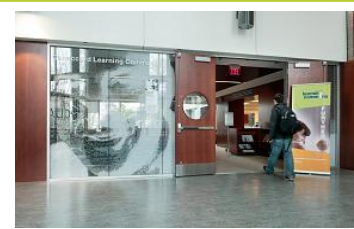


Business Research and Your MBA: Add Value by Leveraging Library Resources



Providing the best service to your clients includes basing recommendations on evidence. In your future workplace, you may be asked to conduct secondary research for a project. It is not an easy skill to learn; however, researching for your MBA projects is a great opportunity to add value to your own learning experience, by introducing you to high quality information sources and developing the skills to find and use them. Here are ways you can add value to your MBA through the Library.

1. **Plan your research strategy in advance** (<http://lam.library.ubc.ca/jumpstart-your-research/>)

Spend time up front by planning your research as a group. This will save you time and frustration later on when trying to locate information. Use our JumpStart Your Research form to guide your group through the steps and identify sources.

2. **Get expert help** (<http://guides.library.ubc.ca/mba>)

Business librarians can help you add value to your project by guiding you to the best information available. Send us your questions, email your JumpStart form to a librarian, and/or make an appointment to see us in the Canaccord Learning Commons. Contact us: lam.library@ubc.ca

3. **Take the time**

To find the best secondary research for your projects, allow time to look through the information sources suggested by the business librarians. Remember the librarians will need time as well, to review your project and make suggestions. If the information you want doesn't exist, be flexible in looking for alternative information – do these resources include information you hadn't considered, but would be relevant to your project?

4. **Demonstrate the credibility of your work** (<http://guides.library.ubc.ca/mba/citing>)

Include in-text citations within your reports, and a list of references at the end, so that your instructors/clients can see *where* your ideas and information came from and *how* you've used the information. It's important to acknowledge information you have found from secondary research, to avoid plagiarism. Identifying sources in your presentations also adds credibility.

David Lam Library MBA Research Guide

<http://guides.library.ubc.ca/mba>

MBA: Library and Canaccord Learning Commons

Getting Started

Spaces & Services

Business & News Articles

Research Basics

Case Research

Global Immersion

Career Research

Citing

RESEARCH BASICS

On this page:

- Company Research
- Industry & Market Research
- International Business Research

Researching for a business plan, marketing plan, or similar project?

Use our [JumpStart Your Research form](#) to help you through the planning process. E-mail it to a librarian or bring a copy to the drop-in research help desk.

Refer to our [Research Tips](#) guide for examples of how to search databases effectively, like using single words or short phrases. Also find critical thinking tips to help you develop secondary business research skills.

Do you know the business database you're looking for?

Browse the lists of databases available through UBC Library:

- A-Z List of Business Databases
- Business Databases by Subject
- A-Z List of Databases in all Disciplines

Top Sources for Company Research

- Company Research Guide
- Companies A-C
- Companies D-L
- Companies M-R
- Companies S-Z
- Bloomberg
In-depth financial analysis - use on dedicated terminals at Sauder School of Business
- Hoover's Company Records
Brief company profiles
- Mergent Online
U.S. & International public company annual reports and filings. Search by company name using Basic Search, or create a custom directory in Advanced Search.
- S&P Capital IQ
In-depth financial analysis - use on dedicated computers at Sauder School of Business
- Thomson ONE
Financials, analysts, deals - use with Internet Explorer browser

Top Sources for Industry & Market Research

- Industry & Market Research Guide
More resources for researching industries, including links to guides for more than 20 specific industries.
- Business Source Complete
Profiles for selected industries and countries
- eMarketer
Analysis of technology & online consumer behaviour. International scope
- Forrester Research
Emerging trends in technology. International

Research Help



David Lam Library

Contact Info

Sauder School of Business
University of British Columbia
2053 Main Mall
Vancouver, BC
V6T 1Z2
Information Desk: (604) 822-9400
[Send Email](#)

Links:

[Website / Blog](#)
[Profile & Guides](#)

Additional Resources

- Business Planning
- Finance and Investment
- International Business
- Labour Relations
- Management Information Systems
- Nonprofit Management
- Organizational Behaviour
- Vancouver and Local Area Information