(Title slide) Company Research – HVAC
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
Password: STUview password
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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
      ▪ SIC: 171 Plumbing, Heating, and Air-Conditioning Contractors
      ▪ 3585: Refrigeration and Heating
      ▪ NAICS: 23822 Plumbing, Heating, and Air-Conditioning
   ➢ 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 Black and McDonald, Honeywell, Carrier)
❖ Business Source Complete
- MarketLine Company Reports from Datamonitor
- Industry Profiles (Construction Industry and Canada)
- Articles
- **Building Green Suite**
  - Case Studies and Products
- **Scott’s Directory Online/Print**
  - Very basic financial and contact information

(Slide 5) **Industry Trends**

- **Business Source Complete**
  - Industry Reports and stories
    - Search – Canada and construction
- **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 6) **Web Research – Social Networks**

- Company Website/ Facebook Page
  - Annual Reports ([AECON](#))
    - Investors link or About Us link
- **LinkedIn (Professional Social Network)**
  - Contacts
  - Company Profiles
- Blogs
  - Blogs about
  - Corporate Blogs
- Trends – Products & Projects
  - Micro-blogging (Twitter)

Other examples: Twitter, YouTube, Myspace.

(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 C -
- **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](#))