Access to Premium Subscription Content

24/7 accesses to CSUSM Library premium electronic subscription content is managed through your CSUSM ID & Password. As good practice always log into the library homepage (top right – blue button), this verifies your enrollment as a current student.

Note: Log in issues are addressed by the student technology help desk (http://www.csusm.edu/sth/) | phone # (760) 750-6505

Looking for Premium Databases

Biblio.csusm.edu >>> Log-in top right

Under the “SEARCH & FIND” box is where you have access to the subscription databases. You may view them by subject: Business OR search for the name of a specific database: F >>> Factiva.

What does the Discovery Search do?

The Discovery search –“tries” to act as a Google search bar to search across our collection of articles, books, eBooks, and more for information on a specific keyword.

*Best practice:* Use the books & more tab – type in either keywords, subject headings, or titles to find books (physical & electronic in our library)

Try keyword searching: Porter's Five Forces
Try subject searching: Strategic Planning
Title search: Strategic Analytics by Alec Levenson
Author search: Michael E. Porter

Check out Business Expert Press, which “publishes concise, practical treatments of the topics taught in MBA programs” (Source Business Expert Press). Also Safari books are great for this too.
Course Guide: Select sources for your assignment.

1. To access your course guide.
2. Biblio.csusm.edu >>> look under the green research help bar >>> Course Guide

3. Look for BUS 302

What Industry is your Company in?

1. NAICS:
A great starting place for research an industry is to identify a NAICS code.

http://www.census.gov/eos/www/naics/index.html

What is it: The United State Census Bureau site for business & Industry is where you find the database for 2012 NAICS codes

The search bar allows you to enter KEYWORD OR a Code.

Try a search on the keyword printer manufacturing

What is the NAICS code for that __________

OR Use the NAICS number identified in a company search

INDUSTRY:

2. IBISWorld:
Try a search on the keyword for your industry________________________

Select a report THINK before you choose your reports? Is there a Specialized Report for your industry?

Remember to download the PDF! Important for Citing

Try a search on the NAICS code you/your group identified above = Did you locate the same report(s)?

Notes:
Passport:

Industry & Consumer Information:

This database provides business intelligence for countries, consumers, and industries worldwide. Market size, company share, brand share data for 24 industries across 80 countries over a 20-year period (1997-2016) complimented by full-text market reports and industry sectors at the country level. Country and Consumer statistics and analysis for 212 countries.


Passport offers US and Global Information. Navigation through the databases is by selecting a series of narrower and narrower choices >>> think, “Follow the arrows.”

There is a TOP level menu we will look at “Industries” and also “Consumers.” However there is a KEYWORD search in the top right hand corner.

Select Industry >>>Consumer products: Alcoholic Beverages

Search tree (left hand side), Use the drop down for beer & select the Go >

Follow the “blue next arrows”

After clicking next you enter Geographic parameters. For this we will choose the following:

North America >>>USA, West, MidWest, NorthEast, South
The results page divides things into categories, Statistics, Analysis.

Now let’s look at the **ANALYSIS** Section.

Read “**Beer in the US**” In the Article section on trends: What category of beer is driving the US market________________?

Which consumer taste is shifting the market__________________________?

**Industry & Consumer Information (Cont’d)**

**4. Business Source Premier:**

Under Browse, select industry profiles.

In search bar (for all profiles) enter search term for example **Beer**, change button to “by title, subject, and description.” Select Browse – view and select a result. For example: “Beer Industry Profile: United States”

**Another way to search**

Enter into Search bar: Marketline, hit search.

Using Limiters - narrow by NAIC (Industry Code)/industry. Example: **solar electric power generation**

**5. Proquest ABI/INFORM**

Search pub(First Research) [industry] - make sure to change from relevance to “most recent first”

Remember: This is also a source that can be searched for journals, news, trade magazines

**Company & Competitor Research**

**6. ReferenceUSA -- US Businesses**

**Use the Step by Step tutorial on the BUS 302 Companies Guide**

1. Custom Search

Expand all (Left column)

**Keyword/SIC/NAICS______________________________** enter specific industry name

**Geography ______________________________** enter competition area

Explore Summary Tab to get an idea of competition

Pick a company and look at details (expand all)
7. Factiva: ** Simultaneous users limited (23)** LIBRARIAN TO DEMO

Search Companies/Markets Tab along the top.

Try a search on a company in your industry     Example for orientation: **Stratasys Ltd.**

What does this source offer?
Company snapshot | News | latest news| Web News | Multimedia | Key Developments | Peer Comparison | Financial Results | Ownership | Reports-

Can view financial results by segment and reports. Look at the Performance/Segment Information section.

How does this business compare to their peers? ____________

Under Financials: Click on Geographic Segment background. How what region is second to North America? ____________

Notes:

Google: Don’t Forget it is a good source to locate data, and find associations & organizations

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LexisNexis Academic Company: (librarian didn’t demo)

Source offers the ability to gather company information, financial information, news, patents, At the bottom of the page are three pull downs for searches

Select Company dossier

Enter a company Name or Ticker#   Leapfrog  (Make sure to select the right one)

From the list of results you may need to evaluate to determine which one is the correct company

Who is the Chief International Officer?_______________

Name three competitors:
Take a look at mergers read about the tender offer --- What is going on here?

Notes:

Mergent Online: (Librarian didn’t Demo)
Several ways to search

Type in Amazon >>> Select Amazon.com

Look at the tab for filings. This allows you to view 10Ks

View the 10K as a web document = looks at 1A Risk Factors. What can we learn here?  

Under Reports you can find Annual Reports BUT check for “currency” if not the newest or to verify IF it is the newest, visit the company website >>> locate the investor relations tab

Let’s do this now. Go out to Amazon.com, bottom of the page you find investor relations

What is the date of the Newest Annual Report_________? Letter to Shareholders?____________

How to read an Annual Report

On your Course Guide >>> Company page look down to find Financial Information & Annual Reports

HOW TO READ AN ANNUAL REPORT (short from IBM)

Citations – APA formatting

This link(s) is located on the class research guide: **Citations**

We also have a guide: business common APA - https://biblio.csusm.edu/capsules/apa-citations-business

Librarian recommends: The Purdue Owl: APA https://owl.english.purdue.edu/owl/resource/560/01/