BUS 181:
Introduction to Entrepreneurship

Begin your research at the library homepage – library.sjsu.edu

Then Start Here:
BUS 181 Course Guide
libguides.sjsu.edu/entrepreneurship

Suggested General Search Terms
- Entrepreneurship
- Business Enterprises
- New Business Enterprises
- Small Business

Recommended Databases

SJSU Resources

Business Source Complete
A full-text database that includes newspaper articles, scholarly journals articles, standard business periodicals, country economic reports, and company reports. Also includes:
- Industry Profiles
- Market Research Reports
- SWOT Analyses

Quick Tip: If you are looking for articles in Harvard Business Review. This is the database to search.

IBIS World
IBISWorld provides in-depth reports on over 700 industries. Each report consists of 30 to 40 pages of key statistics and analysis on market characteristics, operating conditions, current and forecast performance, market size, market share of competitors, and industry growth rates. U.S. Specialized Industry Reports cover niche and emerging industries. Global Industry Reports provide world industry analysis.

Kanopy
Online streaming videos on various topics. Recommend trying a search for ‘entrepreneur’ Check out Entrepreneur’s Guide on Launching a Business part of the Entrepreneur’s Guide Series.

ABI/INFORM
This database is great for newspaper articles, as well as trade publications and scholarly articles.

Quick Tip: If you are looking for articles in the Financial Times, Business Week, or the Wall Street Journal. This is the database to search.

Other useful databases from SJSU Library:
Mergent Online and Nexis Uni

Websites for Entrepreneurs

- US Association for Small Business and Entrepreneurship at usasbe.org/
- US Economic Development Administration at www.eda.gov/
- National Venture Capital Association www.nvca.org/
- Angel funding and information for startups in Silicon Valley, see angel.co/silicon-valley
- Entrepreneur Magazine www.entrepreneur.com/magazine (This title is also available from the San Jose Public Library)
- Forbes Magazine http://www.forbes.com (This title is also available from San Jose State University Library databases)
Searching Databases

Consider the key concepts or terms that you want to use in your search. These will become the keywords that you use to search the database.

Most databases have two or more search boxes. Enter the subject of your search—your keywords—in the first search box (“entrepreneurship,” for example).

You’ll notice you have a choice of how to combine the search boxes: **AND**, **OR**, or **NOT**. Most often you’ll choose **AND**. **AND** makes your search smaller; **OR** makes it bigger; and **NOT** is a way to leave something out of your results.

Depending on your topic, you might want to add another term to the second search box. Perhaps you are interested in marketing strategies of entrepreneurial companies. You could build a search like this:

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AND marketing strategy
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**Alternative terms**
Consider other terms you might use in searching. For example, the term ‘marketing’ could be used more broadly in place of ‘marketing strategy.’ Or more narrow terms may be used such as:

- Market segmentation
- Product positioning
- Target marketing

**Phrases**
If your subject includes two or more words—such as “new business enterprises”—put quotation marks around them.

That way, the database will search on the phrase rather than on each individual word. This works in Google and the library catalog, too.

**Refine Results**

Much like Amazon, most databases let you limit (or refine) your search by time, type of resource and more.

**Look** on the left side of the screen to find the following (and more) limit options:

- Peer-reviewed articles — may also be labeled scholarly articles
- Source type **OR** Resource Type
- Publication Date
- Geography

**Google Search Tips**

The library catalog and database search tips also work in Google. Google has some additional limit options such as:

**Limit your search to a single site or domain by using “site:”**
Example: **entrepreneurship site:gov** will bring up results from government webpages that discuss entrepreneurship.

**Limit your search to a type of document using “filetype:”**

For example, **entrepreneurship "emerging markets" filetype:ppt** will bring up all the PowerPoints that include “entrepreneurship” and “emerging markets” in their content. Another good file type to try is **pdf**.