LLD 100WB: Writing Workshop
Career Research Project

Library Research Session
By Diana Wu
SJSU King Library
Objectives

1. Review library resources and services
2. Explore a few databases
   a) Commonly used business databases
      i. ABI/INFORM
      ii. Business Source Complete
      iii. Academic Search Premier
   b) Company Information
      i. PASSPORT-GMID
      ii. Business Insight
   c) Industry Information
      i. IBISWorld
      ii. PASSPORT
3. Create effective search strategies
4. Find reliable data and information on the Web
Searching for Company Information

- **Primary Sources:**
  
  Company website

  SEC filings: Annual Report, Financial Data, etc.

- **Secondary Sources:**

  Databases from King Library:

  ABI/INFORM, Business Source Complete

  (These databases are easy to locate a company’s profile, SWOT analysis, research reports, etc.)

  **Reference USA** (This is a good source to search for company by location, revenue by store, and more. **NOTE: SJPL subscription, log in with San Jose library card 14-digit barcode.**)
Searching for Industry Information

- Commonly Used Databases

  - **Business Source Complete**: start from <industry profiles> tab on the right-hand side of the database home page
  
  - **IBIS World**: covers both US and global markets
  
  - **PASSPORT - GMID**: good coverage on consumer information and company around the world
Databases - ABI or BSC from SJSU Databases

Look on the R. side box to locate <SWOT Analysis> tab

Company Profiles
More on BSC

Click on the dropdown arrow to select a field to search. For example: company entity

Select time period and document type
Reference USA from SJPL

Use <advanced Search> to choose your qualifiers
SEC EDGAR Filings

Start here for company filings
Public Company -
https://www.morganstanley.com/about-us-ir

This is where financial reports are located.
Even click on the menu tab, it doesn’t link you to company information.
Evaluating Search Results

- **Criteria: 5 Ws**
  - **What** (purpose)
  - **Why** (contents, reasons)
  - **When** (time period, currency)
  - **Who** (author, authoritativeness, and credibility)
  - **Where** (location of the source - credibility, authoritativeness: .edu, .gov, .net, .org, .com)
Some Useful Tools

<RefWorks> is a bibliography management tool (use group code rwsjsu to set up your personal account if you do this from off campus or your personal laptop)

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

Other search tools, such as citation/writing tips are available online at http://library.sjsu.edu/research-help

<Plagiarism> tutorial will help you understand the scope of plagiarism and how to avoid it; this is a self-guided tutorial with a quiz to test out your knowledge on this critical issue.
To Get Help

- Email me with **LLD100wb on the subject line**
  - [diana.wu@sjsu.edu](mailto:diana.wu@sjsu.edu)

- Call me at 408-808-2087 or the general line at 408-808-2300

- For more information, visit library web site
  [https://libguides.sjsu.edu/business](https://libguides.sjsu.edu/business); there is a tab on the left navigation for LLD100WB

- Online chat with limited time but quick answers are available 24/7/365 [http://library.sjsu.edu/ask-librarian/ask-librarian](http://library.sjsu.edu/ask-librarian/ask-librarian)