(Slide 2) Off Campus Login

Accessing articles, e-journals, databases, e-books and more
Login:  Your student number or employee ID
Password:  STUview password
Still having trouble?
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
    - Construction 15
    - (152 Residential Building or 154 Non-residential Building Construction or 154 Operative Builders)
    - Architectural Service 8712
- [Scott’s Directory Online/Print](#)
  - SIC codes

(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 search EllisDon or KPMB)

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

**Art & Architecture** & **Academic Search Premier**
- *For architectural 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)