

BUS 6390: Entrepreneurial Management

Information Literacy Session

January 11, 2012

Information Literacy

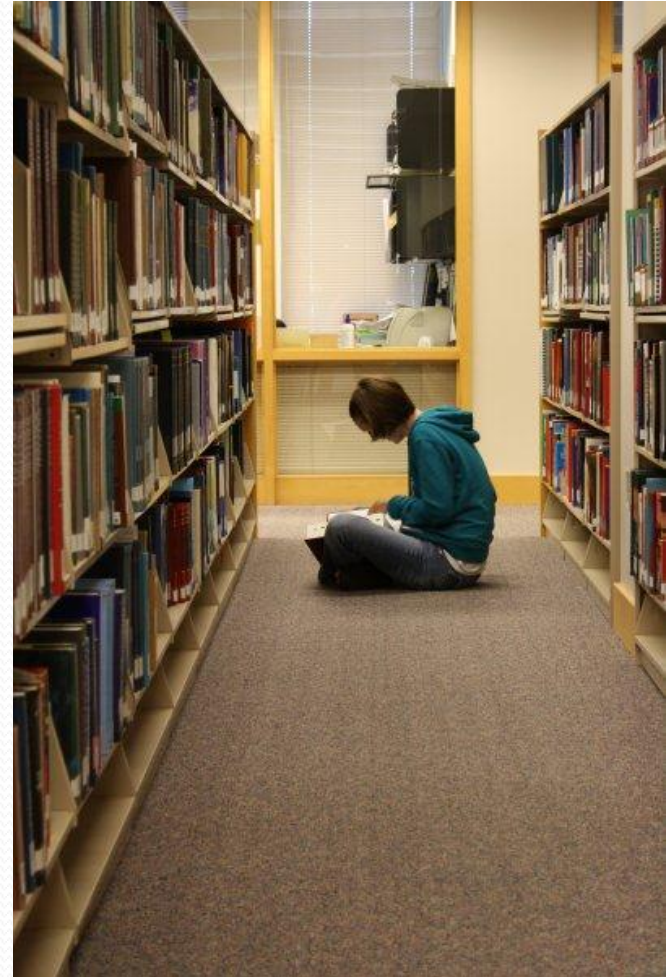
- Cindy Strong
 - Liaison Librarian, School of Business and Economics
 - 206-281-2074
 - clstrong@spu.edu
 - # 127 main floor of the library

Where I “live” in the library



Goal

Help you garner an understanding of the myriad resources available for quality industry and marketing research.



