

Name: _____ Class Section: _____

Company: _____

Business 1500 Library Instruction Assignment

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Business 1500 Library Guide: maag.guides.ysu.edu/business1500

1. Use One of the Sites Below to Find the Ticker Symbol for your company:

- MarketWatch: Symbol Lookup: [marketwatch.com/tools/quotes/lookup.asp](https://www.marketwatch.com/tools/quotes/lookup.asp)
- Yahoo! Finance: Symbol Lookup: finance.yahoo.com/lookup
- CorporateInformation: corporateinformation.com

Company Name: _____ **Ticker Symbol:** _____

2. Find an Article in Business Source Complete & Cite in MLA Format:

Maag.ysu.edu → OhioLINK Databases → Select YSU → Listing of OhioLINK Provided Research Databases: Click Here (bottom choice) → B → [Business Source Complete](#) / [Off Campus Access](#)

Search Business Source Complete for a journal or magazine article about your company.

Review **Section 4: General Guidelines for Citing Periodicals** on the [Guidelines for MLA Citations](#) handout. After locating an article about your company in Business Source Complete, provide the citation in **MLA format** below:

Hint: You are citing a journal OR magazine article from a database.

Review **Section 1: General Guidelines for MLA In-Text Citations** on the [Guidelines for MLA Citations](#) handout. If you use an exact quote from a source in a paper you are writing, what **two pieces of information** would you need to provide within parentheses following the closing quotation marks?

“This is an exact quote from a source” (_____ **1** _____ **2** _____).

3. Find a Company Profile in Business Source Complete:

Maag.yosu.edu → OhioLINK Databases → Select YSU → Listing of OhioLINK Provided Research Databases: Click Here (bottom choice) → B → [Business Source Complete](#) / [Off Campus Access](#)

Under “More” on top tool bar, click on Company Profiles in dropdown menu. Type in the name of your company and Browse. Click on the MarketLine Report PDF icon to access report.

Click on SWOT Analysis in document menu on left and describe one of the following:

Select ONE & describe below:

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

4. Find a Company Profile in Mergent Online:

Maag.yosu.edu → YSU Databases & Resources → [Mergent Online](#) / [Off Campus Access](#)

Enter your ticker symbol in Company Search box & select company from dropdown list.

In the blue company information box at the top of the profile find the following information:

6-Digit NAICS Industry Code: _____

Industry Code Description: _____

5. Find a Company Profile in Standard & Poor’s NetAdvantage:

Maag.yosu.edu → YSU Databases & Resources → [Standard & Poor’s NetAdvantage](#) / [Off Campus](#)

Click on Companies tab at top of screen, then search by Ticker for your company profile.

Use the Company Fact Sheet to find the following information:

Number of Employees: _____

6. Find a Company Profile in LexisNexis Academic:

Maag.yosu.edu → YSU Databases & Resources → [LexisNexis Academic](#) / [Off Campus Access](#)

Click on Get Company Info box on bottom right, then search by Ticker for your company.

Select your company if more than one appears. Click on Competitors in menu on left.

Name 3 competitors for your company:
