(Title Slide) Advanced Research Skills

MGMT 1020: Management Decision Making
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George Brown College
Educational Resources
Library Learning Commons

(Slide 2) Agenda

- Library Research: Intro / Review
- Company Research, Industry Research
- Financial Trends, Articles: Alerts
- Research Help / Library Login

This document is available in alternate formats upon request.

(Slide 3) Library Card

If you are a full-time student, your student card is also your library card. This card is required to:
- sign out books/dvds;
- check out reserves;
- book a laptop; ipads
- book a study room;
- off-campus access

Access library databases 24/7!
barcode = your student #
PIN = last 4 digits of your telephone #

(Slide 4) Off-Campus Access

Barcode: your student # (Can be found on your student card.)
PIN: last 4 digits of phone #

Not working? Please visit the Library Help Desk or email your student # to: llc@georgebrown.ca.
(Slide 5) Research Skills Review

Find Information.
Evaluate Sources.
Ask Questions.
Be Critical.

(Slide 6) Start your Research

Think about your topic:
- What questions do you want to answer?
- What type of information do you need?
- What are the best sources that provide that information?
…And where is the best place to find them?

(Slide 7) Research Tip

Create realistic research goals.

It is unlikely you will find the “perfect” report.

To create a comprehensive picture and/or to develop a marketing plan, you will have to look in more than one place.

When doing research, it is important to find and analyze relevant (and related) reports, articles and statistics.

(Slide 8) Information Sources

- Articles – News, Magazines, Trade Publications, Journals
  - Public Perception
  - New Trends, Products
  - Industry Perspective
  - In-depth Coverage
- Reports
  - Industry / Company / Market Analysis / Company / SWOT
- Websites
  - Financial Data
  - Annual Reports
  - Statistics (Canada/Toronto)
(Slide 9) Questions to Ask

- What is my company’s name?
- What industry / sector do they belong to?
- Is my company a Canadian company?
- Is it publicly traded?
- Who are my competitors?

(Slide 10) Start your Research

Investigating a Company?
- Do you know your company’s official name and stock symbol?
- Don’t laugh! It’s not always as easy as you think.

Examples for CIBC:
- CIBC Delaware Holdings Inc
- CIBC World Markets Inc
- CIBC Mellon Global Securities Services Company
- CIBC Securities Inc
- CIBC World Markets Corp.
- Gestion Globale D’Actifs CIBC Inc
- CIBC Mellon Trust Company
- Cibc Inc. Deutschland Kg I. Gr.

(Slide 11) Company Websites

- Start by checking the company’s website
- Does it have a mission statement, financial data, annual reports?
- Does it help you understand more about the company, industry / sector

(Slide 12) Company Websites

Usually you can find the company’s mission statement in the “About Us” section.

(Slide 13) Publicly Traded Company?

Remember, different companies have different rules on what information they share or don’t share.

If you are looking for information on publicly traded companies there are specific resources you may find helpful:

- For Canadian companies, use SEDAR
- For American companies, use EDGAR
** (Slide 14) Website: SEDAR

SEDAR (google it!)

Google entry:
SEDAR
www.sedar.com/
Access securities related information for Canadian companies.

** document filing & retrieval for Canadian public companies.

** (Slide 15) Website: SEDAR

Once you get to SEDAR’s website, you will be prompted choose your language preference. Click on “English”.

** (Slide 16) SEDAR: Company Profiles

Click on “Company Profiles” in the main menu across the top. Then go to the “Public Companies” A-Z section, and click on the letter that the company name begins with.

** (Slide 17) SEDAR: Company Profiles

For this example, click on “G”, to find “Glacier Media” in the list, and click on it.

** (Slide 18) Industry Classification

The profile will load up. Check the “Industry Classification”. In this case, it is “communications and media – publishing and printing”.

** (Slide 19) Company Documents

Click on “VIEW This Public Company’s Documents” at the bottom of the profile.

** (Slide 20) Company Documents

A list of documents, in PDF format, will load onto the page, such as dated news releases, and interim financial statements. Click on any document to download.

** (Slide 21) Company Documents
The terms of use will load onto the page, as well as a code verification box. Type the code as seen in the image, then click the “Accept” button.

(Slide 22) Company Documents

The PDF will then load up, in this example, the interim report of “Glacial Media Inc.”, for September 30, 2013.

(Slide 23) Start your Research

- Do you know what industry is associated with your company?
  - Financial Services
- Do you know it’s NAICS code?
  - NAICS 522111
- Do you know it’s competitors?
  - Royal Bank of Canada
  - The Toronto-Dominion Bank
  - The Bank of Nova Scotia

(Slide 24) Industry Analysis

NAICS = North American Industry Classification System

Did you know North America has a standardized system to categorize businesses and industries?

