

Business D700: Case Presentation Handout

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October 1, 2015

Where to Begin?

- Your **Avenue to Learn** website for Business D700 **OR** McMaster's [Library Catalogue](#)
- Most of the following databases are listed alphabetically on the [Top Business Databases](#) webpage | a list of the [Top Business Databases by Content Type](#) is also available

Selected Library Resources

1. **FACTIVA:**

Factiva is a multi-disciplinary database that provides access to current and archived news and business information worldwide. The database contains content from more than 31,000 sources from 200 countries in 26 languages. It includes:

- more than 2,500 newspapers, with same-day and archival coverage (e.g., Financial Times, Globe and Mail, Hamilton Spectator, New York Times, Wall Street Journal)
- more than 1,000 newswires, including more than 400 that update continuously (e.g., The Associated Press, PR Newswire)
- television and radio transcripts along with audio and video coverage (e.g., BBC, CNN, NPR)
- Web and blog content from thousands of business and news sites worldwide
- more than 5,000 business and industry publications (e.g., Economist, Far Eastern Economic Review, Forbes, Fortune, Newsweek)
- over 40,000 company profiles for publicly traded companies worldwide
- photographs from Reuters and other image sources
- Access is available for 6 simultaneous users.

2. **LEXIS-NEXIS:**

LexisNexis is one of the best overall sources for news, company information and legal news. It provides access to over 5,000 sources covering a wide range of subject areas. The product is divided into the following sections. Use the **SOURCE DIRECTORY** (top of screen) to find or browse for titles within LexisNexis by name, publication type and/or topic. Once a source is located, click on the *i* icon to view coverage details.

Select **SEARCH BY CONTENT TYPE** (near the Academic Search box) to search the following categories:

- **NEWS:** Over 350 full text newspapers, including the *Financial Times* (back to 1982), the *New York Times* (back to 1980), the *Observer* (back to 1990), the *Times / Sunday Times* (back to 1985), the *Hamilton Spectator* (back to Oct. 7, 1991), *Canada NewsWire* (back to 1992), the *Globe & Mail* (back to 1977) and the *Toronto Star* (back to 1985).
- **LEGAL (U.S.):** Includes federal & state cases, statutes, regulations, patents and other legal materials from the United States.

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- **INTERNATIONAL LEGAL:** Includes legal materials from Canada, the European Union, and other countries.
- **COMPANIES:** Includes public & private U.S., Canadian and international company profiles and industry reports.
- **PEOPLE, PLACES AND THINGS:** Includes biographical, consumer and country information.

Access help through LexisNexis Academic Knowledge Center:

<http://www.lexisnexis.com/communities/academic/default.aspx>

3. **Business Source Complete:**

Business Source Complete provides selected full text from 11,200 sources, including more than 1,100 scholarly business journals. It covers all areas of business, including accounting, economics, finance, management, management information systems, marketing and international business. Additional features:

- Full text, non-journal content includes financial data, books, monographs, major reference works, book digests, conference proceedings, case studies, investment research reports, industry reports, market research reports, country reports, company profiles, SWOT analyses and more.
- Also includes a **Company Information** section - a company directory of more than a million public and private companies worldwide. Entries include address, revenue, top executives, subsidiaries, NAICS & SIC codes, and more.
- Excellent resource for finding information on companies, industries, and business-related topics

Help guide on Business Searching Interface can be accessed at:

http://support.ebsco.com/help/?int=bsi&lang=en&feature_id=&TOC_ID=Always&SI=0&BU=0&GU=1&PS=0&ver=&dbs=bth

4. **Mergent Online:**

Mergent Online enables in-depth business and financial research. It includes:

- corporate and financial data for publicly traded companies worldwide.
- also includes reports on over 10,000 U.S. companies and over 15,000 international companies (including over 3,500 Canadian establishments).
- In addition to detailed financial information, government filings (SEC), annual reports and company profiles in a variety of formats can be downloaded.
- Access is available for 3 simultaneous users.

Access Mergent Online help at:

<http://www.mergentononline.com/Help/helpindex.php?page=Basic%20Search%20-%20Help%20Page.htm>

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5. **Thomson ONE:**

Thomson ONE contains full-text research reports on global companies and industries written by analysts at leading investment banks, brokers and independent research firms. Research contributors include:

- BNP Paribas, Credit Suisse, CIBC World Markets, HSBC Global Research, Morningstar, Wells Fargo and hundreds more.
- The analyst reports include forecasts and opinions from industry experts that provide insight into company strategy, industry trends, company valuation, competitive analysis and market share.
- Analyst reports can be accessed from the **Research** menu of the **Company Views** module in Thomson ONE.

Guided Help:

- [Locating Investment Bank Reports in Thomson ONE](#) (University of Texas Libraries)
NOTE: The Screening & Analysis module is now located across the top of the screen
- [Using Thomson ONE: Analyst Report Searching](#) (Penn State University Libraries)
NOTE:: Start video at 40 second mark.

6. **IBISWorld:**

The best source for US Industries, it provides access to over 1000 **U.S.**, 400 **Canadian** and 70 **global** industry market research reports. Search for industries by keyword(s) or browse a list of industries defined according to the five digit NAICS (North American Industry Classification System) level.

