

Business Resources in CCOL and Web

This handout identifies the most helpful resources for the Business degree program in the School of Management.

For “General Management Resources in CCOL and Web,” see the School of Management section of http://www.cambridgecollege.edu/library/ccol_research.cfm

For these topics, please see these handouts in the School of Management section of http://www.cambridgecollege.edu/library/ccol_research.cfm

- “*Leadership in Human and Organizational Dynamics Resources in CCOL and Web*”
- “*Negotiation and Conflict Resolution Resources in CCOL and Web*”
- “*Small Business Development Resources in CCOL and Web*”
- “*Technology Management Resources in CCOL and Web*”

Only use the Internet Explorer or Safari browsers. Other browsers may not work in CCOL.

Journal, document, book, and periodicals in CCOL

On the CCOL HOME page, the *Search for Management* search box will search these databases:

- Academic Search Premier
- Wilson OmniFile Select Full Text Edition
- Business Source Premier
- Greenfile
- Newspaper Source
- Regional Business News
- Research Starters – Business
- SocIndex with Full Text
- Ebrary

The thousands of journals in full-text in these databases include 2300 specifically for business and management, as well as hundreds of US and international newspapers.

Research Starters in Business

“Research Starters are study and research guides...They consist of comprehensive, yet concise topic summary articles of about 3,000 words in length written by researchers, scholars and other subject matter experts.” Use the Research Starters to explore topics and get your research started.

- On the CCOL HOME page, click *Direct to Databases*
- Click *EBSCOHost*
- Click *Databases A-Z*
- Scroll down and click on the title *Research Starters in Business*
- Put a term in the search box and click Search. For example there are:
 - 59 articles on financial accounting
 - 217 articles on decision-making

- 592 articles on marketing
- 64 articles on diversity
- 43 articles on project management
- 46 articles on Total Quality Management
- 75 articles on operations management
- 118 articles on international Business
- 39 articles on global business
- 72 articles on business Planning
- 84 articles on entrepreneurship
- 147 articles on consulting
- 140 articles on contracts
- 25 articles on statistical analysis
- 23 articles on spreadsheets

Ebrary Electronic Books in CCOL

To search for management and business books in the Ebrary Electronic Books collection:

- From the CCOL HOME page, click Direct to Databases
- Click Ebrary Electronic Books
- Click Advanced (to the right of the “Search Ebrary” box)
- Use the drop-down menu of the “Search in” box to search by subject (or title, author, etc.)
- For example, there are
 - 17 books with financial accounting in the TITLE
 - 74 books with decision making in the TITLE
 - 275 books with marketing in the TITLE
 - 32 books with diversity in the workplace as the SUBJECT
 - 101 books with project management in the TITLE
 - 70 books with Total Quality Management as the SUBJECT
 - 23 books with operations management in the TITLE
 - 32 books with global business in the TITLE
 - 32 books with international business in the TITLE
 - 474 books with international business as the SUBJECT
 - 102 books with business planning as the SUBJECT
 - 119 books with entrepreneurship as the SUBJECT
 - 19 books with consulting in the TITLE
 - 3 books with business contracts in the TITLE
 - 26 books on spreadsheets as the SUBJECT, all are on how to use Excel
 - 100 books on emergency management as the SUBJECT

Research Guides in CCOL

The E-Global Research Guides will help you develop a search strategy and then find your way among the best books, periodicals, associations, government resources, and Internet sites on your topic. To see the Research Guides:

- Click *Research Starters by Subject* from the CCOL HOME page
- Click *e-global Research Guides*
- Click Business

There are guides for

- Accounting
- Benchmarking
- Business Communications
- Business Ethics
- Business Information Systems
- Business Management
- Company Information
- Competitive Intelligence
- e-commerce
- Economics
- Event Planning
- Finance
- Global Management
- Health Economics
- Health Information Systems
- Health Management
- Human Resource Management
- International Business – Canada, China, Japan, and Mexico
- International Trade
- Law
- Marketing
- Marketing Research
- Negotiation and Conflict Management
- Project Management
- Quality Assurance
- Small Business Law
- Small Business Management

There are relevant Research Guides in other subject areas:

