BIC Orientation: 2-Year MBA
August 2012

The BIC is here and we CAN help
Plan for Today

• Housekeeping/Logistics
  • Who we are & who we help
  • What we do and where we are
  • When you should and how to contact us

• Office Machines and Break

• Productivity Tools
  • BIC Website
  • Popular Databases (7)
WHO

Stephen Hayes
Entrepreneurial Spirit Endowed Business Librarian & Director,
Thomas Mahaffey, Jr. Business Information Center

Pete Pietraszewski
Business Librarian

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WHO

Andy Schmidt
Visiting Business Librarian
Beata Frelas
Technical Support
Consultant/Analyst

Michele Shaw
Branch Supervisor

WHO

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What are your impressions of libraries?
What is a library of today like?
* Top 10 Things to Know about the BIC*

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Answers & Advice – Ask a Business Librarian

“I’m looking for competitors for a private company.”

“I need to find crude oil price forecasts.”

“I need to find crop production data for the US and other countries.”
“I’m wondering if you can help me locate information regarding the Worldwide Flower Market. Who are the largest importers/exporters? How large was the market in 2010? What changes are we likely to see?”

“What is the market like for flavored milk?”
WHAT

Resources – Electronic and Print

Acceptable Use Policy

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WHAT

“Office away from home”

• Workstations
• Fax machine
• Copier (color is available)
• Scanner
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WHEN
WHY

100% QUALITY
To access library resources remotely, you must use your NetID and password.
HOW

• E-mail:

• Phone:  574.631.9098

• In person: Mon – Thurs  8:00am-6:00pm

• Web:  http://bic.library.nd.edu
“I’m looking for a good source of data on Cuba. What are some good sources you might recommend?” ★

“I’m looking for a good source for economic data on Cuba. I need to download it to Excel.” ★★★★

“I’m looking for economic data on Cuba. Specifically, I’m writing a 5-pg paper for Prof. Bergstrand’s class, and I need to find GDP and exchange rate data for the past 10 years on a quarterly basis. I need to know how the GDP is being calculated. I need it in about 1 week.” ★★★★★
BIC Webpage

http://bic.library.nd.edu/

• **Key BIC Webpage content areas you should know about:**
  • *Business Resources A-Z*
  • *Course Guides* (under ‘Help & Guides’)
  • *e-Journals*
  • *Quicklinks*

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Popular Databases

The following are **SOME** of the more popular databases and BIC resources and **WHY**

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Factiva

- *Wall Street Journal* and other key business publications in full text (News Pages)
- Publicly traded companies
- Company vs. industry, sector, S&P 500 (Ratio Comparison Report)
- Factiva industry grouping information
- Historic market data

The BIC is here and we CAN help
LexisNexis Academic

• “Company Dossier” includes brand, competitor, subsidiaries, intellectual property information, etc.

• “Analyst Reports” from Financials section

• Public AND private companies covered in this database

• “Employee Contacts” information from Jigsaw now with links to LinkedIn profiles

The BIC is here and we CAN help
ABI/Inform Global (ProQuest)

• Articles from 1600+ U.S. and international business publications, covering business and economic conditions, management techniques, advertising, marketing, etc.

• Scholarly, popular, and trade publications

• Includes access to the Wall Street Journal
Mergent Online

- Current and historical financial information on 15,000 US and 20,000 foreign companies
- Broad industry reports by world region
- Easy access to SEC filings and annual reports
- Insider holdings & earnings estimates data
- Financial data downloadable to Excel

The BIC is here and we CAN help
Business Insights: Essentials

• Investment reports and forecasts for U.S. and international companies and industries
• Profiles of more than 100,000 public and private companies
• SWOT Analysis from GlobalData
• Rankings and market share reports

The BIC is here and we CAN help
IBISWorld

- Wider range of industries covered than Standard & Poor’s NetAdvantage
- 5 digit NAICS codes
- Industry Market Research Reports contain:
  - Industry Outlook
  - Products & Markets
  - Competitive Landscape
  - Barriers to Entry
  - Major Companies
  - Operating Conditions

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S&P NetAdvantage

- Good starting place for info on an industry
- Current environment, trends, key ratios, and statistics on 55 different industries within Industry Surveys section
- “Tear sheets” available in Stock Reports section

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