Objective

Students will identify industry research for their particular venture proposal



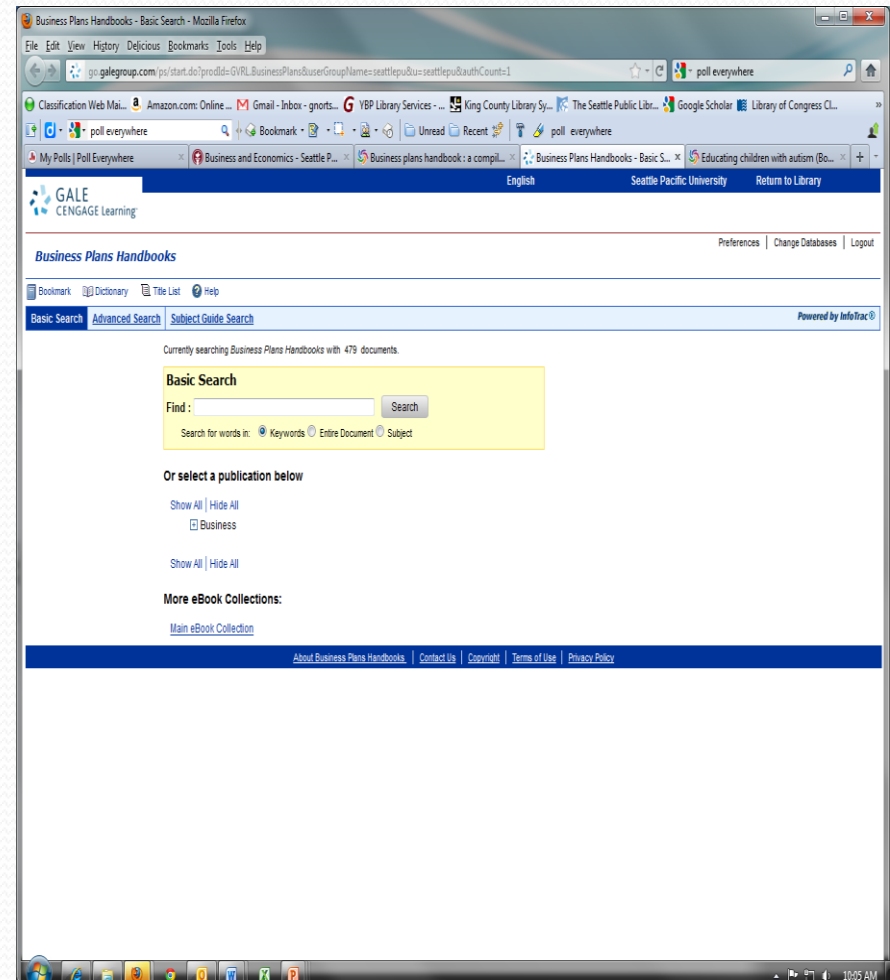
Agenda

- Sample Business Plans
- NAICS
- Industry information sources
- Marketing information sources
- PPT
- Questions
- Evaluation



Business Plans

- Sample Business plans—
- eBook available remotely
- From the Business and Economics page, click on Reference Sources
- Search using type of industry: eg. meals, or automotive



Industry

- [NAICS](#)--North American Industry Classification System
- 6-digit government assigned code used to group establishments into industries based on the activities in which they are primarily engaged
- Easy way to identify NAICS code is: [MANTA](#)



Industry

- IBISWorld

- 723 industry reports
- Lists major competitors
- Barriers to entry in to market

- Business Source Complete

- Industry overviews
- Trade publications—key resource

The screenshot shows the IBISWorld website interface. At the top, there's a navigation bar with links like 'Home', 'Membership', 'About', 'Media Center', and 'Contact'. Below this is a search bar with a dropdown menu set to 'All Databases'. A prominent banner reads 'New iExpert... ..Faster Intelligence' with images of report covers. Below the banner, there's a section titled 'Welcome to IBISWorld' explaining the site's offerings and contact information. Further down, there are buttons for 'iExpert Sample' and 'See What's Different'. A section titled 'US Industry Reports Available:' lists various industries and their corresponding report numbers. The list is organized into three columns.

US Industry Reports Available:		
Agriculture, Forestry, Fishing and Hunting (28 Reports)		
11111 - Soybean Farming	11192 - Cotton Farming	11251 - Fish & Seafood Aquaculture
11112 - Oilseed Farming	11193 - Sugarcane Harvesting	11291 - Apiculture & Honey Production
11115 - Corn Farming	11199 - Hay & Crop Farming	11292 - Horse & Other Equine Production
11117 - Wheat, Barley & Sorghum Farming	11211 - Beef Cattle Production	11311 - Timber Services

Company Information

Library Collections

Archives

Tech Desk

Online Tutorials

About the SPU Library

Giving

Contact Us

Share

Databases

[Business plans handbook](#) **e-book** A compilation of actual business plans developed by small businesses throughout North America.

Reference Sources

Websites

Books, DVDs, etc.

Class Presentations & Handouts

Business Valuation

Almanac of business and industrial financial ratios **PRINT** REF HF5681.R25 A45 2011

Business Ethics

The Oxford handbook of business ethics **PRINT** REF HF5387 .O95 2010

The Blackwell encyclopedia of management **PRINT** REF HD30.15 .B455 2005 v.1-10

Company Research

[International Directory of Company Histories](#) **e-book** Provides detailed histories of many of the largest companies worldwide.

Puget Sound Business Journal Book of Lists **PRINT** REF HC108.S77 B66 2011

Puget Sound Business Journal Book of Lists **PRINT** REF HC108.S77 B66 2009

Consumer Behavior

See the **PsycINFO database**, in the list of "Core Resources" for Business and Economics. PsycINFO is a robust database of abstracts and full text copies of journal articles, books, chapters of books, and dissertations. While its focus is on behavior science, limiting the Classification Codes (found in the "Limit your results" section) to 3900,3920, and 3940 will return results on consumer attitudes and behavior, as well as marketing and advertising.

[Encyclopedia of American Industries](#) **e-book**. Provides detailed, comprehensive information on a wide range of industries in every realm of American business.

[American Incomes: Demographics of who has money](#) **e-book**. Explores the economic status of Americans and provides the latest data on the wealth of American households. Examines household income trends by age, household type, race and ethnicity, education, region of residence, and work status. Also focuses on the poverty population.

[American Marketplace: Demographics and Spending Patterns](#) **e-book**. Draws on government and proprietary sources to provide population profiles of the United States; covers attitudes, education, health, housing, income, labor force, living arrangements, and recreation.

- [International Directory of Company Histories](#)
- [Business Source Complete](#)

Marketing

- Ebooks
- Business Analyst Online
 - Zip Code level—very granular
 - Spending potential

PowerPoint

- How NOT to do PPT
 - Funny, but makes valid points
 - Guidelines on PPT
- APA
 - “References” not “Works Cited”
- Questions
- Evaluation