MGT 101

This MGT 101 research guide contains a tailored list of library resources to assist you with your research for the Business Works assignments.

- **Library Databases** listed may be accessed directly through the RMU Library web page.
- 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

Nonprofits

- Charity Navigator – a 501 (c) (3) public charity that provides performance metrics, income statements, compensation of leaders and more. Free registration is required to view expanded features such as organization history and IRS Form 990.
- Guide Star – a 501 (c) (3) public charity that gathers and disseminates information about IRS-registered nonprofit organizations. Free account creation is required to view IRS Form 990, Board Chair and Board of Directors.