new products development, market share, organisational performance, political, social, and economic changes. Businesses get information from various sources, however, there are two major sources through which businesses can get information. These sources could either be internal or external. These sources can be formal or informal. Access to the right sources of information is important if a business needs to achieve its goals and objectives. The following are sources of information or business enterprises

Internal sources of business information include trade secrets, personal files, minutes of meetings etc. while external sources of information for business include television and radio media, internet, online information, print media etc. Other sources of business information are competitors, customers, libraries, government publications, periodicals and electronic resources. Business organisations often yearn for ideas, and news on a daily basis in order to plan, organize and make informed decisions. Businesses rely heavily on timely, accurate, precise and accessible information that will assist them in making the right decisions and achieve their main aim and objectives.

Business information sources can be in printed or non-printed format. Printed sources of information are sources such as books, periodicals, government documents, newspapers, trade newsletters, directories etc. These resources can be used by business enterprises to meet their information needs. For example, newspapers contain current information about businesses, their opportunities and threats. Business managers can tap information that they can use to address specific problems in the organisation. An example of newspaper is Business Day, a Nigerian newspaper that discusses financial news, market news and it also provides or presents statistical analysis on business trends in Nigeria. While the non-printed sources are sources of information that can found in electronic or digital formats.

Business sources of information are classified into three (3) namely;

1. Primary sources

2. Secondary sources

3. Tertiary sources

At this juncture, we will discuss the three types of sources of information to business.

3.2 Types of Business Information Sources

3.2.1 Primary Sources
Primary sources are information sources or resources or material in their original form. These sources provide undiluted, unfiltered or first hand or original information of an event about people, places, objects, etc. primary sources can also be referred to as unorganized sources or documents in their original form. In the context of business, primary sources provide information about the activities of an organisation. The followings are examples of primary sources;

i. **Periodicals**: These are materials or resources that come out or published on a regular basis such as daily, weekly and monthly. Periodicals include journals, bulletins, or works that comes

out regularly and are numbered sequentially. Encyclopaedia of Librarianship defined periodicals as a publication issued at regular intervals, sequentially numbered, usually dated and without a known end. They give report on recent or new discoveries and researches which may not be found in books. In addition, periodicals contain current happenings, recent information about products, theories and trends and it can be found in every field of study. Examples of periodicals include professional, Trade and industry journals, popular magazines and Newspapers, scholarly, Academic, peer-reviewed, research Newsletters.

It should be noted that not all periodicals report originality of works. In this case, such periodicals can be referred to as secondary sources because they based the opinion on the information that are found in primary sources.

Some of the features of periodicals were highlighted by to Rao and Reddy (2018) to include;

a. periodicals are based on original research or experiment

b. articles are written by scholars

c. articles are usually written in specialized jargon of the discipline

d. articles usually include footnotes and bibliographies

e. periodicals are targeted at scholarly audience such as students, faculty, researchers etc.

ii. **Annual Reports**: These are primary information sources that provide information about vision, mission, objectives, goals and history, business model, investor's information, and highlights of past years of an organisation. It also provides comprehensive information in the activities of an organisation on a yearly basis. Some of the information found in annual reports includes;

- Market share
- Awards of honours
- Auditor's report
- Photographs
- Accounting policies etc.

iii. **Minutes of Meeting**: These are written records documented during meetings in an organisation. Minutes of meeting are written to record important information, events and happenings in the organisation. It contains the names, designation of attendees, date, agenda motion passed, issues and matter arising and probable solution to stated challenges in an organisation.

iv. **Press Releases**: These are official written documents that give brief information about an event, product launch, or other activities of a business organisation. It enables organisations to educate and promote their products and services to the public. It also helps organisations to clarify issues about the organisation's products or services to the general public, thus having good relationship with their customers. For example, an organisation like Nestle Plc can use press release to promote and clarify doubts about their products and services to the general public. There are different types of press releases used by business organisations according to Brenner (2018) and they are;

A. **Event Press Release**: This is use to promote activities ha an organisation is hosting or attending. Event press release is a way of informing the public about the happenings in the organisation. It is the duty of the public relations officer in the organisation to send the press release to media for announcement or publicity. For example, Cadbury Nigeria Plc may use event press release to inform the public of its upcoming Annual General Meeting (AGM). The press release states the time and venue of the event.

B. **New Hire**: This is a type of press release that informs the general public of new executives that is being added to the organisation's board. For example, Central Bank of Nigeria (CBN) announces to the public about the replacement of its governor when the tenure of the previous governor was over. New hire press release gives an overview of the background of the new governor, his career growth, previous achievements and why he should be the new CBN governor.

C. **Partnership Announcement**: This is a type of press release that business organisations use to let the public, customers, investors and shareholders know about the organisation's partnering with another organisation. For example, in 2019, Access bank Nigeria Plc announces it merger with Diamond Bank Plc.

D. **Award Press Release**: This is use by an organisation to announce the receipt of honours or awards. For example, when Guaranty Trust Bank Plc receives an award for the best in Africa in 2019, it was announced through press release. This release stated the achievement of GTBank and how this recognition set GTBank as a pacesetter in the banking industry in Nigeria.

E. **Product Press Release**: Business organisations use this type of press release to launch their new products. The organisation uses this release to give details of the new product, it features, and why the public and customers should buy this product. For example, financial institutions such as banks in Nigeria at intervals introduce new products that will enable their customers have a hitch free banking experience. GTBank introduces *737 to enable its customers check their account balances, and do money transfers without coming to the bank.

F. **Rebranding Press Release**: This is used by businesses to announce to investors, customers, shareholders, and the general public about a change or upgrade in a company's products. The release informs customers about the changes in the products, new features and how the change or rebranding will affect customers and stakeholders positively.

G. **Charitable Initiative Press Release**: This is used by organisations to tell the public how much the organisation care about them than just making profit. It tells the public how well the organisation is making effort to assist the society or community through their generous donations.

v. **Financial Statement**: This is an official written document that keeps records of the overall business activities and financial performance of an organisation. Examples of financial statement include;

- Balance sheet
- Income statement
- Cashflow

vi. **Patent**: This is an intellectual property that permits the owner the legal or exclusive right for an invention. It gives the owner right to determine if the invention can be used by others or not. Patent owners usually provide technical information about the invention to the public through the patent document.

vii. **Television and Radio Media**: Business enterprises can get information through television/radio station. For example, Channels Television has a dedicated program that discusses businesses within and outside Nigeria. This program gives individuals and businesses up to date about the business world such as; stock exchange, forex trade analyses and invites guests who are successful in business to discuss and explain their success story. There are also some radio stations in Nigeria that also report trends in Nigerian business environment.

viii. **Internet**: The internet provides various search engines such as Google, Yahoo, LinkedIn etc. that enable business enterprises to access information. The Internet also provides enterprises the opportunity to communicate with customers, suppliers and employees with the use of E-mail, online chats and video conferencing. It enables business enterprises develop their own websites through which they can provide information about their business and market their products and services.

ix. **Membership based Association**: These bodies provide information, training and educational program to members. For example, National Institute of Marketing of Nigeria, this institute provide their members with professional information relating to their businesses. This will also help enterprises keep abreast with changes, threats and opportunities in their business environment.

Other primary sources of business information include;

- Artefacts (e.g coins, furniture, plant etc.)
- Diaries
- Interviews
- Journal article
- Survey research
- Speeches
- Works of art and music
- Photographs
- Government publications
- Memoranda
- Company files
- Tweets
- Trade literature
- Dissertations

- Autobiographies
- Internal research reports etc.

3.2.2 **Secondary Sources**

Secondary source is a source that provides second hand information about an event. It is not original rather secondary sources evaluate and interpret primary sources. Therefore, secondary sources are sources that describe, interpret, review, analyse, and summarise primary sources. For example, secondary sources may summarise the details of research result and report these result in textbooks, magazines and Newspapers.

It should be noted that some of the secondary sources are sometimes considered as tertiary sources. The following are examples of secondary sources;

i. **Bibliographies**: These are descriptive list of works or articles, government publications, manuscripts, book, and non-book materials that are related to a particular subject(s), place, person, or times. Bibliographies are usually arranged in alphabetical order according to authors or subjects. They are seen at the end of a work or book and it carries information regarding the author's name, title of the work, place of publication, and publisher. The main functions of a bibliography is the fact that it is used to acknowledge an author(s) whose work you have used when carrying a research, it shows a compilation of all the information resources used by a researcher at a glance, it saves the time of the users of library, aid in identifying, locating publication and selecting library materials .

There are two (2) kind of bibliography namely, general and special bibliographies. The general bibliography includes;

- Universal bibliography
- Language bibliography
- National bibliography
- Regional bibliography

The special bibliography includes;

- Author bibliography
- Subject bibliography
- Bibliography of specific types of materials
- Bibliography of materials of particular periods and
- Bibliography of special categories of literature

ii. **Dictionaries**: Dictionaries are books that contain alphabetically arranged words and their meanings, spelling, pronunciation, etc. There are different types of dictionaries such as language, subject and specialized dictionaries.

Examples of language dictionaries include;

- Dictionary of Yoruba
- Dictionary of Urhobo
- Dictionary of Igbo

Examples of subject dictionaries include;

- Dictionary of Science
- Dictionary of sociology
- Harrod librarians Glossary

Examples of specialized dictionary include;

- Oxford dictionary of Quotations
- Dictionary of slang and unconventional English
- Oxford dictionary of English proverb
- Visual dictionary
- Translation dictionary

iii. **Handbooks**: These are information materials that provide concise and comprehensive information in a specific subject. It contains data, procedures, processes, principles, diagrams, graphs, illustrations etc. Examples of handbooks include;

- Guinness Book of World Records
- Handbook of communication
- Nigeria handbook

iv. **Encyclopaedias**: These are reference resources written by expert which provide robust information on a particular subject. They deal with concepts, definitions and find answers to questions on general information. Examples of encyclopaedia include;

- Encyclopaedia Britannica
- Encyclopaedia Americana
- Encyclopaedia of Social Science

Other examples of secondary sources are;

- Manuals
- Treatise
- Textbooks
- Monographs
- biographies
- Political analyses and commentaries
- Literary criticism and interpretation etc.

