

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>Content: News stories, local & regional focus, analysis & opinion of current events</p> <p>Audience: General public</p> <p>Authors: Journalists</p> <p>Peer Reviewed (yes/ no): No</p> <p>References: Sources are sometimes cited, but not always</p> <p>Publisher: Commercial publisher</p> <p>Frequency: Daily or weekly</p> <p>Advertisements: Contains photos, graphics, and advertisements</p>	<p>Content: Current events, news, opinion, interviews, factual information, and analysis</p> <p>Audience: General public</p> <p>Authors: Authors are often journalists</p> <p>Peer Reviewed (yes/ no): No</p> <p>References: Original sources can be obscure; little or no documentation</p> <p>Publisher: Commercial publisher</p> <p>Frequency: Weekly or monthly</p> <p>Advertisements: Many graphics, photos, and advertisements</p>
Trade & Industry Magazines	Scholarly Journals
<p>Content:</p> <p>Audience:</p> <p>Authors:</p> <p>Peer Reviewed (yes/ no):</p> <p>References:</p> <p>Publisher:</p> <p>Frequency:</p> <p>Advertisements:</p>	<p>Content:</p> <p>Audience:</p> <p>Authors:</p> <p>Peer Reviewed (yes/ no):</p> <p>References:</p> <p>Publisher:</p> <p>Frequency:</p> <p>Advertisements:</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://libcat.mcmaster.ca/index.jsp?Ntt1=1216974&Ntk1=Bib+No.&Ntx1=mode+matchallpartial>

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 business resources:

- 1.
- 2.
- 3.

2. ACCESSING BUSINESS RESOURCES

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

Subsets of the Library Catalogue

Library Catalogue Find Articles e-Journals Subject Guides

Find **books, journal titles, online resources** and other materials in all four campus libraries and affiliates.

Examples: einstein relativity
"active learning"

Anywhere

Go to: [Classic MORRIS](#) | [Other Library Catalogues](#) | [Center for Research Libraries Catalogue](#)

To Find ...	Search
Books	
Journals, Magazines & Newspapers	
Articles in Journals, Magazines & Newspapers	
Business Databases	

Challenge: Locate this 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? _____
- What citation element do I search by? _____
- Do we have access to the full-text? Yes / No
- If yes, what format(s) (e.g., paper, online, microfiche, etc.) are available?
- 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 - December 2008.

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.

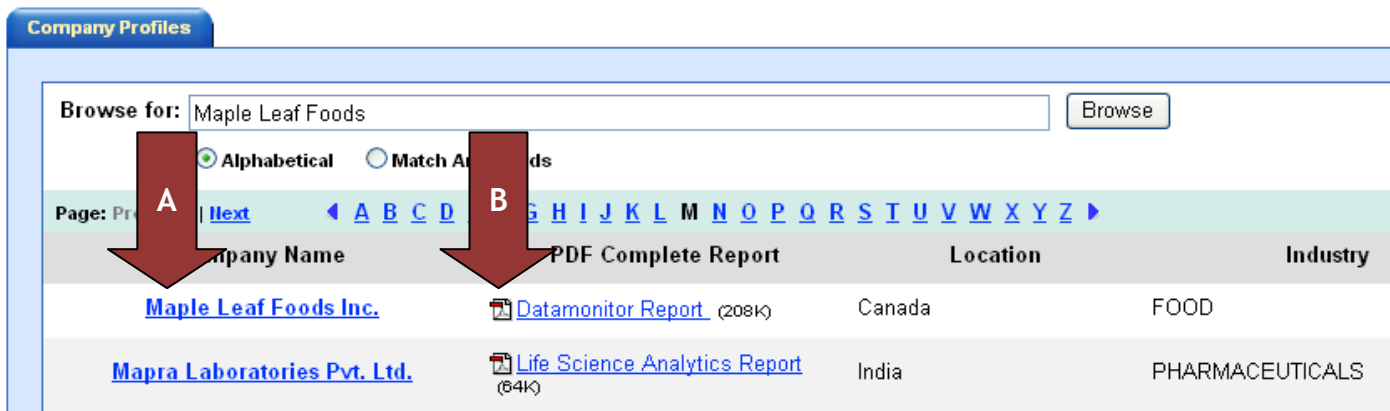
ACCESS:

- On the **McMaster Library** home page, click on the **Find Articles** tab
- Select the **Search by database name or article title** link
- Type **Business Source Complete** and click on **GO**
- Click on the **title** to connect to the database
- **NOTE:** If you don't know the name of an appropriate database, select **Business** from the drop-down menu on the **Find Articles** tab and select a database from the list

FIND COMPANY AND INDUSTRY INFO IN BUSINESS SOURCE COMPLETE:

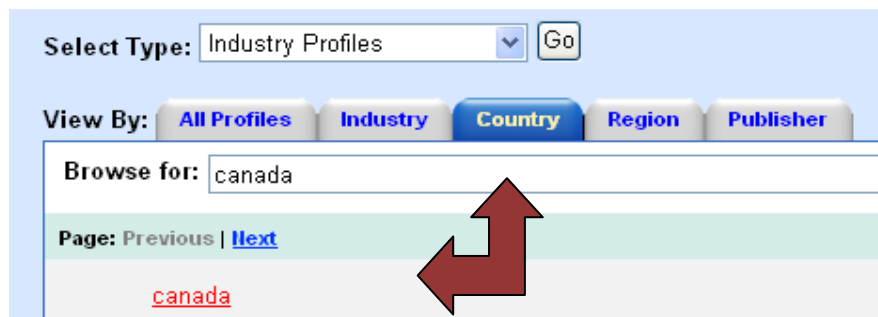
Company Profiles / Reports

- 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 linked company name that you searched to find more resources
NOTE: The links in the box on the right of the screen under **Related Information** will lead to resources such as Academic Journals, Industry Reports, etc. that deal with that particular company
 - B). Select “Datamonitor Report” to view a **Company Profile**



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



NOTE: 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.

Journal, Magazine and Newspaper Articles

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

[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"> • “knowledge management” • “identity theft”
*	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"> • econom* finds: economy or economic or economics or economical, economist, etc. • labo*r finds: labor or labour
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"> • wal-mart and unions • women and leadership
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"> • marketing or advertising or promotion • consumer or shopper or customer or client or user
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"> • apple not computer • turkey not thanksgiving
()	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"> • (enron or worldcom) and accounting and scandal • starbucks and (“human resource*” or employ* or recruit*)

- For recent items, in the **Limit Results** area, change the **Published Date from** fields (e.g., change it to **January 2007 to January 2009**).
- Click **Search**

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 by _____ in the Library Catalogue.



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

Consult the Commerce 1E03 Course Research Guide here: <http://library.mcmaster.ca/innis/find/beo.htm>

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

- 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**

In the list, you should see the course research guide, this handout, the tutorial slides and an evaluation form for this session. Please take a few minutes to complete the evaluation form to let us know how we did. Thanks and good luck with your studies!