Business Information

COMM 390 - Business Writing

Getting Started | Information Life Cycle | Good Sources | Journals | Articles & News | Assignments | Citing | Writing Tutoring | Course Reserves

**GOOD SOURCES**

On this page:
- Evaluating Sources
- Library Databases
- Freely Available Internet Sources

**Evaluating Sources**

Reputable business information comes in a variety of sources. Depending on what you are researching you may need to find information from various databases and/or freely available internet sources.

It is important to evaluate your sources to ensure that you are using reputable and appropriate information. Consider:
- Author/Organization Credentials
- Accuracy
- Currency
- Bias
- Purpose

Consult UBC Library’s Evaluating Information Sources for more guidance.

**Library Databases**

UBC Library has educational associations to different types of databases:
- Articles databases: Articles in newspapers, popular, scholarly, and trade journals provide information on current topics, business issues, new products, etc.
- Industry & market research databases: Provide profile of selected industries or markets.
- Company research databases: Provide company information, company financials, and investment analysis.
- Books: Provide general information on topics such as management, international business, entrepreneurship, supply chain management, etc.

**Freely Available Internet Sources**

Company information on company websites or through regulatory agencies like www.scc.gov or www.isb.com


Industry associations may provide data, reports, company directories.

**COMM 390 Course Guide**: [http://guides.library.ubc.ca/comm390](http://guides.library.ubc.ca/comm390)

Business information comes in many forms, from many sources. These include newspapers, magazines, scholarly journals, trade publication, industry surveys, market research reports, government datasets and corporate reports.

Evaluate your sources to ensure that you are using reputable and appropriate information. Consider: **Author/Organization Credentials, Accuracy, Currency, Bias and Purpose**.

**Current News and Events**

Articles provide information on current trends and issues. Business article databases listed on the COMM 390 Course Guide allow you to search through hundreds of journals, magazines or newspapers for information on a variety of topics.

1. **ABI/Inform**: Full text articles from 1000+ business journals. Search together with [Canadian Newsstand](http://guides.library.ubc.ca/comm390) and **CBCA** by selecting all three from the drop-down database list.
2. **Business Source Complete**: Business articles, market research reports, company SWOT analyses.
3. **Emerald Management Plus**: Articles on strategy, leadership, marketing and human resource management.
Company Research (Internal Analysis)

Assess your company:
- What are the functions of the company?
- What are the company’s core resources?
- What is the company’s competitive advantage?

Profiles, financials, annual reports, investment analysts and articles are available for publicly listed companies:

1. **SEDAR**: Filings, financial statements, press releases filed by Canadian companies.
2. **EDGAR**: 10-k forms and press releases by U.S. Companies.
3. **Mergent Online**: U.S. and International public company reports and financials.
4. **Factiva**: 5 year financial summaries, ratios, industry and competitor information.
5. **Hoover’s Company Records**: Over 40,000 international public and non-public company profiles, financials and reports.

Private companies are not required to release their information to the public. Explore their websites or use the article databases to find articles and news on specific companies.

Industry & Market Research (External Analysis)

Understanding the industry in which your company operates provides a better framework for your recommendations.

More information is available at the broad sector level for very specific, new or local industries.

The library subscribes to market research databases which provide information for industries at the broad sector and country levels:

**Top Sources**
1. **Business Source Complete**: Industry profiles for a variety of industries & countries.
2. **IBISWorld Industry Reports**: Over 700 U.S. and over 400 Canada industry reports.
3. **Passport GMID**: Reports for over 200 countries, covering consumer products and services, demographics and economic data.

Citing

Cite any secondary data you use in your assignments, including reports, articles, profiles, tables and images. APA is the most common citation style used at the Sauder School. Check with your instructor about their preferred style for assignments.

Your course guide has a **Citing** tab. Click on it to find:

- **APA Business Citation Examples**
- **UBC Library’s Guide on How to Cite**
- Other examples like **Purdue Owl** and **Diana Hacker**

Proper citations are crucial to the success of your paper.