3.2.3 Tertiary Sources

Tertiary sources are sources of information that is based on primary and secondary sources. The essence of tertiary sources is to enable users have access to both primary and secondary sources of information. It provides broad overview on a particular subject. However, it should be noted that primary sources sometimes overlap with other materials in secondary and tertiary sources. The following are examples of tertiary sources;

i. **Directories**: These are lists of names, addresses of persons, organisations, ministries, societies, associations and recreational centres. Examples of directories are;

- Telephone directory
- Vanguard yellow pages

- World directory of mathematicians
- Ulrich's international periodicals directory

ii. **Almanacs**: These are books that contain important dates, facts, and statistical information relating to world events on a regular basis such as weekly, monthly, and annually. Almanac contains information such as weather forecasts, full moons and dates etc. Examples of almanac include;

- Poor Richard's Almanac
- The World fact book
- Farmer's Almanac
- Whitaker's Almanac
- The World Almanac and book of facts

iii. **Guidebooks**: These are books contain maps that serves as guide to tourists and tourist industries. They provide information relating to major roads, hotels, places and institutions. Examples of guidebooks are;

- A guide to Nigerian states
- Traveller's guide to Africa
- Lagos State yellow pages

Other types of tertiary sources include;

- Abstracts
- Indexes
- Wikipedia
- Fact books etc.

4.0   CONCLUSION

Information sources are vital for the smooth running of business organisations. Every business needs information to succeed. Businesses get information from various sources such as annual reports, websites, internet, boos etc. Business organisations yearn for these information sources in order to make the right decisions and achieve organisational goals.

5.0   SUMMARY

In this unit, you have learnt about the three main sources of business information. These sources are primary, secondary and tertiary. It should be noted that some of these sources overlap, this means that some sources can be primary and at the same time be secondary or tertiary. All these sources are important for businesses that want to remain at the competitive edge and achieve their objectives.

6.0   TUTOR-MARKED ASSIGNMENT

1. What are business information sources?

2. Define primary sources

3. Define secondary sources

4. Define tertiary sources

5. Give 5 examples of primary sources

6. Give five examples of tertiary sources.

7.0   REFERENCES/FURTHER READING

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MODULE 4   INFORMATION SERVICE PROVISION FOR BUSINESS ENTERPRISES

This module will discuss the information need by business enterprises, sources of information for business organisations, types of information service provision for business enterprises.

Unit 1 Information Need by Business Enterprises

Unit 2 Information Management for Business Enterprises

Unit 3 Application of ICTs for information service provision for Business Enterprises/ Entrepreneurs

Unit 4 Ethical Issues and Consideration in Business Information Service Provision

UNIT 1   INFORMATION NEED OF BUSINESS ENTERPRISES

CONTENTS

1.0 Introduction
2.0 Intended Learning Outcomes
3.0 Main Content
        3.1 Concept of Information Need of Business Enterprises
        3.2 Types of Information Service Provision for Business Enterprises
4.0 Conclusion
5.0 Summary
6.0 Tutor-Marked Assignment
7.0 References and Further Readings

1.0 **Introduction**
This unit will discuss information need of business enterprises, concept of information service provision for business enterprises and types of information service provision for business enterprises.

2.0 **Intended Learning Outcomes (ILOs)**
By the end of this unit, you will be able to:
Define information need
List the sources of information for business Enterprises

3.0 **Main Content**

3.1 **Information Need of Business Enterprises**
As we have earlier discussed information are data which have been processed so that they are meaningful to the recipient. We also defined entrepreneur as individuals who sees market opportunities and combine resources together in order to meet customers need. He or she bears the risk of the business. Entrepreneur is an individual who established an enterprise.
Every business enterprise needs information in order to survive and be at the competitive edge. As humans, we all need information in our day-to-day lives. Jobs seekers need information about the vacancies in various sectors of the economy. Buyers, investors and tax payers need information for various purposes.

Individuals or customers need information on variety of products in the market and information on which of the variety of products that best satisfy their needs. Suppliers need information about the materials that are needed by business enterprises or organisations in order for these organisations to transform these materials into finished goods.

Business enterprises or organisations on the other hand need information on a regular basis for planning, organizing, monitoring and making decisions. Business organisations need information on:

1. How to develop new products or services in order to meet customers need;
2. They need information about threats and opportunities within and outside the business environment;
3. Business enterprises need information about competitors that sells same types of products;
4. They need information about government legislation or law guiding businesses, information about the demography of their customers etc.

Information need therefore is the state at which a person perceives that there is a gap between information and knowledge to solve a problem (Miranda & Tarapanoff, 2008). It can also be described as an individual or group's desire to locate and get information to satisfy a conscious or unconscious need (Vyas, Vyas & Kundan, 2014). Business information need is therefore, the information that is needed by an enterprise or organisation for the day-to-day operations of the business organisation. This means that for business to survive thrive, it must have access to the needed information. For information to satisfy the need of business enterprises, the information must be timely, accurate, precise, relevant, complete, adequate and explicit enough to be understood by the business organisation.

Business information service provision according to Schleberger (1998) cited in Chiware (2010) business information service provision should include:

i. Information on business trends and market;
ii. Information on business organisations;
iii. Legal and regulatory aspects;
iv. Customer service;
v. Business diversification and technology; and
vi. Identification of communication of business opportunities and provision of access to business finance and market.

Based on this definition of information service provision, the following types of information services are provided to meet the information needs of business enterprises.

3.2   **Types of Information Needs of Business Enterprises / Entrepreneurs**

3.2.1 **Market Information**: Business enterprises or entrepreneurs need information relating to the market in which the business operates. Since enterprises engages in buying and selling of goods and services in exchange of money. Hence, it is important that enterprises have knowledge of marketing in order to know the products needed by customers. Marketing information also help enterprises keep up to date of marketing trends in their environment.

3.2.2 **Financial Information**: Financial information is vital to the set up and running of any business enterprises. Business enterprises or entrepreneurs need information pertaining to the capital needed to start up a business, knowledge about financial institutions that can offer loan to enable the business acquire machinery, and land. financial information also helps business enterprises control and monitor inflow and out flow of funds within the organisation.

3.2.3 **Technological Information**: Business enterprises in this 21st century need technical know how to survive. Entrepreneurs or business enterprises keep abreast with changes brought about by technology in the business environment. Hence, enterprises need to know about all technical aspects of machines and equipment used business processes. Technological information enables business enterprises to produce quality goods and services.

3.2.4 **Legal Information**: Business enterprises need to know to about the laws guiding the operations of their business. Legal information provides business enterprises the opportunity to know the requirements of setting a business entity, tax repayment, products regulations, labour laws, licensing and trade relations.

3.2.5 **Competitors Information**: Business enterprises need information about competitors that sell same or alike products. According to Shokane (2001) information need by enterprises for competitors should include knowing the future plans of competitors in terms of new products, markets, organisational structure, sales volume versus profit, capabilities, products and finances.

3.2.6 **Customers Information**: Business enterprises need information about their customers. Who they are, what products they buy, how satisfied are they with the company's products and services? Information about customers will help the company improves customers relationship and maximise profit.

Other information needs of business enterprises include;

- Suppliers information
- Sources of materials resources
- Business opportunities
- Government regulations or policies
- Business registration etc.

4.0 **Conclusion**
Business enterprises need information for the operation of the business and for decision making. In order for business enterprises to meet their information needs, it is important that

they aware of the various sources of information available and the types of information that will meet their needs.

5.0 Summary
In this unit, you have learnt that as much as individuals need information so also does business enterprises too. **Information need** is described as an individual or group's desire to locate and get information to satisfy a conscious or unconscious need.
There are also different types of information service provision for business enterprises such as
   a. Market information
   b. Financial information
   c. Technological information
   d. Legal information
   e. Competitor information

6.0 Tutor-Marked Assignment
1. Define the term information need.
2. List 5 (five) types of information service provision to business enterprises/entrepreneurs.

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UNIT2: INFORMATION MANAGEMENTIN BUSINESS ENTERPRISES

CONTENT

1.0 Introduction
2.0 Intended Learning Outcomes (ILOs)
3.0 Main content
       3.1 Concept of Information Management
       3.2 Information Management Process
       3.3 Principles of Information Management
       3.4 Benefits of Information Management to Businesses
       3.5 Challenges affecting Information Management
4.0 Conclusion
5.0 Summary
6.0 Tutor-Marked Assignment
7.0 References/Further Reading

1.0 Introduction

The previous unit discusses information needs of business enterprises and the different types of information business enterprises need. This unit will introduce you to the concept of information management, its process, benefits and challenges. You are now in the position to ask what information management is and its benefits to business organisations.

2.0 Intended Learning Outcomes (ILOs)

At the end of this unit, you should be able to;
- Define the concept of information management
- Identify the stages in information management process
- Identify the benefits of information management to organisations

3.0 Main Content

3.1 Concept of Information Management

In order to understand what information management, it is important to know that information is. In the previous module, information has been defined and discussed, however, let us remind ourselves what information is. Information can be defined as the outcome of a processed data. It can also be said to be an organized data that is processed and interpreted. For anything to be termed information, it must make sense or have meaning. No wonder it is vital for all organisations as it helps in making informed decisions and provides solution to problems. Information has become an indispensable asset or commodity in all organisations that want to thrive in today's business environment because of its use in the day-to-day running of the business.

Management on the other hand, involves planning, organizing, controlling, directing, and effectively harnessing physical, financial, and human resources in order to achieve the set goals of the organisation. It is referred to as the act of bringing people and other resources together in order to achieve set objectives. This means that, whenever people work together to achieve set goals, they are engaging in management.

Information management has been used interchangeably with knowledge management by many people. However, it should be noted that, knowledge management is different from information management. Knowledge management is concerned with capturing tacit and explicit knowledge from employees within an organisation, especially those employees who are about to exit the organisation in order to ensure that knowledge is not loss. While information management is concerned with collecting, processing, organizing, storing and distributing or disseminating information or data needed to achieve organisational objectives. IM promotes innovation by ensuring employees search and find relevant information that aid decision making and proffer solution to problems.