- Click “Social Sciences” for Research Guides in *Communication, Peace & Conflict Studies, Psychology, International Relations* and *Sociology*
- Click “Humanities” for Research Guides in *Graphic Design* and *Mass Media*
- Click “Science and Technology” for Research Guides in *Web Design, Health Sciences,* and *Computer Science*

E-Global Program Resources

The e-Global Program Resources will help you develop a search strategy and then find your way among the best books, periodicals, associations, government resources, and Internet sites on your topic. To see the Research Guides:

- Click *Research By Subject Area Help* from the CCOL HOME page
- Click *e-global Program Resources*
 - Click “Business & Law” for *Telecommunications*
 - Click “Industrial” for *HVAC* and *Trucking*

Tutorials on how to do business research

Basic Business Research Methods at <http://managementhelp.org/businessresearch/index.htm>

Conducting Business Research

<http://www.lib.utexas.edu/services/instruction/learningmodules/businessresearch/>

Beginner's Guide to Business Research <http://www.baruch.cuny.edu/tutorials/zicklin/research/>

International Business Research Tutorial

<http://businesslibrary.uflib.ufl.edu/internationalbusinessresearch>

Accounting Research Tutorial <http://businesslibrary.uflib.ufl.edu/accountingresearch>

Market Research Tutorials

<http://www.powerdecisions.com/tutorials.shtml>

<http://www.knowthis.com/principles-of-marketing-tutorials/marketing-research/>

Planning Your Business Research <http://managementhelp.org/businessresearch/planning.htm>

Research international business

<http://businesslibrary.uflib.ufl.edu/internationalbusinessresearch>

Tutorials on how to do business skills

Total Quality Management tutorial <http://www.flowhelp.com/tqm/tqm.html>

Operations Management tutorial http://www.clt.astate.edu/asyamil/anderson_ms/tutorial.pdf

Financial accounting tutorial <http://www.middlecity.com/>

Project Management tutorials <http://www.dwmbeancounter.com/projectmgt.html>

Business Planning <http://www.planwrite.com/>

Statistical Analysis Using Spreadsheets <http://home.ubalt.edu/ntsbarsh/excel/excel.htm>

Emergency Management

http://www.ehow.com/about_7625406_tutorial-writing-business-continuity-plan.html

<http://www.nonprofitrisk.org/tools/business-continuity/intro/1.htm>

See overview of Business Continuity Plan section of

<http://www.soopertutorials.com/technology/disaster-recovery/1598-business-continuity-plan.html>

Websites

Although not from scholarly journals, useful information can be found on the web. Most of these sites come highly recommended from a national survey of reference librarians.

Note: websites can change and disappear at any time! If the URL doesn't work, try putting the name of the site into Google.

Financial accounting

<http://managementhelp.org/businessfinance/index.htm>

<http://managementhelp.org/nonprofitfinances/index.htm>

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=financial+accounting&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

Decision techniques

<http://managementhelp.org/personalproductivity/problem-solving.htm>

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=decision+making&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

<http://www.businessballs.com/problemsolving.htm>

http://www.mindtools.com/pages/main/newMN_STR.htm

http://www.mindtools.com/pages/main/newMN_TED.htm

Marketing

<http://managementhelp.org/marketing/index.htm>

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=marketing&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

<http://www.businessballs.com/freebusinessplansandmarketingtemplates.htm>

<http://www.businessballs.com/market.htm>

Diversity

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=diversity&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

http://www.mindtools.com/pages/main/newMN_TMM.htm#types

<http://www.mindtools.com/page8.html#crossculture>

Project Management

<http://managementhelp.org/projectmanagement/index.htm>

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=project+management&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

<http://www.businessballs.com/project.htm>

http://www.mindtools.com/pages/main/newMN_PPM.htm

Total Quality Management

<http://managementhelp.org/quality/index.htm>

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=total+quality+management&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

<http://www.businessballs.com/qualitymanagement.htm>

Operations Management

<http://managementhelp.org/operationsmanagement/index.htm>

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=operations+management&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

Global Business

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=global&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

Business Planning

<http://managementhelp.org/businessplanning/index.htm>

<http://managementhelp.org/startingorganizations/starting-business.htm>

<http://managementhelp.org/strategicplanning/index.htm>

http://www.mindtools.com/pages/main/newMN_STR.htm

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=planning&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

