Begin Your Research

To complete your research assignments, you will be using library databases. These databases contain market research and collections of journal, magazine, and newspaper articles.

To find the databases described below, start with the Business Research Guide at https://libguides.sjsu.edu/business.

From off-campus, when you click on a database link, you will first have to sign in with your student ID, and a password (same as your MySJSU) to open it.

I. DATABASES for Company, Industry, and other Business Information:

1. Market Line Report (formerly Datamonitor) in Business Source Complete database is a good source to start this research. It includes company profile, SWOT analysis and competitors. Also use this database to look for company culture, benefit, etc.
2. Use Business Source Complete to search for industry information as well. This is also a good database to search for company management and culture, etc.
3. Other useful databases for company and industry information are ABI/INFORM, Mergent Online, etc. https://www.glassdoor.com/index.htm is a free website that tracks and ranks companies with feedback from customers. It also lists salary ranges and job opportunities.
5. Good sources for private companies are PrivCo and ReferenceUSA. They are available from the SJPL website at http://sjpl.org/business. You need to login with the SJPL library card 14-digit bar code number with a PIN.
6. **See a more comprehensive list of business databases and library resources at http://libguides.sjsu.edu/business as well as handouts for library research session.

Librarian contact information and other support from the University Library

    Service Desk at the King Library for SJSU students: 408-808-2300 during regular open hours. There is no librarian on duty during the extended study hours that are for students only. You can also chat with a librarian or find quick short answer with LibAnswer.
II. SOME USEFUL TOOLS

- **<Plagiarism>** tutorial will help students understand the scope of plagiarism and how to avoid it; this is a self-guided tutorial with a 12-question quizz.

- **<RefWorks>** is a bibliopraphy management tool (use group code rwsjsu to set up your personal account if you do this from off campus or your personal laptop). Watch this short video to learn how to import citations from various library sources.

- Other tools to help students research more effectively, such as citation/writing tips are available online at [http://library.sjsu.edu/research-help](http://library.sjsu.edu/research-help).

- Use the new library catalog **<OneSearch>** to find full-text articles, ebooks or books. It also allows users to check out print books from other CSU libraries.

- **<GoogleScholar>** to search multiple SJSU databases and download the results to **<RefWorks>**

- Check out other short tutorials at [http://library.sjsu.edu/tutorials/alphabetical-list-tutorials](http://library.sjsu.edu/tutorials/alphabetical-list-tutorials).

III. OTHER

Desktop Computers, Laptops & Wireless Access and Assistance

- Wireless access and printing - Accessible throughout the library Use your SJSUOne Account ([www.sjsu.edu/sjsuone/](http://www.sjsu.edu/sjsuone/)). Check the library’s website for more details.

- Laptops & iPads - Check out a laptop or iPad on 4th floor using your SJSU Tower ID ([library.sjsu.edu/student-computer-services/](http://library.sjsu.edu/student-computer-services/)) – up to 7 days. Check them out from the Circulation Desk in Summer session.

- Scanners are available to reserve on the lower level; also on the 2nd and 5th floor

- Student Technology Specialist to help students use online apps, software applications; sign up or drop in the 4th floor lab for workshop and individual assistance. See details at [http://library.sjsu.edu/student-technology-training-center/student-technology-training-center](http://library.sjsu.edu/student-technology-training-center/student-technology-training-center).

39 group study rooms – most are first come first serve; some rooms can be reserved online 4 days ahead at [http://library.sjsu.edu/reserve-studymeeting-room/reserve-studymeeting-room](http://library.sjsu.edu/reserve-studymeeting-room/reserve-studymeeting-room) .

24/5 (Sunday to Thursday) extended study hours for SJSU students. Make sure to bring Tower Card (student ID) to enter.

OFF-CAMPUS ACCESS TO DATABASES AND E-SOURCES

**Username:** Your student ID # | **Password:** same as your MySJSU

**Need help?** Call (408) 808-2470 or email LibrarySCS@sjsu.edu