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Profiling the Global Impact of a Company [Library]

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BTF 101 - Business

Activity: Profiling the Global Impact of a Company

Location: Lecture Hour Classroom

Introduction:

Searching for information is often nonlinear and iterative, requiring the evaluation of a range of information sources and the mental flexibility to pursue alternate avenues as new understanding develops. Business research frequently relies on using often-expensive information products to gain or protect some sort of market advantage or position. This lesson will introduce students to the idea that information is a valuable and essential tool for solving business problems.

This session will result in students gaining hands-on experience working with a variety of business research tools, with students focusing on the global aspects of business. Students will learn the process of using specific business research tools for specific kinds of research, mirroring the type of work they will be expected to perform as part of the workforce.

Frames	Core Competencies
Searching as Strategic Exploration	Inquiry & Problem Solving
Information Has Value	Integrative Learning
	Global Learning

1. Review agenda. (2 minutes)
2. Think/pair/share: What makes information valuable to business students? (10 minutes)
3. Go through slides, introducing the different types of business information:
 - a. Popular
 - b. Trade/Industry
 - c. Directory
 - d. Scholarly

Discuss the value of each format of information. Remember that recency isn't absolute. (10 minutes)

4. Briefly demonstrate one to two databases, showing how to find information by format (Business Insights: Global and Business Source Complete each cover all four formats, although BSC doesn't have great directory information...):

Finding Business Information			
Popular	Scholarly	Trade/Industry	Directories
Business Insights: Global	Business Insights: Global	Business Insights: Global	Business Insights: Global
Business Source Complete	Business Source Complete	Business Source Complete	Business Source Complete
LexisNexis Academic		LexisNexis Academic	LexisNexis Academic
<i>Wall Street Journal</i>			

Show some searches that address the global impact of the businesses, like **Walmart and global**.
(10 minutes)

5. Introduce the homework assignment. (3 minutes)

(Optional) Homework / ePortfolio Assignment:

Research Reflection

Today you learned how to find four different kinds of research information.

1. Choose one of the global companies below to research (stock symbols are in parenthesis).
 - Walmart (WMT)
 - Royal Dutch Shell (RDS)
 - Exxon Mobil (XOM)
 - Toyota Motor (TM)
 - Apple (AAPL)
 - BP (BP)

2. Choose an information format and use it to research your company and its global impact:

Finding Business Information			
Popular	Scholarly	Trade/Industry	Directories
Business Insights: Global	Business Insights: Global	Business Insights: Global	Business Insights: Global
Business Source Complete	Business Source Complete	Business Source Complete	Business Source Complete
LexisNexis Academic		LexisNexis Academic	LexisNexis Academic
<i>Wall Street Journal</i>			

All are available via <http://library.laguardia.edu/research/database/subject/business/>

3. Post a screen capture of what you found and briefly answer these two questions on your ePortfolio:
 - a. Do you consider the information you found valuable? Why or why not?
 - b. What makes information valuable?