Information management according to Wilson (2002), information management (IM) has been used by various field of study to connote different things. In the field of computer science, IM is synonymous to information technology management. In the field of business, IM connotes technology management, while in the field of library and information science, IM is concerned with information, information users, and issues relating to retrieval of information. Information management (IM) according to Choo (1995 p. 81), "is a cycle of processes that supports the organisation's learning activities: identifying information needs, acquiring information, organizing and storing information, developing information products and services, distributing information and using information". This means that information management deals with the way and manner information obtained, organized, stored, disseminated and used in an organisation. That is, ensuring the right information get to the recipient at the right time, in the right format, and at the right place. Mutula and Wamukoya (2009 p.334) information management (IM) "is the way in which an organisation plans , collects, organizes, maintains, uses, controls, disseminates, and dispose of its information, ensuring that the value of that information is identified and exploited to the fullest extent to meet its business objectives as well as to support business activities". These definitions show that IM takes into consideration management activities such as planning, organizing, controlling, and executing. The definition of IM is changing overtime due to the changes in technology and changing needs of business and its customers.

Apart from information generation, acquisition and storage, IM also involves data gathering, analysing, archiving, distribution and destruction as the case may be in order to meet the needs of the organisation. The overall essence of IM is to enable and improve information acquisition, generation, storage and use in order to achieve better performance, increase competitiveness and enhance capacity to acclimatize to changing conditions in the business environment; in essence, IM is in charge of creating, maintaining and improving information system (Devece-Caranana, Peris-Ortiz & Rueda-Armengot, 2015). It is therefore, the responsibility of the organisation and its employees to capture, organize, store, disseminate, archive and distribute the right information to the appropriate stakeholders. Hence, for organisation to be sure that this is done, there is need for constant training and educating of employees in order for them to familiar with the intricacies of IM. On this note, we are going to be discussing information management process.

3.2 **Information Management Process**

There are six (6) interrelated activities that provides support for an organisation's learning activities as illustrated by Choo (1995;2002). The activities include;

1. **Identification of Information Needs**: This involves Identifying what information is needed for a specific task. Identification of the information needed by an organisation will help in solving problems and making informed decisions. For examples, in the library environment, librarians as custodians of information endeavour to provide the needed information resources to meet the needs of the users. One will not expect to provide music information materials for a science student who is looking for science materials. In the same vain, organisations will identify what information that is needed by stakeholders or users, why such information will be used or the purpose of such information and how the information will be used. Answers to these questions will result in the creation, gathering and making available the needed information.

2. **Information Acquisition**: Acquiring information is dependent on the identified needs of the organisation, its employees, customers, suppliers, etc,. This is an important stage where organisations must ensure the right information are obtained from internal or external sources, relevant information that meets the need of stakeholders are captured. That is to say, when information is created, the content must be relevant and useful to the specific task, problems, and designated recipient or stakeholder.

3. **Information organisation and Storage**: After identifying the information needs, information is acquired or created to meets the identified needs, the created or acquired information must be organized and stored in the organisation's memory which may be an electronic repository where all information are stored for easy availability and accessibility. Information can be organized in various ways, it may be through cataloguing and classification, coding or index in such a way that the users can easily identify and use them to support organisational objectives. Choo (1995) reiterate that, the stage requires the use of information technology that will enable the organisation to develop database that will house and store all information for easy access, retrieval, update, and management of information. Note that, acquired information must be stored in an appropriate format and organisational standard. Information may be stored in manual or electronic format and be backed up in case of unforeseen occurrences.

4. **Information Products and Services**: The information products and services ensure that required, quality, and relevant information are stored and accessed or made available for use by users. It should be able to address users' queries and solve various problems. Information products and services are dependent on how well the information is organized, represented and stored. When information is properly organized and stored, information products and services will be able to address users' issues, questions, and problems.

5. **Information Distribution**: The essence of acquiring information is for people to use. Therefore, information distribution provides awareness to users on the available information that will meet their needs or solve their problems. Users (i.e suppliers, investors, customers, employees etc.) should be able to understand what each data stands for, their definitions, formats, sizes and how these available data can be used and where or when it should be used.

6. **Information Use**: This stage in the information management process, involves giving meaning and providing ways in which problems can be solve using available information. It allows people to access needed information and make informed decisions.

Figure 1. Information Management
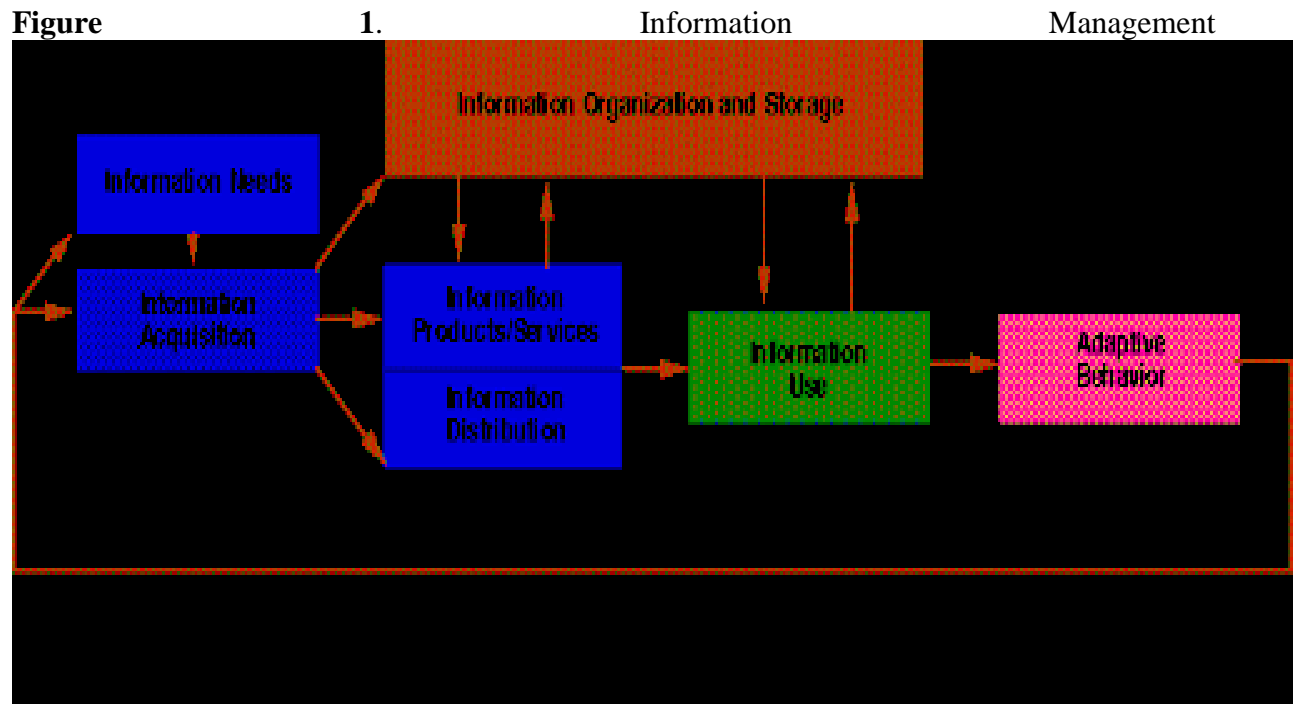
Information Management Cycle adopted from Choo (1995).

3.3 **Principles of Information Management**

Information management is guided by some principles which promote the use of organisational resources, easy access to information, storage and preservation of information according to lay down laws and policies. The followings are some principles that guide information management;

1. Data or information should have it originality and be well protected.
2. Data should be clear and unambiguous.
3. Data should be stored in a secure location and be made available and accessible at all times
4. Data or information should be shared, used and reused not undermining legal restrictions.
5. Data or information should be protected from unauthorized access.
6. Ensure information is timely, accurate, current and relevant.
7. Avoid duplication of effort by reducing duplication of information to the barest minimum.
8. Ensure access to information but take privacy into consideration.

3.4 **Benefits of Information Management to Businesses**

Information is the backbone of any business because it helps in improving the effectiveness and efficiency of business. Without information, businesses may not be able to respond to the needs of the organisation. IM offer many benefits to organisations due to its ability to create information or data, store, distribute and enable organisations to use the right information for decision making and have idea of its internal and external environments. The following are some benefits of IM to business organisations;

1. **Manage Risks**: This is an indispensable element in any business organisation. Therefore, it is important for organisation to train and educate their employees on the need for

capturing accurate, timely, relevant and useful information. An organisation can avoid risk by effectively managing, protecting and legally guiding information. Organisations and their employees should endeavour to enhance data security, avoid duplication of information, codify and classify information for easy access and against loss of data, information and knowledge.

2. **Increased Revenue**: Revenue can only increase when wastage decreases. Hence, proper training of employees on effective management of information within and outside the work environment is important to avoid waste of time in searching or finding information. This means that, there is need for turnaround time for finding and retrieving the right information in order to increase revenue and save time. Therefore, there is need for a good work environment where documents, files, databases and systems are well organized for easy access and retrieval. For example, it is time wasting for an employee to use 2-3hours searching information that may not even exist.

3. **Reduced Cost**: Business organisations prefer to reduce cost and generate more revenue at all times. This they do, by lowering the cost of their products and services in order to sell these products at a reduced price without lowering the quality.

4. **Increased Competition**: Business organisations with proper information management gain competitive advantage over their counterparts by gathering and analysing data and information about their competitors. Getting the right information about their competitors allow organisations to differentiate their products and services, liaise with customers, suppliers, investors and lower the cost of their products.

5. **Effective Decision Making**: Decision making is a crucial part of any business organisations. Therefore, providing accurate and timely information for the right job task and place will enable managers in organisations to make good decisions for the overall success of the organisation.

3.5 **Challenges of Information Management**
The following are some of the challenges affecting the management of information in business organisations;

1. **Improper Labelling of Documents**: This is one of the biggest challenges of managing information in organisations. After gathering data or information resources, it is very important that these documents are clearly well Labelled to avoid waste of time on the part of employees in searching for information and carrying out assigned tasks. For example, in the library, when books are not well catalogued, classified and tagged correctly, it can mislead users and make it difficult for users to access and use needed information resources. You can imagine finding an Information technology book in social science shelf.

2. **Navigating Between Multiple Sources of Information**: Looking for information, documents or files in various locations, systems or databases as the case maybe can be difficult for employees to get the right file or information they are searching for. It is times wasting and affects productivity. Hence, data, information, files or documents should be organized, captures and stored in an information system for easy management, access, and use.

