

# COMMERCE 1E03 TUTORIAL: LIBRARY RESOURCES

## 1. TYPES OF BUSINESS RESOURCES

Fill in the boxes (below the two examples provided) with characteristics of each publication type.

Newspapers (example)	Popular Magazines (example)
<p><b>Content:</b> News stories, local &amp; regional focus, analysis &amp; opinion of current events</p> <p><b>Audience:</b> General public</p> <p><b>Authors:</b> Journalists</p> <p><b>Peer Reviewed (yes/ no):</b> No</p> <p><b>References:</b> Sources are sometimes cited, but not always</p> <p><b>Publisher:</b> Commercial publisher</p> <p><b>Frequency:</b> Daily or weekly</p> <p><b>Advertisements:</b> Contains photos, graphics, and advertisements</p>	<p><b>Content:</b> Current events, news, opinion, interviews, factual information, and analysis</p> <p><b>Audience:</b> General public</p> <p><b>Authors:</b> Authors are often journalists</p> <p><b>Peer Reviewed (yes/ no):</b> No</p> <p><b>References:</b> Original sources can be obscure; little or no documentation</p> <p><b>Publisher:</b> Commercial publisher</p> <p><b>Frequency:</b> Weekly or monthly</p> <p><b>Advertisements:</b> Many graphics, photos, and advertisements</p>
Trade & Industry Magazines	Scholarly Journals
<p><b>Content:</b></p> <p><b>Audience:</b></p> <p><b>Authors:</b></p> <p><b>Peer Reviewed (yes/ no):</b></p> <p><b>References:</b></p> <p><b>Publisher:</b></p> <p><b>Frequency:</b></p> <p><b>Advertisements:</b></p>	<p><b>Content:</b></p> <p><b>Audience:</b></p> <p><b>Authors:</b></p> <p><b>Peer Reviewed (yes/ no):</b></p> <p><b>References:</b></p> <p><b>Publisher:</b></p> <p><b>Frequency:</b></p> <p><b>Advertisements:</b></p>



Not sure of your periodical type (i.e., journal, magazine or newspaper)?  
 Search for the name of the publication in a library database called **Ulrichsweb.com**  
<http://library.mcmaster.ca/articles/ulrichswebcom>

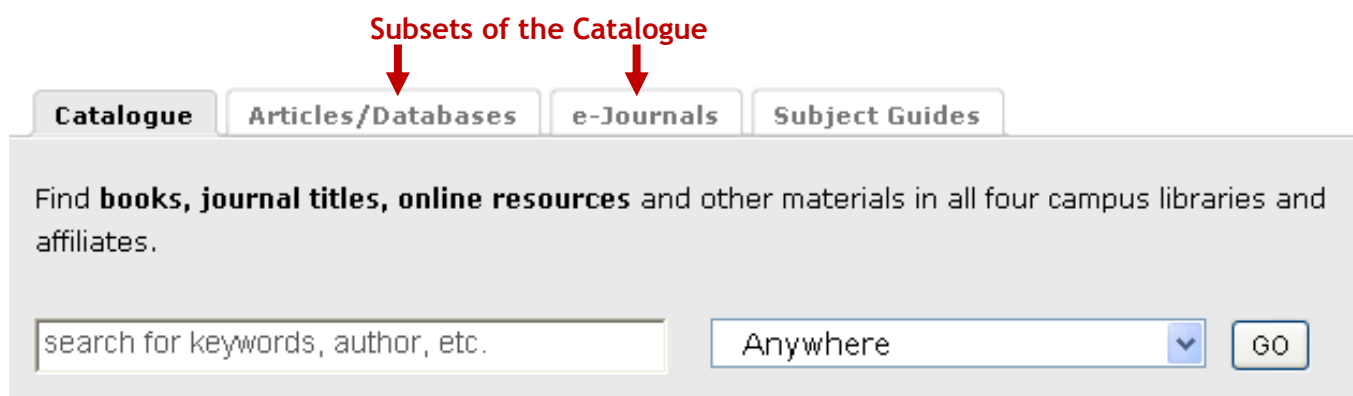
Not sure if your publication is peer-reviewed? Check out this Library FAQ  
<http://library.mcmaster.ca/faq/how-can-i-tell-if-a-journal-peer-reviewed>

List 3 other types of resources useful for business research:

- 1.
- 2.
- 3.

## 2a. ACCESSING BUSINESS RESOURCES

Most resources can be accessed via the tabs on the Library's web site: <http://library.mcmaster.ca>



**NOTE:** Databases and e-Journals are also listed in the Library's catalogue. The Catalogue does not contain the full-text of articles, books, reports, etc. - it provides call numbers and/or urls that lead to the full-text.

