

Welcome to this Berkeley College Library presentation, designed to support your upcoming research project.

For your Business Organization and Management course term paper you will be preparing an analysis on a company of your choice.

Research can be difficult, and knowing the resources and services available to you through the library will go a long way in determining your success.

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Each student will prepare their own analysis of a company. The report will concentrate on any three chapters covered in the class and how they apply to the company that is the topic of the report.

The analysis will be discussed in a six page report, written according to the MLA format. All quoted material must be properly cited and plagiarism will not be tolerated.

At least five sources from business periodicals and academic journals found in Berkeley College Library Databases or other research databases are required. The company website and Online Course Resource can be used but will not count towards your five sources.

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Why Databases?

- ▶ Databases are searchable collections of academic journals, magazines, newspapers, encyclopedias, reference books, company reports, etc.
- ▶ Library databases get their information from professionals or experts in the field. We know information found in them is reliable for academic research.
- ▶ Library databases are easy to cite in a bibliography and many create the citation for you. You need to cite all of your sources in MLA format.
- ▶ Library databases can help you narrow down your topic or suggest related subjects. This is an important part of the research process.
- ▶ Library databases are updated frequently and include the date of publication. It is important that your paper contains current information.

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The library subscribes to over 80 scholarly databases. Some are general while others specialize in particular subject areas. The databases shown here are perfect for your company analysis.

Click each database to find a little more information about it, then click the red box in the bottom right hand corner to continue.

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As your exploration has shown you, even within the business databases there are major differences in content. The strategies you use to find information in each will differ as well.

We are going to look at two particular databases in depth. Mergent Online is a great place to start your research and get some background information and statistical data about your company. ABI/INFORM Complete is where you will perform keyword searches related to your company and topic to find scholarly articles written by business professionals.

We will look at Mergent first. Click the red box to continue.

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To access the library databases you will need to log into Blackboard. Click on the login button to continue.

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Once you are in Blackboard, click on the library tab.

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There a number of great resources available to you on the library webpage. For now we are going to focus on the databases, but make sure you come back and explore on your own. To access the databases click on "databases" under "research and explore."

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Our databases are broken into focused groups of subjects and topics. Note that there is a section for company research listing the databases we looked at earlier. You can also browse an alphabetical list of our databases by clicking on A-Z List.

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Scroll through the databases until you find the one you are looking for. Select Mergent Online from the list.

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For the purpose of this demo I will use Starbucks as an example company. Type in the name of your company and click "Go" to continue.

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Select your company from the browse list.

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You are now presented with the company overview. On this page you will find key company information, a business summary, key executives and more. Use the tabs across the top of the page to navigate through the various sections.

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The highlights tab will provide you with important financial information about your company.

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The history tab will provide you with a detailed history of your company from past to present. Use the topics dropdown to search for a particular topic, or enter a date range to only view events from a specified time period.

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The executives tab will give you details on company officers and directors, including their compensation and biographies.

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The equity pricing tab will allow you to view real time stock prices, and chart your own graph over a specified time period.

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Federal security laws require all publicly traded companies to disclose information on an ongoing basis. Under the reports tab you can view and download all annual 10K reports for your company, as well as related industry reports.

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The news tab will show you headline news articles from the last 30 days. Browsing through these recent stories is a good way to decide on topics for your paper. If a story is trending you should find lots of information in our databases.

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Now that you have obtained some background information on your company it is time to search for specific articles related to your chosen topics from the Online Course Resource. For this, we will use ABI/INFORM Complete. You will discover that you have to use more advanced search strategies to find the information you are looking for here.

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For the purpose of this demo I will use Starbucks as an example company and global expansion as an example topic from your Online course Resource. As we explore searching in ABI/INFORM Complete, pay special attention to the search strategies used to narrow down your results, and get the articles you are looking for.

Remember, research is a tricky process, and you may have to try a variety of search terms to get the results to desire. For example, we may need to identify additional keywords to use instead of global expansion such as globalization, offshoring, relocation, or outsourcing. Performing a quick Google search before you begin your research can help you identify some additional keywords.

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Select ABI/INFORM Complete from the alphabetical list of databases.

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Before you begin, it is important to limit your search to only those articles for which we have full text. Check the full text box to continue.

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Type in the name of your company and click the magnifying glass to search.

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This search returns over 85,000 results, way too many to be helpful. Let's focus our search by typing in the name of the company AND the topic.

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We still return over 12,000 results and will need to limit further. You can see that this search brought back any article that contains the words global AND expansion, but not necessarily together in order. Let's add quotations around the topic to only get results that have the two words together.

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440 results is a huge improvement, but we can still do better. Let's limit our search by publication date to find only the most up to date information available about our company and topic. Limiting the search to find articles published in the last few years will ensure our information is current.

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This leaves us with a very manageable 117 results. Note that you could continue to narrow your results with a variety of additional criteria such as the type of source, the publication title, or additional subject keywords.

At this point you can browse through the articles to find something you can use. Click "preview" to quickly see the abstract for a given article.

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Read through the abstract to determine if the article meets your needs. Click on "full text" to view the entire article.

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Read through the article, take good notes, and be sure to give credit where it is due. Like many of our databases, ABI/Inform Complete produces citations for you. Click the "cite" button to view the MLA citation for this article.

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Copy and paste the MLA citation into a separate document reserved for this purpose. Click "done" when you are finished.

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At this point you may choose to refine your search even further based off the information you found in your article. This particular article highlights Starbucks's global expansion in Asia. Click "back to results" to continue.

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Let's add Asia as an additional keyword to this search string to really fine-tune our results.

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You are now working with an extremely manageable selection of 50 results, down from the 85,000 you started with. Remember, to get an entirely new set of articles you can try using your related keywords.

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Research is not easy. Plan on using multiple databases, your Online Course Resource, and the company website to find all of the information you need for this project.

However, you have some valuable resources available to you. Berkeley College Libraries offer a live chat reference service available over 80 hours a week. Librarians are on standby to help you with your research on any assignment.

Click through the links below to view some of the important support tools created for you. You can access the chat service from any of these resources by clicking the green "ask us" button located on the side of the page. When you are finished browsing through the resources click the red box to take a short quiz on what you learned in this video.