FIN 300

This FIN 300 research guide contains a tailored list of library resources to assist you with your research for assignments and projects.

- **Library Databases** listed may be accessed directly through the RMU Library web page.
- Check the Library [Web Resources](#) page for additional useful websites.
- Consult the [Citation Guides](#) for proper citation and writing assistance.
- **Please consult a Librarian for further assistance.**

### Find Company-specific Information

- Company website – Check the “About” section of the company website. Remember that the company only tells what they want on their site and it may not give you a well-rounded picture.
- Company annual reports (10K) may be found on many company websites, [LexisNexis Academic](#), [S&P Global NetAdvantage](#) or at the [U.S. Securities & Exchange Commission](#).
- **Library databases**
  - [Business Source Elite](#) – Search for MarketLine Company Profiles and conduct article searching in business and trade publications.
  - [Gale Business Insights: Global](#) – Discover company profiles, histories, industry information, NAICS, financial data, S.W.O.T. analysis, market share reports and business rankings and articles.
  - [LexisNexis Academic](#) – A business and legal database that provides an overview of company information as well as SIC and NAICS codes, SEC filings and articles.
  - [Wall Street Journal](#) – Search for articles on companies and industries.

### Find Industry Information

- [Business Source Elite](#) – Search articles on your company and the industry article in business and trade publications.
- [Gale Business Insights: Global](#) – Discover company profiles, histories, industry information, NAICS, financial data, S.W.O.T. analysis, market share reports and business rankings and articles.
- [Mergent Archives](#) - Search for current industry reports; information available on current environment, industry profile, and market trends and outlook.
- [S&P Global NetAdvantage](#) – Search for industry surveys by company name or the industry. Archived reports available.
- [Value Line](#) – Locate industry rankings and industry analysis for companies.
Find Financial Information and Industry Norms and Key Business Ratios

- Company annual reports – Locate annual reports (10K) on company website or edgar.sec.gov
- Beige Book – Summary of commentary on current economic conditions by Federal Reserve District
- Google Finance
- Yahoo Finance
- Library databases
  - Key Business Ratios (D&B) – Search by SIC code to access key business ratios and industry norms from 2011 to the present year. Go to Mergent Archives for prior years.
  - Mergent Archives – Search by SIC code to access key business ratios and industry norms prior to 2011.
  - S&P Global NetAdvantage – Search for company stock reports.
  - Value Line – Track current market information as well as financials and stock reports for companies.

SWOT analysis, Porters Five Forces, Value Chain Search Strings

- SWOT template
- Porters Five Forces – Explanation and diagram
- Value Chain Search Strings may be found in Business and Management Course Resources on the Library Resources webpage.

SIC and NAICS codes

- SIC and NAICS codes may be found in LexisNexis Academic database. Gale Business Insights Global lists NAICS codes and S&P Global Net Advantage lists SIC codes.
- Search SIC codes.
- Search NAICS codes