It allows for common definitions of the industrial structure and a common statistical framework to facilitate the analysis of the three economies.


(Slide 25) Website: Industry Canada

(Google it!)
strategis.ic.gc.ca/home

(Slide 26) Website: Industry Canada

Click on the “Just for business” link in the main menu. Then in the “Find statistics and research” section, click on “Find statistics by industry”.

(Slide 27) Website: Industry Canada
You will be brought to a page listing industry headings. Scroll down… Browse the major headings and find the one(s) that best reflect your business’ industry. In this example, “Information and Cultural Industries”. Click on it.

(Slide 28) Website: Industry Canada

A list of more detailed industry headings will load up. For this example, click on the link “511”, or the link “Publishing Industries (except Internet)”.

(Slide 29) Website: Industry Canada

A page about that industry will load up. In the left column is a list of links to information categories regarding the industry that you’ve chosen, including:

- Establishments
- Financial Performance Data
- Capital Investment
- Other Information
- Company Directories

In the “Financial Performance Data” category, there will be links to information such as:

- Revenues
- Expenses
- Net Profit/loss
- Notes on Financial Performance Data

(Slide 30) Reports

- by company
  - Example: Apple Inc.
- by country
  - Example: India
- by industry
  - Example: Healthcare Providers in Canada

(Slide 31) Library Homepage

Find the library homepage at: georgebrown.ca/llc

(Slide 32) Specialized Databases

In the “Start your research” section of the library homepage, click on the “Articles & Databases” tab. Select “Business—Marketing” from the “Select Your Subject Area” dropdown menu. Click the “Go” button.
(Slide 33) Business Source Complete

You will be brought to a webpage containing a list of databases related to the subject of business. Find in the list “Business Source Complete (EBSCO)” and click on it. (This is a database containing magazine and journal articles on all aspects of business and management. It also includes company and industry profiles, SWOT analyses and market, country and product reports. Links to tutorials on how to find Industry Profiles, Country Reports, and Market Research Reports are listed below the database description.)

(Slide 34) Business Source Complete

When you arrive at the main page, there are search boxes at the top, search options below, and a “Browse” column on the right.

(Slide 35) Keyword Search

You may begin your search by typing in your search terms in the top left search box. For example, “media and canada” in the box directly below it. Then click on the “SEARCH” button.

Research Tip: When looking for industry level information, keep your search terms broad.

Examples:
- Broadcasting
- Musical Instruments
- Media

(Slide 36) Refine to Industry Profiles

A list of results loads up. In the left column, find the “Source Types” section and check off the “Industry Profiles” box, in order to display only “Industry Profiles” in the results list.

(Slide 37)

Choose the title you’re interested in and click on the “PDF Full Text” link found on the bottom of the entry.

(Slide 38) Industry Reports

- Market Overview
- Research highlights
- Market Value
- Market Segmentation
- Competitive Landscape
• Market Distribution
• Macroeconomic Indicators
• Market definition
• Market analysis
• Market Volume
• Market Share
• Leading Companies
• Market Forecasts

(Slide 39) Print, Email, Cite!

When viewing the report, there is a menu in the right column. From here, you can click on “Email” (the envelope icon).

(Slide 40) Email Article, With Citation!

Once you click on “Email”, a form will pop up. Fill out your email in the “E-mail to:” box, and choose MLA (Modern Language Assoc.) in the “Citation Format” dropdown menu, before clicking Send.

(Slide 41) Search by Company

Investigating a particular company? It is often helpful to look at leading companies in your industry… SWOT analyses on related businesses can provide important data regarding the industry, product or service you are investigating.

Research Tip: If you are investigating a leading company, there may be a SWOT report

(Slide 42) Search by Company

Return to the “Advanced Search” page, and enter “apple” into the first search box, then “swot” into the second search box. Then click the “Search” button. A list of results will load up.

(Slide 43) Click Title for Overview

Click on a title you are interested in, for an overview. In this example, click on “Apple Inc. SWOT Analysis”.

(Slide 44) Check for Industry Codes!
An overview of the document will load up, containing information such as: source, document type, subject terms, company entity, NAICS industry codes, abstract, and accession number. In this example, the NAICS/Industry Codes listed are:

- 334419 Other Electronic Component Manufacturing
- 417320 Electronic components, navigational and communications equipment and supplies merchant wholesalers
- 423610 Electronic Apparatus and Equipment, Wiring Supplies, and Related Equipment Merchant Wholesalers

(Slide 45) Click PDF for Report

To the left of the overview is the “PDF Full Text” link, which you can click on to view the document.

