BUS3 189
Research Resources

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Agenda

- Nexis Uni
- IBISWorld
- Business Source Complete
- Google Search Techniques
For this assignment, you will do a full strategic analysis of an organization based around a central strategic question defined by your team. Your analysis should include:

- Company History
- Financial Information
- Stakeholder Analysis
- PESTEL Analysis
- Porter’s 5 Forces Analysis
- VRIO Analysis
- SWOT Analysis
Top 3 results for: Microsoft

Your search found 529 companies. Listed below are the Top 3 companies. Select the company name from the results list.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Street Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Microsoft Corporation (MSFT)</td>
<td>1 Microsoft Way, Redmond, Washington, United States</td>
</tr>
<tr>
<td>2. Microsoft Schweiz GmbH</td>
<td>Richtistrasse 3, Wallisellen, ZURICH, Switzerland</td>
</tr>
<tr>
<td>3. MICROSOFT IRELAND OPERATIONS LTD</td>
<td>BUILDING BLOCK B, CARMANHALL RD SANDYFORD DUBLIN, IRELAND</td>
</tr>
</tbody>
</table>

View All
- Competitors
- SEC Filings
- Financial Overview
- Legal (hints for PESTEL)

NAICS (new)
North American Industry Classification System

SIC (old)
Standard Industrial Classification
Under Financial Overview, graphs you can use in your presentation.

From the home page, you can also get Analyst Reports, M&A info, and SEC filings (and articles).
PrivCo
Private Companies Only

- Provides financial information for privately owned companies
- Requires a San Jose Public Library card
- To get a San Jose Public Library card, bring your Tower card to the 1st Floor desk in the library. The public library staff will be to your right.

IBISWorld
When citing, remember to include author's name.
Economic information can be found in the Products & Market - Demand Determinants section.

Technology and regulatory information can be found in the Operating Conditions section.
- Company Profiles
- Industry Profiles
- Country Reports
Over 1,200 pages long

• Political Overview
• Economic Overview
• Investment Overview
• Social Overview
• Environmental Overview

Other Resources

- 10-K Report (online)
- ABI/INFORM—Company Profiles, Country Reports, Industry Reports, and Market Reports
- Business Insights: Essentials—Company and SWOT Reports
- CountryWatch—PESTLE info
- Mergent Online—Company info & financials as well as industry information
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Capitalize OR
After You Graduate

- Use the San Jose Public Library's databases from home to research employers (PrivCo, Value Line, ReferenceUSA, and more).

- Use [Lynda.com](https://www.lynda.com) online learning platform to learn management, social media marketing, software applications, and much more.

- Go to [SJPL Works](https://www.sjpl.org/sjplworks) on the 3rd Floor of the library for drop-in resume help and job search assistance.

- Access university databases from San Jose Public Library’s desktop computers in the King Library.

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