3. **Accessing Current Version of Information or Documents**: Lack of regular updating of information r documents can make it difficult for users, employees and other stakeholders to have access to the current version of a document, file or information which will further make it difficult to make the right decisions.

4. **Insufficient Knowledge of Employees**: Lack of sufficient knowledge on the part of employees in the organisation can pose a challenge to effective management of information. Most times, it takes longer time for employees and management to abandon paper-based system and make use of information system. Hence, information system most times become obsolete or outdated before they are used.

5. **Information Loss or Misplacement**: When data, information or documents are not well organized, codified and stored properly, it may lead to loss or misplacement of information which may affect the organisation's decision-making process.

Other challenges o effective information management in business organisations includes;
- Financial constraint
- Technological changes
- Information explosion
- Changes in demography etc.

4.0 Conclusion
Information is the life blood of all organisations irrespective of their sizes. Without proper management of information, business organisations cannot achieve its goals. Hence, the need for information management in business organisations cannot be overemphasized. Managing information involves that employees search, organize, store, disseminate and use this information in carrying out job tasks, solving organisational problems, makes decision and enable the organisation achieve its set aims and objectives. However, there are some challenges that need to be addressed for effective management of information in organisations.

5.0 Summary
in this unit, you have learnt what information management is and how effective management of information can lead to good decision making. For information management to be effective, its needs to be guided by some principles such as; avoid duplication of information r data, ensure access to authorized users, security of information and always consider privacy when disseminating information. IM is beneficial to businesses in many ways such as; reduced cost, managed risks and increase revenue. However, there are some challenge affecting IM, these challenges include; loss of data, wrong labelling of documents etc.

6.0 Tutor-Marked Assignment
1. Define the term information management.
2. Itemise the processes involves in information management.
3. State five (5) principles guiding information management.
4. State five (5) benefits of information management.
5. State six (6) challenges affecting management of information in organisations.

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UNIT 3: APPLICATION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICTS) FOR INFORMATION SERVICE PROVISION FOR BUSINESS ENTERPRISES/ ENTREPRENEURS

CONTENTS

1.0 Introduction

This unit will discuss what ICTs is, its tools and function. You will also know what information service is and how Information and Communication Technology (ICTs) can be applied in providing information service to business enterprises or entrepreneurs.

2.0 Intended Learning Outcomes (ILOSs)

By the end of this unit, you will be able to

Define ICTs
Identify some ICTs tools and some functions of ICTs
Define Information service and understand how ICTs can be use in providing information service to business enterprises.

3.0 Main Content
3.1 Concept of Information and Communication Technologies (ICTs)

Information and Communication Technology (ICTs) is an extension of information technology which include communication devices such as telephone, radio, television, mobile phones, tapes, Compact Disc (CD), computers, software, hardware and storage in order to allow access and manipulation of information. Information technology (IT) in itself involves processing, storage and transfer of information, while ICT refers to storage, retrieval, manipulation, transmission of electronic or digital data or information. ICT is often referred to as modern technology that is used in capturing, storing, manipulating and communicating or disseminating of information through the use of computer, television, radio, computer network, hardware, software, satellite, tapes, mobile phones etc.

At this point, we will define what Information and Communication Technology (ICTs) is. Information Communication Technology (ICTs) can be defined as an umbrella term that include any communication device or application such as radio, television, satellite systems, cellular phones, computer and networks hardware and software and other applications and services such as videoconferencing and distance learning (Rouse, 2005).It is also seen as the use of computer, Internet, satellite, and other electronic devices to enable information and communication services to be accessible and available to wide spectrum of users. Information

communication technology consists of tool such as scanners, photocopier, printers, cameras, computers, projectors etc. However, there are some functions of ICTs which include;

1. **Capturing of Data**: ICTs aid in capturing data through the use of computer system. Data are captured using input devices such as mouse, keyboard, scanner etc.

2. **Data Storage**: This is the process of storing captured data into the computer memory devices such as tape, flash drive, hard disk drive, floppy disk and magnetic tape.

3. **Transmission of Data**: ICTs help to capture and store data which are transferred from one computer system to multiple devices in digital format. It practically means communication two or more computer or mobile devices. Data can be transmitted through wire, internet, intranet, Local Area Network (LAN), Wide Area Network (WAN) etc.

4. **Data Processing**: This is the manipulation or conversion of data (images, pictures, figures) into meaningful information using a computer system or manually.

5. **Manipulation of Data**: This is the application of logic or calculations to data in order to make them understandable.

6. **Data Presentation**: This is the presentation of data in various formats such as graphics, images, texts etc.

3.2 **Concept of Information Service**:

Information as we earlier discussed in this course, is the outcome of processed data. Information is also the life blood of any business that want to succeed because without it, it may be difficult for business enterprises to make informed decision. Service on the other hand, involves offering assistance or carrying out work to help someone. What is information service?

Information service is an activity offered by professionals to meet the needs of a defined user. It means providing information to meet the needs of users. In the context of this course, information service means any activity that is carried out by information professionals or librarians in order to meet the information needs of users. They do this by ensuring the needs of users are identified or assessed, search for the necessary information sources that matches the information need and, in most cases, information professionals provide instructions that guide users on how to independently search for needed information.

Cassell and Hireman (2012) defined information service as the process of assisting library users to identify the actual sources of information in response to a particular question, interest, assignment or problem. It therefore means that information service is a service in which information are provided to meet the needs of users or clientele. Meeting the needs of users means that information professionals or librarians must understand the various needs of users and provide information or information materials that will solve these needs, queries, problems and inquiries. Information service is categorised into different aspects such as;

1. **Provision of Information on Demand**: This aspect involves providing information to meet users' queries or requests on the spot. Users approach the reference desk and may request for specific information and are given instant response from the librarians. The application of ICTs has made information service easier as librarians through the library's website can attend to users' questions and request without the users physically visiting the library.

2. **Provision of Information in Anticipation of Users Requests or Interest**: In this aspect of information service, users are informed about information resources in their subject areas. This is called **Selective Dissemination of Information** (SDI) and **Current Awareness Service** (CAS). SDI is a kind where information resources relating to users' needs are selected and forwarded to the users based on request. While CAS is a kind of library service that provide update for users on the newly arrived information resources acquired by the library. Libraries through their websites provide answers to users anticipated questions through the "Frequently Asked Questions". This is to enable users find already made answers to their queries.

3. **Information Literacy Service**: In this case, librarians demonstrate to users how they can find, access and use the library's catalogue, various reference resources, search online for information resources independently.

Libraries and information centres play a pivotal role in providing information service to users including business enterprises. There are different types of libraries depending on the audience they serve. For example, we have

1. **Academic libraries**: These types of libraries are found in higher institution of learning such as universities, polytechnics and colleges. The aim of this library is to provide information resources and services that will meet the learning, teaching and research needs of students, faculties and researchers. For example, National Open University of Nigeria has libraries in each study centres to serve and meet the needs of students.

2. **School Libraries**: These are libraries found in primary and secondary schools. These libraries provide information resources and services that will meet educational needs of pupils, students and teachers. This library helps students in developing good reading habits.

3. **National Library**: This library is established by government of a country in order to serve as a repository for all publications emanating within the country. Hence, it is referred to as a nation's memory.

4. **Special/Research Libraries**: These are libraries established by private business organisations. The aim of this library is to provide specialized information to members of an organisation. For example, First Bank of Nigeria has a library that serve the staff of the organisation.
5. **Public Libraries:** As the name implies, public libraries are libraries that provide access to information to all categories of people within the community without any monetary charges. These libraries are supported by local, state and federal government of a country. The main aim of the library is to provide information to everybody irrespective of age, gender, ethnicity, religious and political background

Over the years, the application of information communication technology (ICTs) to libraries has redefined it roles, processes and services to users. Libraries are gradually moving from traditional to electronic resources in order to serve their users better. In module 1, we have discussed what business enterprise is. However, let us once again remind ourselves what business enterprise is. **Business enterprise** is the combination of men, machines, materials,

money, and knowledge with the objective of providing and distributing the needed goods and services to people for monetary gain or profit. Business enterprise can be established by individuals, groups, partners, corporate bodies or government. At this point, we want to discuss the application of ICTs in providing information service to business enterprises

3.3 Application of Information Communication Technology (ICTs) for information service Provision for Business Enterprises/Entrepreneurs

Information and Communication Technologies (ICTs) have brought dramatic change in all aspects of life as well as business enterprises. It has changed the way information is organized, stored, accessed and disseminated. Organisations as well as libraries have shifted from manual provision of services to the application of ICTs in delivering services to users. Libraries are of different types such as academic libraries, special libraries, school libraries, national libraries and public libraries.

The 21st century libraries have shifted from being store house of information resources and manual services to service provider of electronic information services. Libraries now use computer, scanners, printers, photocopying machine, Internet and other electronic devices in disseminating information to users. With the aid of ICTs, libraries have improved in their service provision to users. Libraries as service-oriented organisation provides services to users ranging from school pupils, undergraduates, researchers, companies and the general public. Having discussed all the different types of libraries and their users, you may wonder which of the libraries provide information service to business enterprises. In the case of business enterprises, they are better served by all libraries and information centres. Business enterprises/entrepreneurs are seen as the backbone of a country's economy due to their production of goods and services to meet the needs of the society; improving the standard of living, provision of employment opportunities and reduction of poverty (Ongori, 2009). Due to the benefits of business enterprises/entrepreneurs to the economy, it is important that libraries provide information service that will enable enterprise to thrive. According to Vose (2017) many business owners got their start in libraries by using the library's resources to write business plan, develop market list and attend class on Quick books.

