(Title slide) Company Research – Construction Technologies
Civil Engineering
COMM 1113

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(Slide 2) Off Campus Login

Accessing articles, e-journals, databases, e-books and more
Login: Your student number or employee ID
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Please try Passwords FAQs, Password Reset, or the Contact Centre for more assistance.

(Slide 3) Identifying a Company to Research

Library Research Guides
Company, Industry & Career Resources - Construction Technologies

Databases to compile a list of potential companies to research
- **Lexis (online)** (Tutorial available – Lexis: Creating a Company List)
  - Dossier - Create a Company List - compile a list by SIC or NAICS
- (SIC: Industry Group 161 or 162) or (Engineering Services – 8711)
  - Construction 23
    - (237 Heavy and Civil Engineering Construction)
  - Engineering 54 (54133 Engineering Services)
- **Scott’s Directory Online/Print**
  - NAICS codes (Browse for more detailed code)
    - 237310 – Highway, Street, and Bridge Construction
    - 541330 – Engineering Services
  - Products
- **Canadian Company Capabilities**
  - Search by NAICS and region

(Slide 4) Researching a Company – Databases

- **Lexis**
- **Company Dossier** = snapshot – Financials – Competitor lists - News stories – Intellectual Property information
- Company Reports – Choose from an available list

- **Proquest - CBCA Complete and Canadian NewsStand**
  - Articles and news stories – good Canadian content (e.g. search)

- **Business Source Complete**
  - MarketLine Company Reports from Datamonitor
  - Industry Profiles (Construction Industry and Canada)
  - Articles

- **Wilson Applied Engineering**
  - *For engineering firms

- **Building Green Suite**
  - Case Studies and Products

- **Scott's Directory Online/Print**
  - Very basic financial and contact information

(Slide 5) Web Research – Social Networks

- Company Website/ Facebook Page
  - Annual Reports ([AECON](#))
  - Investors link or About Us link

- **LinkedIn (Professional Social Network)**
  - Contacts
  - Company Profiles
  - Former George Brown Students

- Blogs
  - Blogs about
  - Corporate Blogs

- Trends – Products & Projects
  - Microblogging (Twitter)

Other examples: Twitter, YouTube, Myspace.

(Slide 6) Industry Trends

- **Business Source Complete**
  - Industry Reports and stories

- **Proquest - CBCA Complete and Canadian NewsStand**
  - Canadian magazine and news stories

- **Industry Canada - Construction Industry**
  - industry profiles **make sure the information is up-to-date

(Slide 7) Cite Your Work Business Sources

Click on the [Cite Your Sources](#) link to access the George Brown APA Citation Guide.

- Sample Company Report Citation:
For citing business sources consult: York University Libraries: Business Citation Guide

(Slide 8) Getting Help

Book an appointment for help with your research. Include a brief description of your topic. Email Andrea Hall at: andrea.hall@georgebrown.ca

You can find many ways to get help from our HELP page, including the Library Help: Search FAQ and Ask Questions service, AskON chat, e-mail, locations and hours, LLC contact e-mail and phone information and our Research Guides.

(Slide 9) Tutoring and Learning Centre

• **What:** Academic support for English and math skills in ANY GBC course + course specific support (check schedules for full offerings)
• **When:** Monday – Friday, 9-6 (for the full semester)
• **Where:** Building D, room 310
• **More Info:** Tutoring and Learning Centre - 416 415 5000 ext. 4047

Services Include:
• one-on-one tutoring sessions
• small group appointments (math & conversation only)
• reading comprehension (including assignment outlines and academic texts)
• support with all stages of the writing process
• listening and speaking strategies and practice
• referencing and citations (APA, MLA, etc.)
• support in math, statistics, and calculus
• preparation for tests, exams, and quizzes
• drop-in conversation circles (*St. James* and *Casa Loma* only)
• one-on-one conversation appointments (*all campuses*)
• support for overall language development - workshops - course specific study sessions (calculus, FASH 1107, nursing math, apparel marketing, merchandising & buying and more
• resources for math, writing, grammar, citations, and more (visit [TLC Resources](#))