<http://www.businessballs.com/freebusinessplansandmarketingtemplates.htm>

Entrepreneurship

<http://managementhelp.org/startingorganizations/starting-business.htm>

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=entrepreneurship&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

Frugal Entrepreneur <http://frugalentrepreneur.com/>

Consulting Skills

<http://managementhelp.org/staffing/consulting.htm>

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=consulting&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

Drafting Business Contracts

http://www.businessballs.com/service_agreements_contracts_templates.htm

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=contracts&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

Statistical Analysis Using Spreadsheets

<http://www.merlot.org/merlot/materials.htm?materialType=&keywords=statistical+analysis&category=2202&newsearchbutton0.x=0&newsearchbutton0.y=0&newsearchbutton0=Search>

Emergency Management/Business Continuity Planning

<http://managementhelp.org/crisismanagement/index.htm>

Glossaries

Business and management glossary <http://www.businessballs.com/glossaries-terminology.htm>

Acronyms & Abbreviations for Business & Finance

<http://business.acronymfinder.com>

<http://www.businessdictionary.com>

Legal and ethical information

Social responsibility and business ethics <http://managementhelp.org/businessethics/ethics-guide.htm>

International Business Ethics Institute <http://www.business-ethics.org/>

Legal info <http://managementhelp.org/businesslaw/index.htm>

Statistics and Demographics

US Government business data and statistics http://www.usa.gov/Business/Business_Data.shtml

International business statistics <http://globaledge.msu.edu/Global-Resources>

Current and cumulative U.S. export and import data for over 18,000 export commodities and 24,000 import commodities. Free trial but then costs money. <http://www.usatradeonline.gov/>

Are You Planning a Questionnaire, Survey, Interview, or Focus Group?

34 management forums by area <http://www.managementlogs.com/>

<http://www.startupnation.com/business-forum/>

Also try the trade association for your product. See below:

Associations

National Business Association <http://www.nationalbusiness.org/>

National Small Business Association <http://www.nsba.biz/>

National Association for the Self-Employed <http://www.nase.org/Home.aspx>

Also google

- [your product AND business association]
- [a group you identify with AND business association] (such as Black, Hispanic, Women's Gay/Lesbian, etc.)
- [your city or state AND business association]

To check out the competition for your product, find periodicals, identify conferences, talk to a librarian or expert on the product and more, try a trade association. Go to almost any library and **look in the *Encyclopedia of Associations*** for a thorough search of all associations, not just those that have websites.

Search engines for some associations are listed on the internet, but no free site finds them all. These have some:

http://www.google.com/Top/Business/Associations/By_Industry/

<http://www.ipl.org/IPLBrowse/GetSubject?vid=13&cid=7&tid=0&parent=0>

http://dir.yahoo.com/business_and_economy/organizations/trade_associations/

http://en.wikipedia.org/wiki/List_of_industry_trade_groups_in_the_United_States

<http://www.rileyguide.com/union.html>

Video and Audio Podcasts

Stanford University entrepreneurship videos <http://ecorner.stanford.edu/>

Hundreds of videos by management subject

<http://www.learnerstv.com/Free-Management-video-lecture-courses.htm>

<http://freevideolectures.com/Subject/Business-Management>

TED Talks <http://www.ted.com/search?q=business>

Youtube Education

http://www.youtube.com/results?search_type=edu&rental=0&uni=3&movies_browse=1&search_query=management&aq=f

Do You Need Books to Expand Your Research?

Google Books at <http://books.google.com> is amazing!

- Be sure to search it for your subject area!
- Click “Advanced Book Search” and check “Full View Only” to limit the search to full-text results
- “PartialView” can also provide plenty of full-text

<http://www.amazon.com> or <http://www.bn.com> Use these easy search engine to get lists of books on your topic and to read excerpts, but try to get the books from your local library or buy from your local independent bookstore. Or, buy a less expensive used copy from an online independent bookstore at <http://www.bookfinder.com>

If you can't find what you need or you need more, ask yourself:

Who would care about this topic?

Where would they publish what they know?