

# Library Research Guide: BuAd 123 (Management Principles)

## Resources for **Canadian** company research

### **Okanagan College Library Reference Tools**

- Ref HD 2809 .C35      Canadian company histories
- Ref HG 5151 .F53      FP survey industrials
- Ref HD 9506 .C2 F52      FP survey mines & energy
- Online                      Hoover's Company Capsules & Profiles

### **Article Databases**

#### **Where?**

- Located on the Okanagan College Library web page [Find Articles](#) "LibraryLink"
- Business + Economics subject category
- or
- Located on the Okanagan College Library web page [Research "Article Databases"](#)

#### **Business Source Premier** via Ebsco

##### **What?**

- Indexing, abstracting and **full text** from more than 8,000 business periodicals, plus **company profiles**, **SWOT analysis**, country reports, **industry profiles** and market research reports.

##### **How?**

- Search by **Company entity** to increase relevant results
- Use the tabs to select "SWOT analysis", "company profile", and "industry profile"
- Scan the list of results and click on a result title to view more detailed information
- Use \* for truncation if limiting your search with other search terms
- Click "Where Can I Get This?" to locate articles that are not full-text within the database. These articles may be available in other databases, in paper, or may be requested on Interlibrary Loan.

#### **CBCA: Business** via ProQuest

##### **What?**

- Citations and abstracts for nearly 500 popular & scholarly journals including **more than 150 full-text**. Includes trade journals, general business publications, academic journals, topical journals and professional publications.

##### **How?**

- Search by **Company/Organization** to increase relevant results  
Limit your search by **Document Type** and select "cover story", "feature", "case study" and "annual report"
- Scan the list of results and avoid limiting your search with other terms
- Use \* for truncation
- Check "Full text" to restrict your search to articles available online or select scholarly journals, trade publications, or magazines

- Click “Where Can I Get This?” to locate articles that are not full-text within the database. These articles may be available in other databases, in paper, or may be requested on Interlibrary Loan.

### **Canadian Newsstand**

#### **What?**

- A full text database including national and regional Canadian newspapers. Use this database for recent newspaper articles.

#### **How?**

- Search by **Company/Organization** to increase relevant results
- Limit your search by **Publication Title** if too much information is found. Select National Post, Globe and Mail and other applicable newspapers
- All articles are full text

### **Other Article Databases**

**ABIInform** (USA focus)

**CPI-Q** (Canadian focus)

## **Okanagan College Library Research Guides**

### **Course Guides: [BUAD 123 \(Management Principles\)](#)**

#### **What?**

- Links to Industry Canada’s Strategis database including company, business sector, and statistical search links
- Lists of Article Databases useful for BuAd 123 assignments
- Lists of Reference Tools useful for BuAd 123 assignments

#### **Where?**

- Located on the Okanagan College Library web page under the “Help (Research Guides, etc)” - “Course Guides”