- Each 30 to 40 page report typically includes:
 - an industry definition (e.g., NAICS code)
 - industry at a glance
 - Industry performance (e.g., key external drivers, performance, etc.)
 - industry outlook
 - industry life cycle
 - products & markets (e.g., supply chain, demand determinants, major markets, international trade, business locations)
 - competitive landscape (e.g., market share, key success factors, cost structure benchmarks, basis of competition, barriers to entry, industry globalization)
 - major companies
 - operating conditions (e.g., structural risk index, investment requirements, technology & systems, revenue volatility, regulation & policy, industry assistance, taxation issues)
 - key statistics (e.g., industry data, key ratios, etc.)
 - jargon & glossary

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Help Guide can be accessed at:

http://library.mcmaster.ca/sites/default/files/getting_started_ibisworld.pdf

7. **Passport:**

Passport is a global market research database provides statistics, analysis, reports, surveys and breaking news on industries, countries and consumers worldwide. It also monitors industry trends and gives you strategic analysis and a market size and market share database for all your products across all your key countries. Access to the following modules is provided through Library's subscription:

- ➔ **Countries & Consumers** - Provides in-depth analysis on trends impacting consumers and countries around the world. It delivers research and analysis on the evolving economy, business environment, population, and income and expenditure patterns in 210 countries worldwide.
- ➔ **Industries** - Includes global statistics and analysis for 27 major consumer industries worldwide. Contains historic and forecast market sizes, distribution channel analysis, company and brand share data, company profiles, global industry reports, expert and breaking news & articles and more.
- ➔ **Cities** - Provides socioeconomic data and analysis on 850 of the world's largest cities.
- ➔ **Survey** - Consists of online consumer survey data from 16 countries covering consumer habits, attitudes, opinions, values, behaviours and motivations on a variety of topics.
- ➔ **Industrials (Canada)** - Breaks down the Canadian economy into 177 different industry sectors from a B2B perspective. Data and analysis is provided for Agriculture, Forestry, Mining, Alcoholic Beverages and many other industries.

8. **Industry Norms and Key Business Ratios:**

D&B examines industry benchmarks compiled from D&B's database of public and private companies, featuring 14 key business ratios for public and private companies in 800 lines of business.

Key Benefits:

- ➔ **Solvency Ratios:** Examine the financial soundness of a company and how well it can meet short and long-term obligations.
- ➔ **Efficiency Ratios:** Check the quality of receivables and the efficiency of asset control; measure the effectiveness of payment to supplier; and evaluate over or under-trading on equity.
- ➔ **Profitability Ratios:** Study how profit is earned relative to sales, total assets and net worth.
- ➔ **Median:** Median is the value from the midpoint that falls halfway between the Upper and Lower Quartiles.
- ➔ **Industry Quartiles:** Industry Quartiles are static values taken directly from the KBR database tables. The value from the midpoint that falls halfway to the top of the

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list is selected as the Upper Quartile. The value that is halfway between the median and the bottom of the list is selected as the Lower Quartile.

Help guide on how to use Key Business Ratios on the web can be accessed at:

<http://www.mergentkbr.com/index.php/contactus/helpguide>

9. Industry Canada (<http://www.ic.gc.ca/eic/site/icgc.nsf/eng/home>):

Industry Canada is the Government of Canada's centre of microeconomic policy expertise. It's a department with many entities that have distinct mandates, with program activities that are widely diverse and highly dependent on partnerships. Industry Canada works on a broad range of matters related to industry and technology, trade and commerce, science, consumer affairs, corporations and corporate securities, competition and restraint of trade, weights and measures, bankruptcy and insolvency, intellectual property, investment, small business, and tourism.

10. UNdata (<http://data.un.org/>):

UNdata provides free access to UN statistical databases through single entry point. You can search and download a variety of statistical resources on the UN system. Useful features like Country Profiles, Advanced Search and Glossaries are also provided to aid research. The numerous databases, tables and glossaries containing over 60 million data points cover a wide range of themes including Agriculture, Crime, Education, Employment, Energy, Environment, Health, HIV/AIDS, Human Development, Industry, Information and Communication Technology, National Accounts, Population, Refugees, Tourism, Trade, as well as the Millennium Development Goals indicators.

11. World DataBank (<http://databank.worldbank.org/data/home.aspx>):

DataBank is an analysis and visualisation tool that contains collections of time series data on a variety of topics. You can create your own queries; generate tables, charts, and maps; and easily save, embed, and share them. Several download formats available including Excel.

12. Statistics Canada (<http://statcan.gc.ca/>):

Stat Can provides access to statistical information and analysis about Canada's economic and social structure. Information is presented on variety of subject areas such as Economic accounts, Business consumer and property services, Business performance and ownership, Retail and wholesale etc. Data from various sample surveys is also available through CANSIM and Census databases.

13. Business Data and Statistics Library Guide:

Available at: <http://library.mcmaster.ca/guides/business-data-statistics>

Referencing your Sources

- [Citation and Style Guides](#): links to citation and style guides @ McMaster
- [Citation Guide for Business](#): (McMaster University) based on Chicago Manual Style