Libraries provide information to wide range of users including business enterprises. Hence, libraries should be able to identify the information needs of businesses within the community and provide both manual and online information services that will meet their needs. Some of such information service provision includes;

The application of ICTs has help libraries so much in the achievement of their objective which is to provide wide range of services to meet the diverse needs of users. Some of these information service provided by libraries include;

i. **Document Delivery Services**: This is a type of service whereby libraries deliver document such as journal articles and other documents to users through electronic means.

ii. **Really Simple Syndication (RSS) Feed**: This is a publishing web content that is use to update business enterprises or other users about information they requested for. The RSS feed pushes the requested information to users who requested for such information.

iii. **Chat/Email Services**: This is the exchange of information between the library and the users online. It can be online chats or via electronic mail.

iv. **Current Awareness Services**: the essence of current awareness services is to keep the users up to date on the new resources acquired by the library. In this case, librarians send electronic mail or chat messages information users of the new resources.

v. **Selective Dissemination of Information**: in this case, information resources are selected, organized and disseminated electronically to users according to their specific needs.

vi. **Website**: The library's website enables users to have access to the library's resources, electronic course materials, lecture notes, and tours.

vii. **Online Public Catalogue (OPAC)**: This is an online catalogue of all the library holdings. It makes the search for information resources faster and easier to locate. Formerly, libraries use manual catalogue which takes longer time for users to access the needed information.

viii. **Virtual Library Services**: Through virtual library, business enterprises will be able to have access of all the resources (databases, market research, reports) of library in electronic format online anytime and anywhere.

ix. **Internet Service**: Internet services to business enterprises will encourage access to information from international and local business news, update on electronic commerce, and other latest trends in business that will help the business remain at the competitive edge.

x. **Information Literacy for Entrepreneurs**: Public libraries should endeavour to train business owners and their workers on how to search, access and retrieval of information electronically and manually.

xi. **Training Business Enterprises/Entrepreneurs on Business Matters**: According to Gichohi, Onyancha, and Dulle (2017) opined that libraries should provide business information services to enterprises and business enterprises should be trained on business matters such as;
        I. Knowledge and skills to run a business
        II. Knowledge on how to write a business plan
        III. Knowledge of financing a business
        IV. Investment strategies
        V. Management of creditors and debtors
        VI. Control and evaluation of performance
        VII. Marketing business products and services
        VIII. Cash flow
        IX. Branding

X.   Nurturing innovation

XI.   Managing customers relationship

XII.   Suppliers relationship

xii.   **Training Business Enterprises/ Entrepreneurs on the use of Technologies**: Libraries train entrepreneurs on various technologies, social media usage in meeting the needs of their customers, provision of WI-FI to enable businesses reach customers and the need for public libraries to have a seat at the table of commerce because local business enterprises are the economic engines that serve the community (Mehra, Bishop & Partee II, 2017).

xiii. **Alert Services for Entrepreneurs**: Libraries can provide electronic alert services through mobile phone or e-mail on information relating to businesses. This will help entrepreneurs to be abreast of current issues on businesses and solutions that could help them thrive in the business environment.

Hamilton-Pennel (2011) suggested other ways through which libraries can provide support to entrepreneurs within the community to include;

1. Offer library space for business meetings, workshops and community programs
2. Build basic business collection
3. Provision of business reference databases
4. Training of library staff in order to answer basic reference questions
5. Host networking opportunities for entrepreneurs or business enterprises
6. Offer free Wi-Fi in the library
7. Develop resource guide for new businesses
8. Send marketing information to newly registered businesses
9. Offer literacy classes
10. Develop links to websites that answers business questions
11. Create opportunities for business enterprises/ entrepreneurs
12. Support community entrepreneurship groups or inventors' clubs
13. Provide workforce and career resources

Application of ICTs to information service provision has brought many benefits to libraries and these include

- Provision of round the clock access to users
- Provision of faster and easier access to information
- Improves the library's image
- Access to unlimited information from various sources
- Improves library services
- Encourage networking and resource sharing among libraries
- Saves the time of the users
- Avoid duplication of efforts
- Encourages communication between the library and the users
- Provision of up-to-date information
- Increases efficiency
- Remote access to users

- Improves communication and collaborations
- Reduce workload of library employees

From all these benefits, you can imagine an organisation or institution in this 21st century without application of information communication technologies (ICTs).

4.0 CONCLUSION

The advancement of Information communication technology(ICTs) has brought about change in the way organisations operate. The application of (ICTs) in providing information service to business enterprises is essential. However, it should be noted that, libraries and information centres have the responsibility of providing information service to business enterprises.

5.0 SUMMARY

This unit dealt with the concept of ICTs, information services and the application of ICTs in provision of information services to business enterprises. Some of these services include alert services for entrepreneurs, training business enterprises on the use of technologies, information literacy for business enterprises, internet services etc. we also highlighted some of the benefits of applying ICTs to library services which include;

I.   Provision of round the clock access to users
II.   Provision of faster and easier access to information
III.   Improves the library's image
IV.   Access to information from various sources
V.   Improves library services
VI.   Encourage networking and resource sharing among libraries
VII.   Saves the time of the users

6.0 TUTOR-MARKED ASSIGNMENT

1. Define the term ICT.
2. What is information service?
3. List and explain the different types of information services provided by libraries and information centres to business enterprises.
4. List some of the benefits of ICTs to libraries.

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UNIT 4:   RELEVANCE AND USE OF INTERNET AND SOCIAL MEDIA IN BUSINESS INFORMATION SERVICE PROVISION

CONTENTS
1.0 Introduction
2.0 Intended Learning Outcomes
3.0 Main Content

1.0   INTRODUCTION

You have been taught the concept and benefits of ICTs in providing information services to business enterprises. You can now identify some ICTs tools and functions. You are now in the position to ask, what internet and social media is, and how the internet and social media can be used in providing information service and access.

2.0   INTENDED LEARNING OUTCOME (ILOs)

By the end of this unit, you will be able to;
Define the internet
Define social media
Know how the internet and social media can be use in providing business information service and access.

3.0   MAINCONTENT

3.1 Concept of Internet

One of the benefits of ICTs is the use of internet and social media for marketing and promoting library services to business enterprises. Before the advent of ICTs, libraries only use traditional means to disseminate information to users. The internet is a network of networks that connect millions of computer networks linked by an electronic devices or software known as routers and other transmission control protocol (TCP) or internet protocol (IP) to enable the transmission and sharing of data or information.
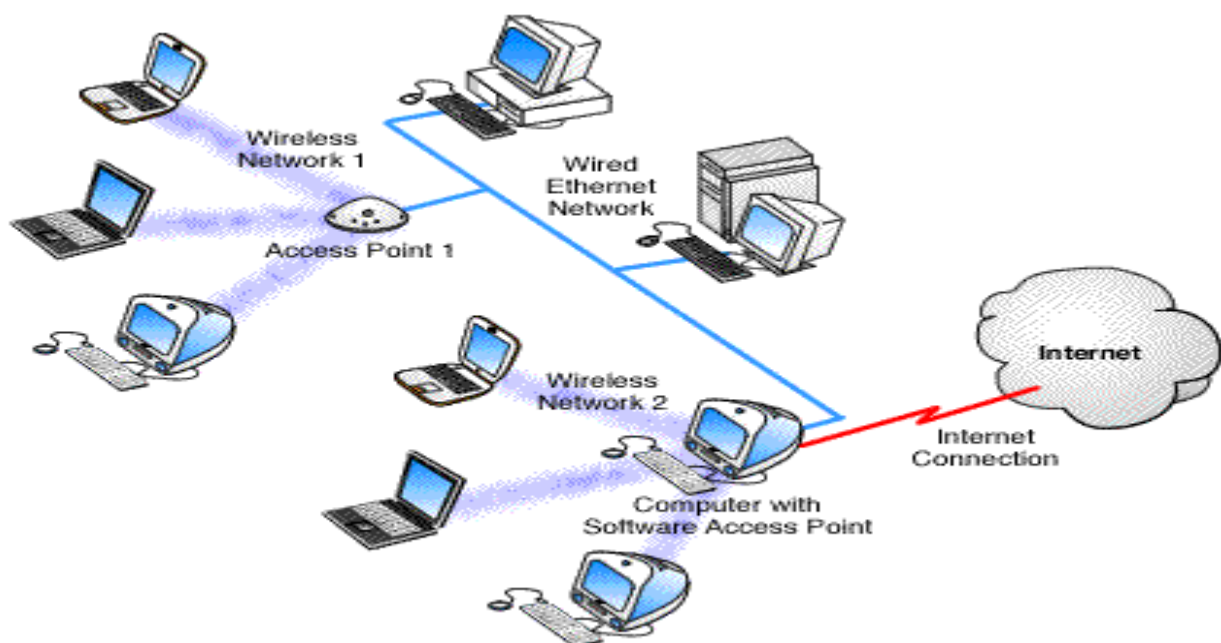
Figure 1: The internet Connectivity
Source:https://sonkusare.wordpress.com/2010/07/22/what-is-internet/

The Internet according to Sahoo & Sharma (2015), is a tool that connect millions of computers together, allowing communication with each other and enabling access to information. It can also be seen as a sea of information and knowledge that is globally use in all aspect of life. The Internet is a useful tool that provides various types of information resources to all including business enterprises. Resources on the internet include magazines, e-journals, eBooks, Newspapers, directories, dictionaries, companies' profile etc. Through the internet users can connect and have access to information, communicate and collaborate with people. The internet has many tools which make transmission, transfer, collaboration and sharing of information possible. These tools are;

