SHU has several resources that are helpful students. On the library’s website (http://library.sacredheart.edu/), under the tab labeled “Research Help”, there are several research guides (also known as LibGuides), specific to the area of business. Once you’re on the screen for the research guides you can search by “Subject” and then select “Business & Economics”. Here are a few that are appropriate for new students:

OVERVIEW OF BUSINESS RESEARCH: INTRO TO LIBRARY RESOURCES: http://libguides.sacredheart.edu/c.php?q=29686&p=185528

COMPETITIVE EDGE SERIES: http://libguides.sacredheart.edu/c.php?q=243332

MARKET RESEARCH: GETTING STARTED: http://libguides.sacredheart.edu/marketing

COMPANY AND INDUSTRY RESEARCH: INTRO TO LIBRARY RESOURCES: http://libguides.sacredheart.edu/companyindustryresearch

ECONOMIC RESEARCH: HOME: http://libguides.sacredheart.edu/economicresearch

AND FINALLY THIS UNDER THE SUBJECT OF “GENERAL RESEARCH”

INTRODUCTION TO THE SHU LIBRARY, FINDING MATERIALS, & STARTING YOUR RESEARCH: http://libguides.sacredheart.edu/libraryintro

Last, but not least, students have the librarian as a resource! Students can email Business, Marketing, & Digital Information Literacy Librarian, Libby Knapik, with any type of research question. They can also set up an appointment for a telephone consultation if they have a more in-depth research question.

LIBBY KNAPIK, M.L.S.; M.B.A.
BUSINESS, MARKETING, & DIGITAL LITERACY LIBRARIAN
SACRED HEART UNIVERSITY
(203)365-4816
KNAPIKE@SACREDHEART.EDU
GETTING STARTED

+ Visit the library website - http://library.sacredheart.edu/
+ Try out our **Business databases**: SHU Library has a variety of article and specialized databases
+ Take a look at *WCOB LUX: A Guide to Finding Online Business Resources*, an online research guide (libguide): http://libguides.sacredheart.edu/WCOBLUX
+ Review the full list of SHU’s business libguides: http://libguides.sacredheart.edu/cat.php?cid=3310
+ Contact the Library or speak to a Librarian: http://library.sacredheart.edu/content/contact-library
WHAT CAN YOU DO FROM THE LIBRARY WEBSITE?

- Search the library catalog (for e-books and e-journals that we own)
- Search article or specialized business research databases
- View online research guides which are specifically devoted to business subjects and courses
- Get help with citations and access EasyBib (online citation manager)
- Ask a librarian a question (can receive answers via text or email)
- Access online reference sources, particularly via Credo Reference (those huge sets of print encyclopedias are now online)
- Check out our Digital Commons, a digital forum for papers published by the SHU Community
HOW DO I FIND AN E-BOOK?

- Use the Library Catalog to search our collection of over 120,000 electronic books and 46,000 electronic journals.

- Keyword searching is a good way to start, although of course, if you are seeking a certain title or books by a certain author, use the title or author search.

- For example, you can find the Business Expert Press Digital Library titles by doing a keyword search for “business expert press” (capitalization is not necessary).
If you know the origin of publication of an article, go directly to our catalog and search by **Journals by Title**.

You will be linked to any database that has full text contents of that journal.
In August 2013, Harvard Business Review (HBR) changed access to 500 popular articles and they became "read only," meaning one cannot print, download, or create permalinks to them. To see the full 500 list, please follow this link. In addition, we are not able to make any HBR articles accessible as electronic reserves or in course packs. Specific permission must be obtained for such course use, and it is very expensive; SHU has not yet investigated or provided funding for this extended permission. Please see HBR’s official notice of use restrictions below:


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You can find step by step instructions on how to access and read HBR articles in Business Source Premier via the following link: http://libguides.sacredheart.edu/HBR. Keep in mind that if an article is on the “500 list,” one cannot download, print or link to it; you can only read it online in your browser. However, all other articles from HBR may be downloaded, printed, or linked.
Hoover’s Company Records is a directory-type database that is useful for getting basic information on a company, such as whether it is publicly traded or private, a parent entity or a subsidiary.

