



Library Resources in Business & Management

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1. Finding Articles.

Business Source Complete (EBSCO) *New*

Full text articles from 3,469 journals, of which 1,789 are peer-reviewed, scholarly sources. Also here are 20,432 industry and market reports, 17,651 Company Profiles, 3,000 SWOT analyses of companies, plus faculty seminar videos. Limit results by date, publication, format, NAICS code, etc.

Business & Company Resource Center (Gale)

B&CR Center integrates articles with company profiles, products, financials, market share, rankings, investment reports, company histories, and industry profiles. Search by company name, ticker, brand, or by SIC/NAICS. Full-text articles from 3,376 sources.

General BusinessFile (Gale)

This database uses a good search interface to index and retrieve articles from 4,700 (3,379 in full text) business, management, and economics periodicals. Limit by peer-reviewed titles, full-text availability, or publication title. Sources include professional, trade, and consumer periodicals, plus analyst reports.

Lexis-Nexis Academic (Lexis-Nexis)

This full-text database has business news, legal cases, law review articles, and full-text newspaper and news wire services from around the globe. The red Business tab (upper left) is where you can retrieve corporate financials (“dossiers”) with 3 years data.

Wall Street Journal (Proquest Newspapers, 1984-)

This has the searchable full-text of feature articles and business notices in the Wall Street Journal, 1984 to present. “Advanced” takes you in by company name, NAICS, and product name as well as by keywords in the citation and abstract. Stock tables, available in many other places, are not found here.

2. Finding Corporate Financial Data.

Mergent Online

Corporate balance sheets, income statements, cash flow statements, and business ratios are here for about 10,000 U. S. public companies and 18,000 non-U.S. companies. Mergent has links to searchable SEC filings (EDGAR). Search Mergent by company or industry to build your own company analysis list for comparisons. You can also create a pre-formatted comparative report against the top 10 or 25 companies in an industry. Please Log Out at end.

Standard & Poor's Net Advantage

This is a suite of S&P business publications includes: stock reports with up to 7 years' data; Outlook, a stock market newsletter; the Register of Corporations; corporate bond ratings; mutual fund reports; the particularly valuable S&P Industry Surveys; and past years of annual reports to shareholders. Use the top bar to navigate into Companies, Industries, or Funds.

U.S. Securities & Exchange Commission <http://www.sec.gov/> (public site)

This government web site contains has company filings of all public corporations that trade on a U.S. exchange. The most important is the 10-K, or annual report. The 10-K has the audited income statement and balance sheet, as well as management's discussion of financial condition and operations.

3. Finding Industry Ratios Using a NAICS or SIC Code

Key Business Ratios (online), or

Industry Norms & Key Business Ratios (print) REF HF5681.R25 I53).

KBR provides industry ratios in an SIC code arrangement. Results measure solvency, efficiency, and profitability factors. Start by clicking on the 4-number SIC codes and choosing your number; or enter a description of the industry. **KBR** is the **only** online source for industry ratios. Please *Log Off* at end.

Almanac of Business and Financial Ratios

REF HF 5681 .R25 A45

Industry ratios for 13 different asset ranges are presented in a clear layout by NAICS. The calculations come from a few million IRS returns of public and private companies.

Annual Statement Studies Risk Management Association

REF HF5681 .B2 R58

This print source uses hundreds of companies in each industry to generate 16 industry ratios. RMA is arranged by NAICS, sorts companies by asset size and sales, and has a helpful introduction.

Reuters

www.reuters.com/

This public site links company financials and industry ratios. Select News & Markets/Stocks, then enter a company name. Select Financials. Scroll to the bottom for a table of company and industry ratios.

4. Finding Industry Surveys

Standard and Poor's Net Advantage - Industry Surveys

S&P analysts track 52 industries from Advertising to Wireless Communication. Each of these high quality surveys examines an industry's business and legal environment, regulation, competition, consumer and economic trends. Advice is given on how to analyze a company in each industry.

Mergent Online / Industry Reports

See the tab “Industry Reports” in Mergent for detailed reports on the framework, health, and competitiveness of individual industries in Asia, North America, and Europe.

Business Source Complete

BSC contains industry profiles, sometimes broken down by country. Select the search box field “IC NAICS Code or Description” on the right and enter your code or industry keywords. Another way is to select the link Publication Type/Industry Profile on your results screen.

Mergent’s Industry Review

REF HG 4961 .M68

This print statistical source covers 137 industry groups and the 8,000 companies that inhabit them. Designed to allow you to compare companies within one industry, Mergent’s Industry Review has tables for revenues, growth rates, return on capital, share price, and business ratios such as price/earnings.

Value Line Investment Survey.

Value Line ranks 100 industries for their investment prospects in succinct 1- page analyses.

5. Finding Industry Codes (“SIC” and “NAICS”).

Industry codes describe a specific line of business, such as this entry from the NAICS:

722110 Full-Service Restaurants

This industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e. waiter/waitress services) and pay after eating.

With this code you can search for articles in Business Source Complete, identify companies in an industry in Mergent, or find industry ratios. NAICS was adopted to replace the older SIC classification, though SIC (1987) is still used and occasionally gets modified for current use. The North American Industry Classification System reflects our current economy better and is more flexible.

To locate a North American Industry Classification (2007):

- ❑ *North American Industry Classification System* (Ready Ref PREX 2.6/4:2007)
- ❑ <http://www.census.gov/epcd/www/naics.html>
- ❑ In databases such as Mergent, Key Business Ratios, or Bus & Company Resource Center.

To locate a Standard Industrial Classification (1987) number:

- ❑ *Standard Industrial Classification Manual, 1987* (Ready Ref PREX 2.6/2:IN27/1987)
- ❑ http://www.osha.gov/pls/imis/sic_manual.html
- ❑ Or in financial databases such as KBR: Key Business Ratios or Mergent Online.

Have a question? Contact the Reference Librarian at 303-458-4031 or by e-mail:

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jschmitt@regis.edu

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