- Electronic mail (Email)
- File Transfer Protocol (FTP)
- World Wide Web (WWW)
- Telnet
- Gopher
- Mosaic
- USENET
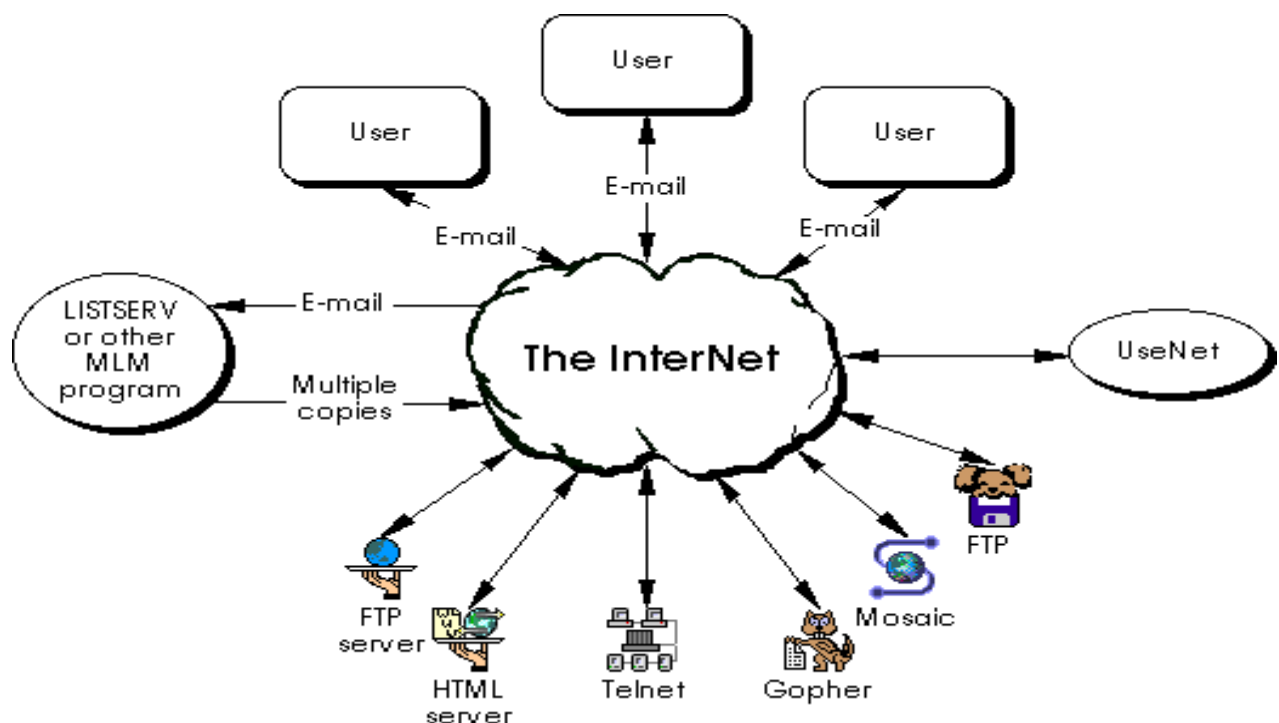- Veronica
- WAIS
- Archie
- Listservs etc.

Figure 2. The Internet Tools
Source: https://hawkertechnologiescom.wordpress.com/2018/06/27/what-is-internet/

The Internet provides opportunity for librarians to generate and disseminate electronic information resources to users including business enterprises. Through the internet, the library can provide information services to meet the information needs of business enterprises through some of the resources of the internet which includes;

- E-journals
- E-books
- Preprints
- Library catalogue
- Bibliographical Tools
- Databases
- Maps
- Audio-visuals etc.

At this point, you may be wondering how libraries can use internet and social media to provide business information services? Before we discuss how, you have to understand what social media is?

3.2 **Concept of Social Media**

Social media is described as a set or group of internet-based application that build on the ideological and technological foundations of Web 2.0 which allows the creation and exchange of information or user generated content (Kaplan & Haenlein, 2010). Okoro and Nwafor (2013) explained that social media are interactive web-based platforms that offer citizens opportunity and place to connect, share opinions, experiences, views, contacts, knowledge and expertise. Examples of social applications are;

a. Facebook
b. Twitter
c. Blogs
d. WhatsApp
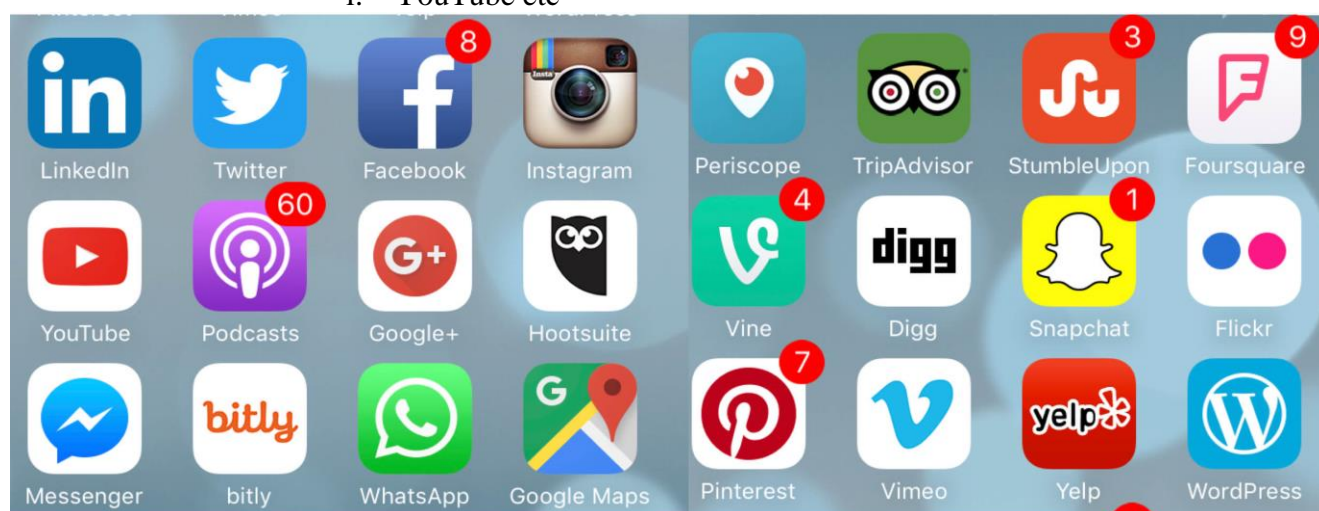e. Instagram
f. LinkedIn
g. Flickr
h. Myspace
i. YouTube etc

Figure 3. Social media applications
Source: https://cyberbullying.org/most-popular-social-media-apps

All these channels can be use by libraries through the help of the internet to provide business information services to business enterprises/entrepreneurs in order to influence competitiveness in the business environment.

There are different types of social media. Grahl (2017) highlighted six types of social media to include:

1. **Social Networks**: These are types of social media that allows you to connect and interact with group of individuals who share the same interest with you. Examples of social networks are Facebook, LinkedIn, Instagram, Twitter etc.

2. **Bookmarking Sites**: These sites provide services that enable you to organize, save and manage links to variety of websites found on the internet. Examples of bookmarking sites are Reddit, Delicious, Pinterest etc.

3. **Social News**: this allows you to post news online and allow other people or users to vote on the news. This service allows the public to identify the news item that has the highest vote. Examples of social news are Propeller, Metafilter, Fark etc.

4. **Media Sharing**: This is a kind of service that allows people to upload pictures and videos. Examples of media sharing are YouTube, Flickr, Google plus etc.

5. **Microblogging**: This allows people to post short messages or instant messages to an online audience. Examples of microblogging are Twitter, Tumblr, Plurk etc.

6. **Blog Comments and Forums**: This allows people to have conversations online by posting messages and getting comments in form of feedback.

3.3   **Use of Internet and Social Media in the Provision of Business Information Service and Access**

Business information can be referred to as information that supports the operational activities of business enterprises. Business information service provision refers to selecting and organizing information such as financial information, marketing information, legal information and production information that meet the needs of the business enterprises or entrepreneurs within the community. The overall essence of business information service is to provide needed information that will help both old and new businesses to remain competitive in the business environment. One way of providing information service to business enterprises is through the use of social media. Social media cannot work without the use of internet because social media are computer-based technology that enables communication and sharing through the internet. Some of the ways through which libraries and information centres can use social media to provide business information service to enterprises or entrepreneurs are;

1. **Electronic Dissemination of Marketing Information**: Libraries and information centres as information service providers can make available marketing information such as customers' demography, regulatory or legal information, suppliers, and access to fund to start up business, competitors in addition to product development activities to entrepreneurs through Facebook, twitter, WhatsApp etc.

2. **Online Discussion Forum**: Libraries through social media platform can link other business owners from various business backgrounds to chat and discuss issues and offer solution to problems locally and internationally.

3. **Online Presence**: Libraries assist entrepreneurs to create online platforms like blogs and Facebook that can help entrepreneurs get feedback from customers. Through online presence, entrepreneurs can respond to customers' complaints as regard products and services. Business presence on social media affords entrepreneurs to identify customer needs, advertise and promote their products and help them to improve in their products and services.

4. **Online Consultation Services**: Libraries through the internet can use social media to provide online consultation to business enterprises or entrepreneurs. The consultation services enable entrepreneurs to interact and ask question regarding business creation, business opportunities and market research.

5. **Provision of On-Demand Information Resources**: Through the use of social media and availability of internet connectivity, libraries can provide entrepreneurs /business enterprises with information resources such as electronic journals, newspapers and business reports etc. All these resources make it easier for entrepreneurs to stay up to date in their business environment.

3.4   **Relevance of Internet and Social Media in Business Information Provision**
Internet and social media usage for providing business information service is relevant as it;

1. **Ease Access and Transmission of Information to Entrepreneurs or Business Enterprises**
   With the help of the Internet and social media, it is easy for information resources to be shared across a wide variety of channels. For business to thrive they need to reach out to a large base of customers/ users as the case may be.

2. **Enables the Distribution of Electronic Information**
   The Internet and social media help in the proliferation of already digital born resources across to users. This is easy because it is in a form that is compatible with the format for enabling sharing the resources

3. **Enables Entrepreneurs to be aware of the Pre-requisite for Starting up a new Business**
   The Internet and social media today provide entrepreneurs with a level playing ground to be able to harness opportunities in the business environment. Entrepreneurs have the opportunity to explore and see what has been workable in other places and apply little modifications to suit their current needs. With the Internet and social media at their disposal pre-requisite information in setting up a new business are seamless.

4. **Encourages Interaction Between Business Owners and their Customers**
   Easier than before, these tools have enabled business owners design social media platforms that enable real-time interactions with their customers. Some services today are rendered round-the-clock and geographical barriers have been broken.

5. **Provides Feedback on Products and Services**
   In connection to point 4 above, customers have the opportunity to have a real-time conversation about products and services rendered to them. Business outfits today have various channels open to customers to either order for products and services or complain about poor products and services received.

6. **Encourages Customers to remotely access Information about a Company's Products and Services**
   Companies or business outfits have social media handles that they use to promotes their product and services. They have the "About Us" option which gives detailed information on who they are and what they have to offer.

7. **Keeps Entrepreneurs up to Date on the Latest Happenings within the Business Environment**
   The Internet and social media handles help entrepreneurs to keep abreast with current trends within their competitors, government policies regarding their business outfits etc.