To Find ...	Search ... Which tab(s) could you select?
Books	
Journal, Magazine & Newspaper Titles	
Articles in Journals, Magazines & Newspapers	
Business Databases	

## 2b. LOCATING A KNOWN ITEM

**Prokesch, Steven. “How GE Teaches Teams to Lead Change.” *Harvard Business Review*, 87, no. 1 (January 2009): 99-106.**

- Identify the elements (or parts) of this citation.
- What type of item is being cited? \_\_\_\_\_
- Where should I look to find this item in the library? \_\_\_\_\_
- What citation element do I search by? \_\_\_\_\_
- Do we have access to the full-text? Yes / No
- If yes, what format(s) are available (paper, online, microfiche, etc.)?
- What is the publication type (journal, magazine, etc.)? \_\_\_\_\_



Need help with citing? Consult the **Citation Guide for Business** on the web: <http://library.mcmaster.ca/sites/default/files/businesscitation.pdf>. Remember to use the latest version - **January 2010**.

Not sure if you should acknowledge a source? Try the **You Quote It, You Note It!** tutorial from Acadia University <http://library.acadiau.ca/tutorials/plagiarism/>

## 3. BUSINESS DATABASES

- can contain journals (scholarly), magazines (popular & trade) and newspaper articles, statistics & reports
- have powerful search engines
- are often the best place to find information from a variety of sources!
- in many cases can link directly to full-text
- can export/import citations into bibliographic management software (e.g., RefWorks)

### ★ **BUSINESS SOURCE COMPLETE (BSC) - Best Bet for ALL Business Topics**

Business Source Complete (BSC) is a database that contains articles appearing in over a thousand business journals, magazines and newspapers published **worldwide**. It also includes company profiles, industry profiles, SWOT analyses, market research reports and more.

#### 3a. ACCESSING BSC (one method):

- On the **McMaster Library home page**, click the **Articles/Databases** tab
- Type **Business Source Complete** and click **GO**
- Click on the **Title (with Business Searching Interface-Recommended)** to connect to the database

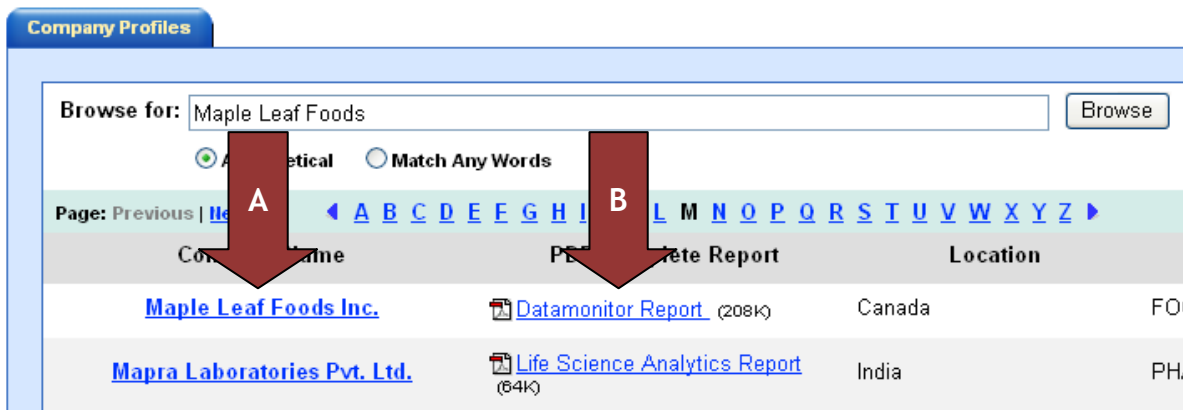


If you don't know the name of an appropriate database, select **Business** from the drop-down menu on the **Articles/Databases** tab and select a database from the list

### 3b. FIND COMPANY AND INDUSTRY INFO IN BUSINESS SOURCE COMPLETE:

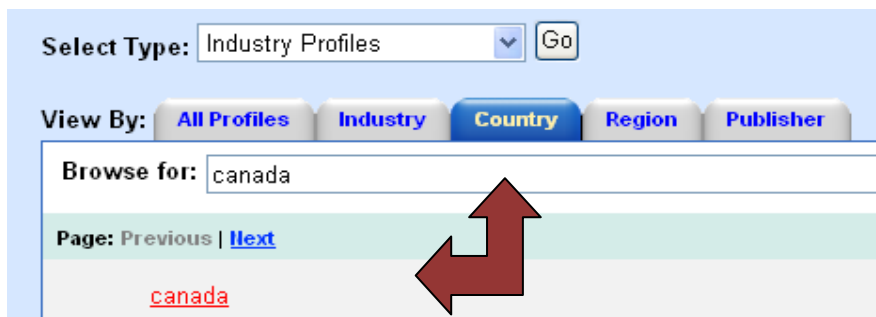
#### Company Profiles / Reports

- On the **Advanced Search** screen in Business Source Complete, select the **Company Profiles** link on the right side of the screen
- **Enter a company name** in the **Browse for:** search box (e.g., Maple Leaf Foods) and click **Browse**
- In the results list,
  - **A). Select the company name** to find additional resources on that company (i.e., articles, reports, etc. listed on the right under **Related Information**)
  - **B). Select Datamonitor Report** to view the Company Profile *immediately*.



