Business Source Complete®

1. To access Business Source Complete®, an EBSCOhost® database that gives you access to full-text articles, citations, company data, SWOT (Strengths, Weaknesses, Opportunities, and Threats) analyses, and images, go to the library’s website: http://library.sullivan.edu.
2. Click on the Articles and Databases tab.
3. On the Database page, choose the link for Business Source Complete®.
4. A login box will appear on the screen.

5. Enter your Sullivan University ID and password.
6. To do a basic search in Business Source Complete®, enter your search terms in the main search bar, and click on the search button. A list of results will appear.

7. The results sort in relevance order. To change the sorting order use the Relevance menu to rearrange by most recent or the oldest article, by publication, or by author.
8. The Refine Results helps you refine your results by full-text articles, publication date, or type of source (popular magazines, scholarly journals, newspapers, industry profiles).
9. To remove some of the limitations you have set on your results, look at the Refine Results box and click on the X beside the limiter.

10. Select an article by clicking on the title. From the full display, additional options allow you to create a citation for the article, to save the article to a folder, or to e-mail the article to yourself.

Doing company and industry research in Business Source Complete®

Company Research

1. Business Source Complete® will also locate company research. Select the Company Information tab near the top of the page and use the search box to search by company name, ticker symbol, or keyword search.

2. Company information begins with an overview of the selected company.
3. The side of the page lists other information sources—these may include: SWOT analysis, market research reports, scholarly journals, and magazines.

**Industry Research**

1. Business Source Complete® will also find information for a particular industry, like the banking industry or the pharmaceutical industry. In addition to the basic search, search for a specific industry using *Advanced Search*.
2. A link labeled Advanced Search is located under the search box on the main EBSCOhost® search page.
3. Scroll down the page and click on the link labeled *NAICS/Industry Code*.
4. Choose one of the industry codes listed on the NAICS/Industry Code page, and put that number into the NAICS/Industry Code search box on the Advanced Search page.
5. Browse your results for information about your industry.
1. Find an article about a company that is in your career field.
   
a. What company did you choose? ______________________________

b. What is the name of the article you found?
   ____________________________________________________________

c. What search process did you use?

   d. What criteria would you use to decide if this article is useful for research?

2. Notice the different types of information sources gathered on the Results page.
   
a. How many TRADE PUBLICATIONS are there? _________________

b. How many ACADEMIC JOURNAL results are there? ______________

c. How many MAGAZINE results are there? _________________

d. How many MARKET RESEARCH REPORTS are there? ___________

e. What is another source type that might be helpful in your research?
   ____________________________________________________________

3. Select a company and find a SWOT analysis for that company.

   a. What is the name of the company you chose and what is the date of the SWOT
      analysis? ____________________________

   b. List one of the opportunities mentioned in the SWOT analysis.
      ________________________________________________________

   c. Describe the process you used to find the SWOT analysis.

   d. How could you use a SWOT analysis?