(Slide 46) Search by Company

Research Tip

If you can't find the company you are looking for remember to check for Parent Companies

If you are looking for companies like Lancome, Body Shop, Maybelline, Garnier, etc, you may not find a report. In this case, try looking up L’OREAL.

(Slide 47) Website: Globe Investor

Research Tip: Looking for a company’s financial data?

Try…Globe Investor (google it!)

Google entry for Globe Investor:
Investing – The Globe and Mail
www.theglobeandmail.com/globe-investor/
Take control of your investments with the latest investing news and analysis.

(Slide 48) Website: Globe Investor

On the Globe Investor website, at the top of the page is a search box, where you can enter a term, stock symbol, or company name, then click the “Search” button.

(Slide 49) Website: Globe Investor

For this example, try typing in “apple”, and click the “Search” button. A list of stocks and Indexes containing the word “apple” will load up. Look for the U.S. company, as indicated by the flag icon. In this example, it is AAPL-Q Apple Stock. Click on it.
(Slide 50) Globe Investor

A stock quote will load onto the page, containing information such as: a chart of the stock’s five day performance, the price of the last trade, today’s change, P/E ratio, market cap, 52 week range, and key company metrics.

(Slide 51) Website: Globe Investor

Much more information and data can be found, lower down in the page. Scroll down for income, balance, cash flow....

(Slide 52) Financial Data – Other Sources.

- Globe Investor
- Investors.com
- CNBC

(Slide 53) Stay up to date on company dealings

Be sure you know about what is happening, day to day, for your company.

If your company gets bought out during the course of this assignment, you should definitely know about it and include in your study!

To stay informed, we can do environmental scans and set up alerts.

(Slide 54) Environmental Scan

- **Newspapers**
  - local news
  - current events
- **Magazines**
  - news
  - popular issues
  - example: Forbes magazine
- **Trade Journals**
  - professional & industry news
  - example: Restaurant Business: Street Smarts for the Entrepreneur
- **Academic Journals**
  - advanced & scholarly research
  - example: Global Journal of Business Research

(Slide 55) Setting Up Alerts
Google Alerts AND / OR Library Databases

Set up an alert on Google, or through any library database, in order to receive an email when new information/documents becomes available.

(Slide 56) Google Alerts

For this example, enter “suncor” and select “News” in the “Sources” dropdown menu. An Alert preview will load up, listing sample news items that your alert will contain.

(Slide 57) Specialized Databases...

- Proquest Canadian Newsstand Major Dailies, CBCA Business, LexisNexis
  - Articles: Canadian & International News & Trades
- Business Source Complete
  - Trade Publications, Industry & Market Research Reports
- Passport GMID (NEW)
  - Reports, Statistics & Analysis
- PMB Print Measurement Bureau
  - Consumer Behaviour by Products, Services

(Slide 58) Cite your Sources!

Citing your sources is an essential part of college research which allows you to acknowledge and use the works of others in your essays, research and assignments.

Any information (including ideas!) that you did not create yourself must be credited using a citation method – such as MLA.

(Slide 59) Summary: When to Cite?

- Using someone else’s idea?
- Quoting another person’s words?
- Paraphrasing another person’s words or ideas?
- Summarizing another person’s words or ideas?
Cite it!

(Slide 60) Study Tools

For other help, go back to the library homepage, at georgebrown.ca/llc, and click on “Study Tools” in the main menu bar.

(Slide 61) Study Tools
You can find a variety of links to study tools from this page, including information regarding:
- APA / MLA Guides
- Assignment Tips
- Avoiding Plagiarism
- LC Call Numbers
- LLC Handouts
- Library Catalogue Search Tips
- Research Guides
- Research Process
- Tutorials

(Slide 62) Library Homepage

You can find information on how to access the library databases 24/7, in the left column of the library homepage, at: georgebrown.ca/llc. There is a link to click if you are having trouble.

(Slide 63) Access Library Databases 24/7

You will be brought to the “Off-Campus Access” page, which will help you troubleshoot problems you may be having with your password, and list technical requirements needed to login.

(Slide 64) Library Login

If you have any issues logging in please email your name and student # to: llc@georgebrown.ca

Or visit the Help Desk, thank you!

(Slide 65) Questions? Ask Us!

In Person: Help Desk, Research Desk
Phone: Phone: 416-415-5000
Email: Research Questions – askgbclibrary@georgebrown.ca
Online Chat: AskON Chat
TTY: 1-877-515-5559

(Slide 66) Accessible Formats

This presentation is available in alternative formats upon request.

If you experience any barriers to access, please contact us via email: cabba@georgebrown.ca.
Q & A

Thank you!

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