#### Industry Profiles / Reports

- On the **Advanced Search** screen in Business Source Complete, select the **Industry Profiles** link on the right side of the screen
- For Canadian reports, select the **Country** tab and type **Canada** in the **Browse for:** search box and click **Browse**
- Click **canada** in the results list to display an alphabetical list of industry reports for the country (over 500 available)



You can also find company and industry profiles in BSC if you search for keywords on the **Advanced Search** screen. In your results list, select the **Company Profiles** or **Industry Profiles** radio buttons which will appear at the top of the screen if such information is available.

### 3c. JOURNAL, MAGAZINE AND NEWSPAPER ARTICLES

- Go to the **Advanced Search** screen in Business Source Complete.
- In the first box, **enter a company name** (e.g., Starbucks) and select **CO Company Entity** in the adjacent drop-down menu.
- In the second box, type **“human resource\*” or employ\* or recruit\*** and click **Search**.

Basic Search **Advanced Search** Visual Search

Find:  in

and  in

and  in

in:

(Searching: *Business Source Complete*)

[Search Tips](#)

SEARCH TIPS		
“ ”	Use quotes around search words to find phrases	<ul style="list-style-type: none"> <li>• “knowledge management”</li> <li>• “identity theft”</li> </ul>
*	Use a wildcard symbol to find word variations  NOTE: Wildcard symbols can vary by source. The * is the most common, but ! and ? can also be used. Not sure which symbol to use? Check the help menu of the source you are using.	<ul style="list-style-type: none"> <li>• econom* finds: economy or economic or economic<del>s</del> or economical, economist, etc.</li> <li>• labo*r finds: labor or labour</li> </ul>
AND	Use AND between search words to retrieve items with ALL words present  AND typically narrows your search results	<ul style="list-style-type: none"> <li>• wal-mart <b>and</b> unions</li> <li>• women <b>and</b> leadership</li> </ul>
OR	Use OR between search words to retrieve items with ANY of the words present  OR typically expands your search results	<ul style="list-style-type: none"> <li>• marketing <b>or</b> advertising <b>or</b> promotion</li> <li>• consumer <b>or</b> shopper <b>or</b> customer <b>or</b> client <b>or</b> user</li> </ul>
NOT	Use NOT to get rid of unwanted words The word following NOT will be excluded from your search results  NOT typically narrows your search results	<ul style="list-style-type: none"> <li>• apple <b>not</b> computer</li> <li>• turkey <b>not</b> thanksgiving</li> </ul>
( )	Use parentheses when you mix AND, OR and NOT in a single search box  Bracketing words will ensure that your search is processed correctly (in a logical order)	<ul style="list-style-type: none"> <li>• (enron <b>or</b> worldcom) <b>and</b> accounting <b>and</b> scandal</li> <li>• starbucks <b>and</b> (“human resource*” <b>or</b> employ* <b>or</b> recruit*)</li> </ul>

### 3d. SEARCH RESULTS

- Notice that the search results are divided into several categories. How many categories are there?  
\_\_\_\_\_
- How many articles did you find under **Academic Journals**? \_\_\_\_\_
- Click on one of the article titles from your list of search results to view the full citation.
- Can you see our search words in the article? YES / NO
- Notice the **Find More Like This** link. Use this to focus your search and possibly retrieve more relevant results. NOTE: Click the **Back** button on your browser and/or select the **Result List** link to go back to your list of search results.
- How do we find the **full-text** for citation/abstract only articles?

Click on  OR search the Library Catalogue by what citation element? \_\_\_\_\_

### 4. RESEARCH HELP

- Not sure which business databases or resources to use for your course assignment?

Library materials for this course can be accessed from the library home page as follows:

- go to <http://library.mcmaster.ca>
- go to **Research** menu
- select **Subject & Course Guides**
- select the **Course Guides** tab
- click **Commerce**
- look for **Commerce 1E03**
- you should see a course research guide <http://library.mcmaster.ca/guides/commerce-1e03>, this **handout**, **tutorial slides** and an **evaluation form** for this session

### 5. LIBRARY TUTORIAL EVALUATION

Please take a few minutes to complete the evaluation form that appears in the course listing described above. The direct url is: <http://www.surveymonkey.com/s/CKKLLK5T>

Thank you and good luck with your studies!