8. **Enables Entrepreneurs to Connect with Customers, Advertise and Promote their Products and Services and Solve Disputes**
   There has been no better time than now in the application of Internet and Social media in the promotion of products and services and in the settlement of disputes between customers and companies they patronize their products and services. As it has been earlier on stated, there is a real time response to customers' request. e.g. in purchasing token for electricity, a customer does not need to go to physical outlets as he/she can do that remotely and if there is a dispute it can be resolved as same.

9. **Serves as a Platform for Conducting Trainings for Business Owners**
   So many business owners today have opened business accounts on YouTube, Facebook, WhatsApp, Instagram, Telegram etc. whereby the from groups of prospective customers, do videos on trainings they want users to learn and post same for users to access. Some training are done in real-time while some are pre-recorded with links to access the training materials.

3.3 Skills and Competencies of Business information Service Providers

Skills are abilities that an individual get through training and experience. Competence on the other hand is knowledge, skills, and abilities needed to carry out a task. Business information service providers are individuals, or organisations such as chamber of commerce, libraries and government agencies that provide requisite information services to business enterprises or entrepreneurs.

Business information service providers like any other profession must have some certain skills and competencies which are needed to carry out their day to day job effectively. Some of the skills and competencies of business information providers are as follows:

1. **Communication Skills**: Business information service providers should have good communication skills both verbally and non-verbally. This will enable interaction and transfer of information between the information providers and the entrepreneurs or business enterprises within the community.

2. **Interpersonal Skills**: Information providers such as public libraries should be able to have good relationship with entrepreneurs. They should understand and manage the emotions of their clients which in this case is the business enterprises or entrepreneurs.

3. **Technological Skills**: Business information service providers must be technology savvy. With the advancement of information technology, librarians like never before are keeping up are keeping up to date with technological skills by using social media in promoting and marketing library services. They must be able to communicate, exchange and transfer information through various or different medium such as using social network sites like facebook, blogs, Twitter, WhatsApp and Myspace to communicate and disseminate information to entrepreneurs. Librarians in public libraries should keep up with marketing research data that can assist entrepreneurs to be at competitive edge in the business environment.

4. **Writing Skills**: Writing is an important aspect of business information service providers. It serves as the means of communicating and disseminating information to entrepreneurs without face-to-face conversation.

5. **Marketing Skills**: Business information providers must have marketing skills in order to advertise and promote their services to entrepreneurs or business enterprises. Marketing help entrepreneurs within the community to be aware of the products and services of information providers.

6. **Customer Service Skills**: Customer service is important to business information service providers. Hence, librarians develop good customer relationship with their users as well as business enterprises or entrepreneurs. Librarians should endeavour to go the extra mile in making information resources and services accessible to business enterprises. They should be polite, respectful and have good poise when providing business information to entrepreneurs.

7. **Problem-Solving Skills**: Business information service providers such as the public libraries should be able to provide information that can help entrepreneurs to solve business problems. Librarians in public libraries should be able to identify problems, gather information about the problem and make this information available and accessible to entrepreneurs or business enterprises. In turn, business owners will use the given information to solve identified problem.

8. **Analytical Skills**: Librarians in public libraries need to possess analytical skill. This means that they must be able to collects and analyse data that will assist entrepreneurs or business enterprises to use this analysed data to solve problems and make informed decisions.

9. **Creative Skills**: Librarians as information providers should be able to gather good business ideas that can help entrepreneurs or business enterprises to improve in their products and services.

10. **Leadership Skills**: Librarians in public libraries must have good leadership skills that will enable them effectively manage staff and entrepreneurs in the community.

11. **Listening Skills**: Librarians need to have good listening skills in order to understand and attend to complaints from users such as entrepreneurs. Listening skills help to improve the service of information providers.

4.0   CONCLUSION

This internet and social media play a significant role in the provision of information services to business enterprises by libraries. Social media has made it easier for libraries to provide online services to meet the needs of business organisations and influence competitiveness in the business environment. Internet based services can be accessed round the clock and from remote area using social media applications. It becomes important for librarians as information service providers to possess technological skills and competencies in order to serve the business community.

5.0   SUMMARY

In this unit, you have learnt some of the information services provided by libraries using information communication technologies (ICTs). These services include;

       a.   Document Delivery Services
       b. Chat/E-mail services
       c. Current Awareness Services
       d. Selective Dissemination of Information
       e. Online Public Access Catalogue

Some of the information service provision offered by libraries to business enterprises or entrepreneurs are as follows;

       I.   Internet services
       II.   Virtual library services
       III.   Training entrepreneurs/business enterprises on business matters
       IV.   Alert services
       V.   Training entrepreneurs on the of technologies

Social media is defined as interactive web-based platforms that offer citizens opportunity and place to connect, share opinions, experiences, views, contacts, knowledge and expertise. Examples of social media applications are;

       I.   Facebook
       II.   Blogs
       III.   Myspace
       IV.   Twitter
       V.   LinkedIn

Some of the ways through which public libraries can use of social media to provide business information service to business enterprises or entrepreneurs are;

I.   Electronic dissemination of marketing information
II.   Online discussion forum
III. Online presence
IV.   Online consultation services

Skills and competencies of business information service providers are as follows;

I.   Marketing skills
II.   Communication skills
III. Writing skills
IV.   Listening skills
V.   Technological skills

6.0   TUTOR-MARKED ASSIGNMENT

1.   --------------------------------- are types of social media except.

A. Social networks

B. Media sharing

C. Blog

D. Bookmarking sites

2.   List three (3) types of information service provision offered bylibraries to entrepreneurs.
3.   Give five (5) examples of social media applications.
4.   List five (5) skills and competencies of business information service providers.

Answers

1.   C

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UNIT 5: ETHICAL ISSUES AND CONSIDERATION IN BUSINESS INFORMATION SERVICE PROVISION

CONTENTS
1.0 Introduction
2.0 Intended Learning Outcomes
3.0 Main Content
      3.1 Concept of Ethics
      3.2 Ethical Issues and Consideration in Business Information Service Provision
      3.3 Challenges of Business Information Service Provision in Nigeria
4.0 Conclusion
5.0 Summary
6.0 Tutor-Marked Assignment
7.0 References and Further Readings

1.0 INTRODUCTION
This unit will discuss ethical issues and consideration in providing business information service. The different ethical issues and consideration in providing business information service and the challenges to providing business information service in Nigeria.

2.0 INTENDED LEARNING OUTCOMES (ILOS)
By the end of this unit, you will be able to:
Define Ethics
Define Information ethics
Identify the different ethical issues in providing business information service

Challenges of providing business information service in Nigeria

3.0 MAIN CONTENT
3.1 Definition of Ethics
Ethics guide the way we live in society as well as the way employees behave in an organisation. For example, disrespect, dishonesty, stealing, cheating and gossiping is immoral in various work place environments. However, honesty, respect and loyalty are ethical and moral in the work place. In the business environment, ethics is the application of moral principles that guide how employees behave within an organisation. If stealing is immoral, then any employee who is caught stealing has acted unethically or immorally. One of the ethical principles of business id "Do no harm". Therefore, any business organisation operating in a community should be socially responsible by ensuring all wastes from the production of goods does not cause harm to the people in the community. Hence, there is need to avoid dumping refuse that may be hazardous to people's health. It becomes unethical when organisations dump wastes that may affect the health and lives of people. For examples, in some states in Nigeria, people are complaining about the toxic waste from oil and Gas firms within the community. These wastes are killing their livestock, crops, fishes in the rivers and causing health issues for people in the community. This simply means that these firms are not adhering to the principles of 'do no harm'.

Ethics are principles or rules of behavior based on ideas about what is morally good and bad. Ethics is an area of study that deals with ideas about what is good and bad behaviour. Ethics are concerned with fairness of decisions and actions and the provision to answers to questions like "what is the right thing to do? It is also referred toas a branch of philosophical enquiry that primarily relates to the choices made and actions undertaken by the individual and how they influence the wider society (McMenemy, Poulter& Burton, 2007).

Ethics is an important aspect of every profession such as Accounting and finance, consultancy, medicine, law, engineering as well as library and information science. Ethics provides a guide on how information professionals or librarians carry out their daily activities which include selection, acquisition, processing, storage and dissemination of information to users including business enterprises. Information professionals provide information to meet the needs of people by ensuring users get access to the right information resources using the right format (printed and electronic). Ethics guides professionals in making decisions in any situation and it also enable information professionals in carrying out their job responsibilities in the best possible way.

The world is a global village and people on a daily basis come across increase amount of information. The issue of information scarcity has long gone due to the advancement of technology. Technology has brought about information overload and as such knowing and using the right information at the right time becomes difficult for people. Hence, there is need for information ethics that will guide how information is used, the type of information needed and how this information should be accessed.

Information ethics is therefore focus on ethical issues relating gathering, organizing, retrieval, use and distribution of information to users (Britz, 2013). Information ethics covers areas such as
- Information privacy
- Access to information
- Intellectual property

- Information security
- Confidentiality
- Transparency
- Censorship
- Information overload
- plagiarism
- Gender discrimination
- Information use etc.

All these are dilemmas facing librarians in the discharge of their duties to library users including business enterprises

3.2 **Ethical Issues and Consideration in Providing Business Information Service**
Ethical issues are inevitable in every profession, especially in service-oriented profession like the library and information science profession whose main aim is to ensure unrestricted access to information to all users. Ethical issues according to business dictionary "are problems or situation that requires an individual or organisation to choose between alternatives which must be evaluated as right (ethical) or wrong (unethical)." Ethical issues arise in the process of librarians delivering services to the users. For example, in ensuring access to information, librarians are faced with issues relating to
- how to keep information relating to their users confidential,
- to determine whether to restrict users from accessing the internet in the library,
- restrictions by using filtering software on library computer system,
- reservation of information resources that be offensive to some users
- whether to users charge for services rendered
- disallowing suspecting users from using the library and its resources
- deciding whether to make photocopies of information resources for users
- using password authentication to restrict unauthorized users

The following are ethical issues and consideration in providing business information service:
1.   **Information Accessibility**: This lay emphasis on what information individuals or business organizations can obtain about others and how the information can be accessed and used. It is the role of libraries to select, organize and ensure available information resources are accessible to users including business enterprises. These resources could be in printed or electronic format. Access to information requires some know how on the part of the users and this include;
- Having intellectual skills to search and identify needed information.
- Using the necessary technologies such as computers, and internet to get the right information.
- Users need to have the needed literacy and knowledge on how to get the needed information.