- Provides address, phone and fax, website, nature of the business, SIC codes, number of employees, names of key people, and sales figures.

Business Insights: Essentials covers many aspects of a company’s background and future.

- SWOT Analysis PDF available for many companies
- Company History link on right, under “Related Content” – excerpt from International Directory of Company Histories
MANAGEMENT & CORPORATE CULTURE

- **ABI/INFORM**: a database which searches thousands of business publications
  - Try the Advanced Search, can perform a more complex search

- Company’s websites – a source to familiarize yourself with a company’s vision and mission statement
  - Annual Reports can be a great source of information
  - Easy source of information, but **just be aware** that the website is a public relations tool for the company.
**FINANCIAL ANALYSIS**

- Mergent Online contains a wealth of company financial information.
  - Can find financial data for last 15 years and recent SEC filings. For 10-K, 10-Q, and other SEC filings, in addition to Mergent, you can also use EDGAR from the SEC website.
  - “Company Financials” tab has income statements, balance sheets, ratios
  - Compare companies from the “Competitors” tab, can customize a spreadsheet that compares the financial data of your company’s major competitors (you can use the preselected competitors or select your own)

- Business Insights: Essentials is a good place to check as well.
  - Search for a company
  - Can export Financials info to an excel file
  - To find ratios: click “Financials” link under “Related Content” (right side of page), then click “Ratios” tab
  - You can compare the ratios of your company’s major competitors here as well: choose “Compare to Major Competitors” radio button.
PASSPORT GMID

- **Passport GMID**: from Euromonitor International, provides access to market research for consumer industries, country profiles for over eighty countries and three million economic, demographic and marketing statistics from around the world. One can find anything from market sizes to top competitors to market share for a number of products in many different countries.

- Main elements in Passport:
  1) Industry reports
  2) Country reports
  3) Global market and consumer reports
  4) Company profiles
  5) Commentary & Analysis

*NOTE: This resource is restricted to academic use only.*

[Click here](#) for details on how to use Passport GMID to its fullest potential. The resource focuses on three main areas: Industries, Countries and Consumers. In addition, Passport provides information on companies and geographies.
Mergent Online offers stock information dating back 30 years.
  + Click on Equity Pricing tab after locating your company name.

Yahoo Finance is a good place to check for historical stock values - http://finance.yahoo.com/.
  + Search for your company next to “Get Quotes” search box.
  + Once your company’s profile is open, click “Historical Prices” on left side menu.
Articles, controversies, and the latest news can be found by searching in:

- **ABI/INFORM**: a database which searches thousands of business periodicals, includes the *Wall Street Journal* and the *Financial Times*.

- **Business Source Premier**: full-text articles on business topics from more than 2,200 business journals from 1985.

- Most of the business databases we discussed now capture relevant news & offer it linked from your company profile: try [Mergent Online](#) and [Business Insights: Essentials](#).
HOW DO I FIND HELP WITH CITING SOURCES?

In academic writing, it is VERY important to properly cite your sources.

- **Consult Citation Quick Guides** on the library website
  - MLA
  - APA
  - Chicago

- **EasyBib**: an automatic bibliography and citation maker

- **Zotero**: free, easy-to-use Firefox extension to help you collect, manage, cite, and share your research sources
SUMMARY

- Get started by becoming familiar with the library website, business databases, and online research guides that are available to you.
- Find a company’s profile & basic info in Hoover’s and Business Insights.
- Check out the management and culture of a company or industry in ABI/INFORM and Business Source Premier.
- Dig deeper & analyze a company’s finances in Mergent.
- Locate global marketing data and information in Passport GMID.
- Look for stock info in Mergent or Yahoo Finance.
- Scan for recent company or industry news in Mergent, Business Insights, or in article databases like ABI/INFORM or Business Source Premier.