

BUS 4361: Business Planning

Information Literacy Session

January 10, 2012

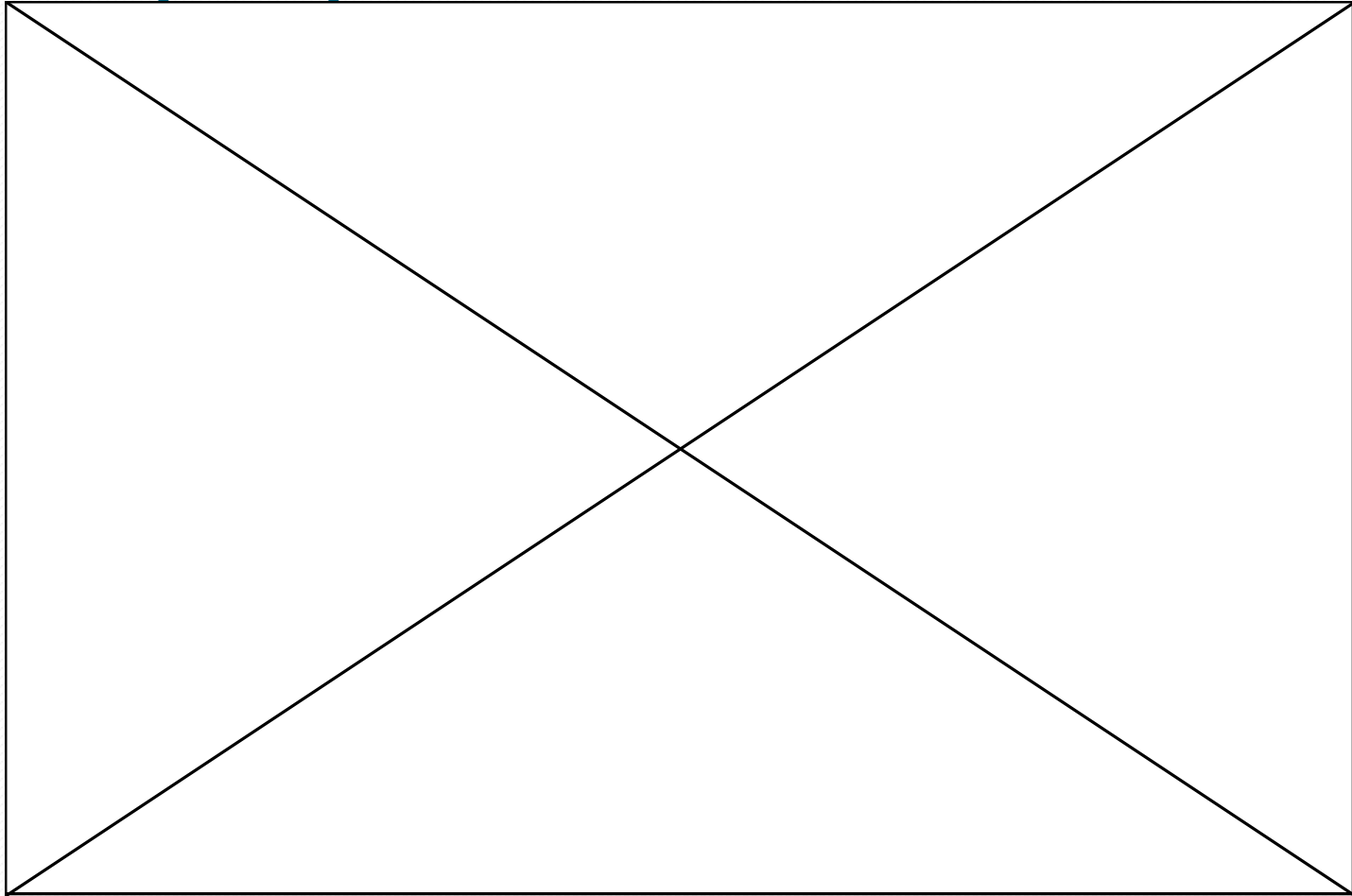
Information Literacy

- 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

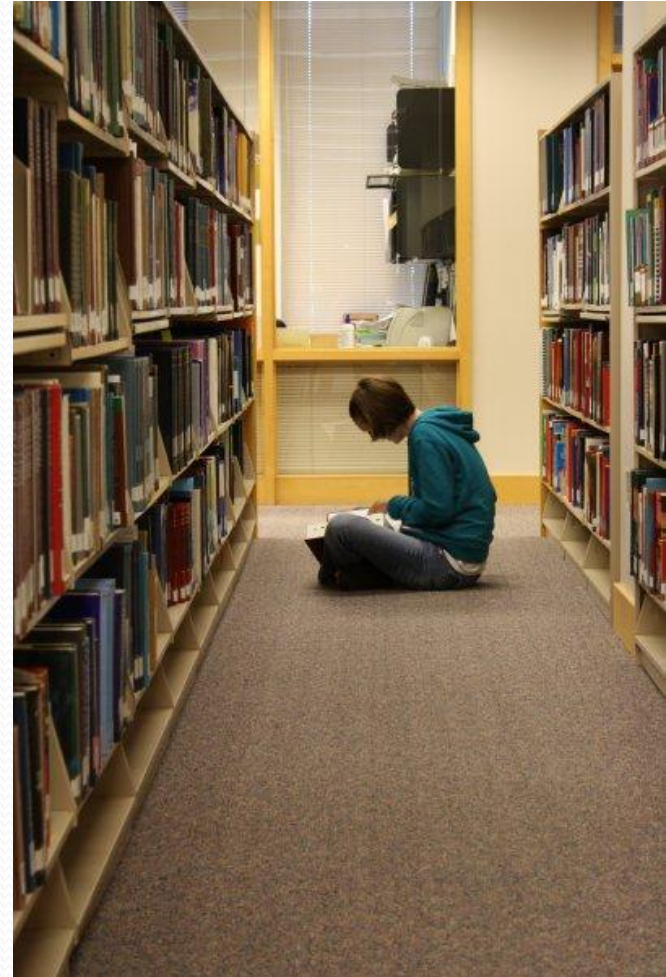


Goals/expectations



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



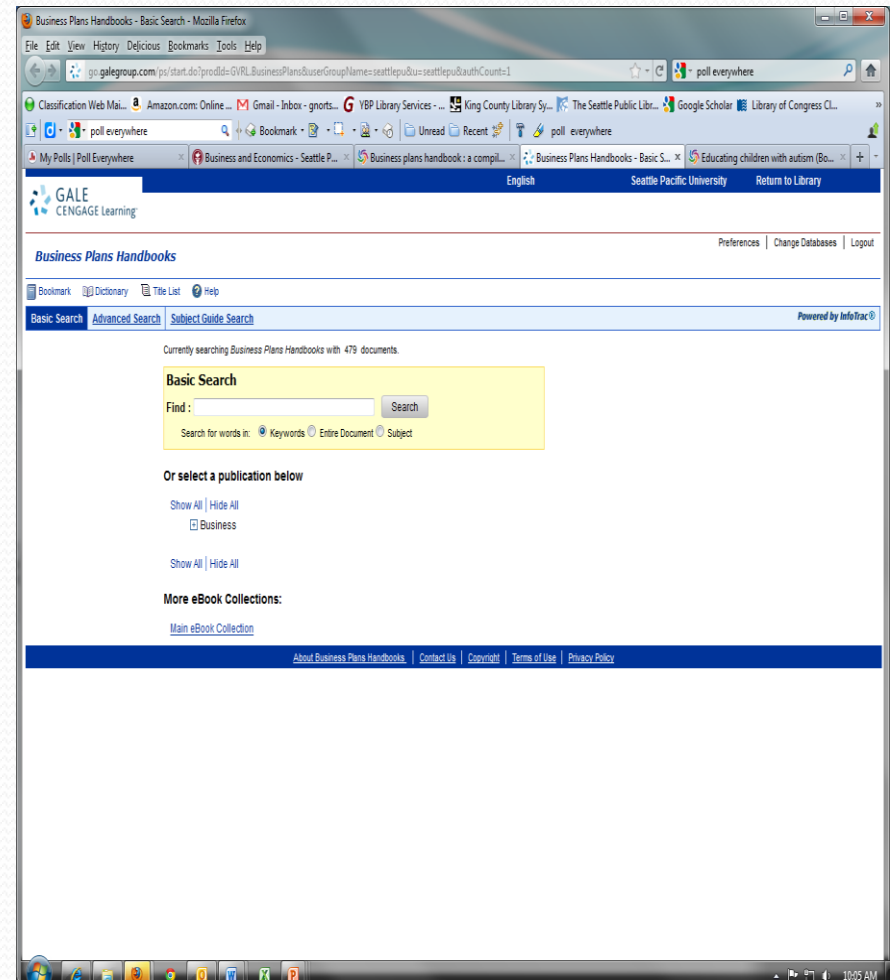
Agenda

- 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 in a Mozilla Firefox browser. The page features the IBISWorld logo with the tagline "WHERE KNOWLEDGE IS POWER". Navigation links include "INDUSTRY MARKET RESEARCH", "COMPANY RESEARCH", "DATABASE SOLUTIONS", and "iEXPERT". A search bar is present with a dropdown menu set to "All Databases". A "MEMBER" section indicates "Seattle Pacific University". A banner for "New iExpert... ..Faster Intelligence" is displayed. Below the banner, a "Client Assistance" section provides a phone number (1800-330-3772) and an email address (helpdesk@ibisworld.com). A welcome message states: "Welcome to IBISWorld, the home of the country's most comprehensive collection of Industry Market Research Reports. IBISWorld is pleased to introduce a variety of additions and enhancements to our downloadable PDF iExpert reports. These changes are aimed at providing you with easier report navigation and a quicker understanding of industry data and analysis. The iExpert report condenses our longer Industry Market Research Reports into bite-sized intelligence." A support center availability notice follows: "The IBISWorld Support Center is available from 9am - 8pm (EST) Monday to Friday to help with any questions, or speak with your client relationship manager. A sample iExpert report is available below, as well as a document explaining the key changes. Contact us to sign up at clientsupport@ibisworld.com". Two buttons, "iExpert Sample" and "See What's Different", are provided. A contact prompt states: "Don't hesitate to call 1-800-330-3772, email clientsupport@ibisworld.com, or speak to your client relationship manager directly if you have any further questions. We're here to help you get the most out of your IBISWorld membership." A navigation section says: "Click on the links below to navigate to our 700+ reports, or begin searching right away." Below this is another search bar with a dropdown menu set to "All Databases" and a "FOR" dropdown. Three buttons, "INDUSTRY MARKET RESEARCH", "COMPANY RESEARCH", and "iEXPERT", are shown. A section titled "US Industry Reports Available:" lists various industries. A table lists 28 reports under the heading "Agriculture, Forestry, Fishing and Hunting (28 Reports)".

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

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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