The International Federation of Library Association and Institutions (IFLA) came up with some guidelines on the access to information. IFLA (2012) posited that, it is the mission of library professionals and other information professionals 'or workers to ensure that library users have unrestricted access to information for enlightenment, educational and general purposes. Librarians are encouraged to use the right medium to make information resources accessible to all by making sure that the library's websites are accessible at all times.

In the same vein, the American Library Association Bill of rights which was adopted in June 19, 1939 and reaffirm in January, 23, 1996 also provide guidelines to all libraries as regard providing access to information. The following are the guidelines provided by ALA Bill of rights:

1. Printed and other information resources in the library should be provided for the interest of all people in the community in which the library operates.
2. That on no account should information resources be excluded due to culture, background and views of those contributing to their creation.
3. Information resources or materials should not be removed from the library due to religious or doctrinal disapproval.
4. Libraries should challenge censorship and provide information to all users.
5. Libraries should cooperate with all persons and groups concerned with resisting abridgement of free expression and free access to ideas.
6. The right of an individual to use the library should not be denied.

7. Libraries should made space and meeting rooms available to the public they serve and ensure such facilities are made available to all irrespective of beliefs and affiliations of individuals.

This implies that, all citizens irrespective of age, colour, religion, background, and education should be allowed access to use the library and its resources. However, providing access to all information resources without charge can lead to financial constraint on the part of the library. As this can affects the daily running and maintenance of the library.

This is an indication that the library should ensure access to all including the business enterprises within the community. The advancement of information and Communication Technology (ICTs) has provided various medium through which the library can provide access to information using the internet. Business enterprises or entrepreneurs need information for their operation and performance improvement.

However, the right to access information does not mean information is free of charge because free of charge means you do not have to pay for the information but you must not copy from an information source without referencing the owner or taking copyright issues into consideration (Bothma, Cosijn, Fourie &Penzhorn, 2014).Plagiarism is a serious offence globally, and librarians and other information professionals should sink this information into the ears of their patrons regularly. This implied that, as much as users such as business enterprises want to have access to library's resources, they should endeavour to respect copyright laws guiding information resources and always cite sources where they get information.

2. **Intellectual Property**: This is the creation of the human mind or intellect. It could be an invention, artistic work, symbols and images used in commerce. It is also referred to as an innovative work by individuals or group of people or organisation. Examples of intellectual property include paintings, literary works, music etc.

Intellectual property is protected by law. This law protects the commercial value of intellectual works or products created by individuals or organisations. This law is referred to as intellectual

property right which protect the products created by individuals or organisations from been misused, and enable them to derive maximum benefits from the products. Examples of intellectual property rights are;

I. **Copyright**: This is an exclusive or legal right an individual/ group have over their creative works. Copyright controls the way and manner the public use, access and distribute people's creative work. It deals with anything that is related to writing. Examples of copyrighted works are paintings, sculpture, maps, drawings, films etc. Copyright is one big issue facing libraries and information professionals when discharging their duties. Fair use is a copyright law that allows individuals to make use of information materials without taking permission from the copyright owner. For example, photocopying a whole book from cover to cover is not fair use, rather it is theft or copyright infringement or violation. That is why library professionals ensure that only specific percentage of a book can be photocopied. Apart from photocopying of book materials, the internet has made it easier for individuals or users of libraries to infringe on copyright owners by downloading and copying electronic resources, music without proper permission.

II. **Patent**: Is a document given to the originator of a product by the government of a country, allowing the person to have exclusive right to produce, sell, and market the product over a stipulated period of time (Aina, 2011). It is also an exclusive right that is given for an invention. This right protects an individual's invention from been misused. The owner of the invention can also decide how he/she wants his/her work to be used by the public. The owner of an invention can even prevents other from using his/her work.

III. **Trademarks**: These are names, words, logos, designs assigned to an organisation's goods or services in order to distinguish their products from others. Examples of trademarks are CocaCola, Pepsi, Addidas etc.

IV. **Trade Secrets**: These are information about the processes or patterns used by an organisation in manufacturing goods. This secret is known only to the owner of the business. It helps organisations gain competitive advantage in the business environment. For example, the secret to why CocaCola soft drinks taste differently from other cola products such as Pepsi, Bigi etc. is trade secret. Trade secrets are protected by law.

3**. Information Privacy**: Privacy is a delicate aspect of information ethics that discusses the information that can be disclose about one-self and others, and the information that should be kept safe from the public. The advancement in Information and Communication Technology (ICTs) has posed a threat to privacy when it comes to giving information about persons and organisations. We send emails on a daily basis, visit websites for various purposes such as shopping, online education, banking transaction etc. In the process of visiting these websites, we give out our names, email address, date of birth and other personal details. As such, our privacy may be invaded. For example, when you shop online with JUMIA Nigeria, their website registers your information and some of the products you purchase; occasionally they send newly arrived products similar to what you bought earlier. They even greet you by your name and some other online stores send birthday wishes to you because they have some of your personal information. The proliferation of information over the internet and technology such as CCTV, cameras and surveillance have made privacy almost impossible because information in websites, databases, institutional repository and portals if not properly protected may be hacked thereby divulging people's private information.

The library as an information service provider in this case is responsible for safeguarding and protecting user's information. Hence, library user's registration, employee data, and records in both manual and electronic format should not be made available to the public except for extreme cases. In addition, it is also important for librarians to keep information pertaining to what a user read, sites he/she browse, books borrowed private and confidential.

Libraries should also sensitize entrepreneurs or business enterprises on the need to keep their personal information safe. In using the internet, users should keep their password safe and users should also be aware when they are under camera watch or surveillance.

4. **Censorship**: Censor is an individual or a person who hinders or prevents people from having freedom of expression and having access to specific information or information resources such as books, magazines, videos, government publications, periodicals, reports, music, arts, films, etc.

    Censor could be;
- Friend
- Parents
- Religious bodies
- Government
- Organisations
- Individuals
- Pressure group
- Peer group
- Librarians etc.

Censorship is therefore, the act of preventing readers or people from accessing specific information in books, videos, films, magazines etc. censorship occurs in different forms. For example, parents may censor materials due to offensive words used in the materials. The purpose is to prevent their children from reading such materials. Some primary and secondary schools may object to a particular book because of their beliefs and as such that book may not be made available and accessible to students in such schools. Some librarians go against the library's policy by censoring some books that are not in line with their religion or beliefs, thereby restricting the circulation of such books and preventing the free flow of information to users.

5. **Information Use**: This refers to the ability of users to make use of library's information resources with the aim of satisfying their information needs. Library users including business enterprises use information for various purpose ranging from decision making, entertainment, educational purposes etc.

3.3 Challenges of Business Information Service Provision in Nigeria
Libraries especially public libraries provide information services to all spectrums of library users including business enterprises. In providing business information services, public libraries ensure potential users are identified, needs of users are identified and ensure access to information that will meet the varying needs of users. However, there are some challenges that hinder the business information service provision in Nigeria. Okello-Obura, Minishi-Majanja, Cloete and Ikoja-Odongo (2007) listed some these challenges to include:

1. Lack of or inadequate power supply.

2. Lack of appropriate technologies needed to provide electronic information.

3. Lack of organized system for providing and disseminating information to the business community.

4. Information provided may lack the right content that will address the information needs of business enterprises.

5. Most entrepreneurs lack the skills needed to seek and handle information that is related to their business operations and services.

6. Cultural barriers within the community in which business operates can affect business information service provision.

4.0   CONCLUSION

Ethics is important in providing information service to users including business enterprises. Librarians are information professionals whose responsibility is to ensure information is accessible to users including business enterprises. It is important to sensitize users on the issue of ethics relating to access, use and handling of information. Business enterprises should be taught to institute appropriate privacy rights on their information and respect the rights of others.

5.0   SUMMARY

In this unit, you have learnt what ethics and information ethics is and the different ethical issues relating to information use and access.
Ethics are principles or rules of behaviour based on ideas about what is morally good and bad.

Information Ethics focus on ethical issues relating gathering, organizing, retrieval, use and distribution of information to users.
There are different ethical issues faced by librarians in the process of providing information and they are;
I. Access to information
II. Intellectual property
III. Information privacy
IV. Censorship

Some of the challenges to provision of business information service in Nigeria include:
1. Lack of or inadequate power supply.

2. Lack of appropriate technologies needed to provide electronic information.

3. Lack of organized system for providing and disseminating information to the business community.

4. Information provided may lack the right content that will address the information needs of business enterprises.

6.0   TUTOR-MARKED ASSIGNMENT

1. -----------------------are principles or rules of behaviour based on ideas about what is morally good and bad.

2.----------------------------focus on ethical issues relating gathering, organizing, retrieval, use and distribution of information to users.

3.---------------------------------is the creation of the human mind or intellect which could be an invention, artistic work, symbols and images used in commerce.
A. Intellectual property
B. Copyright
C. Information privacy
D. Information use

4.---------------------------- is an exclusive or legal right an individual/ group have over their creative works.
A. Patent
B. Trademark
C. Trade secret
D. Copyright

5. ---------------------------- is a document given by government of a country to the originator of a product, allowing the person to have exclusive right to produce, sell, and market the product.
A. Patent
B. Trademark
C. Trade secret
D. Copyright

6.---------------------------- refer to names, words, logos, designs assigned to an organisation's goods or services in order to distinguish their products from others.
A. Patent
B. Trademark
C. Trade secret
D. Copyright

7. --------------------------are ethical issues faced by librarians in the process of providing information to users.
A. access to information
B. Intellectual property
C. Information privacy
D. All of the above

8. -------------------------------- a person who prevent people from having freedom of expression and having access to specific information.
A. Parents
B. Trademark
C. Censor
D. None of the Above

9.----------------------- are people who are involved in censoring of information materials
A. Parents

B. Librarians
C. Peer group
D. All of the above

10. List 5 challenges of business information service provision in Nigeria.

ANSWER
1. Ethics
2. Information ethics
3. A
4. D
5. A
6. B
7. D
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