BUS 147:
Service Operations Management

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

Then Start Here:
BUSS 147 Course Guide
libguides.sjsu.edu/bus147

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.

ABJ/INFORM
This database is great for newspaper articles, as well as trade publications and scholarly articles. A great database for historical company information.

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.

EmeraldInsight
Developed for Business Schools and Management Departments, EmeraldInsight is a collection of peer-reviewed management journals. The collection consists of 100+ full text journals or 75,000+ full text management articles, case studies and reviews from the top 300 management journals.

IBIS World
Search by keyword, company or NAICS code to find extensive industry reports for the U.S. and globally. IBISWorld is good for research on niche and emerging industries.

ScienceDirect
Full-text journal articles or research reports covering science, technology and medicine (STM) as well as the arts, business, humanities, social sciences, and reference e-books.

SJPL Resources
San Jose library card (14-digit barcode) needed to login
ReferenceUSA Business Directory
Detailed directory information on more than 12 million U.S. businesses and 1.3 million Canadian businesses, including address, sales by location, headquarter and subsidiary information, and SIC and NAICS numbers, minority owned, etc.

PrivCo
A source for business and financial research on major privately held companies, including company profiles, management/financial data, if available.

Other Suggested Resources
- Google Scholar
  Search multiple SJSU databases and use the FindIt@SJSU link to get an article
- Refworks
  A bibliographic management tool to help organize your citations. It is available from the library homepage.

Off-Campus Access to Resources
All you need to access all of these resources from off-campus is your Tower ID# and your SJSUOne password.