



**Prifysgol Cymru  
University of Wales**

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Online Library Guide:



*Business Source Complete*

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## 1. Introduction

This Guide is provided to help you use *Business Source Complete*.

It contains a description of the database contents and provides instructions on how to conduct a basic and advanced search and how to search for a company, a country report, an industry report and articles by an author.

It also includes instructions about how to print, email, save, export and cite items.

## 2. Description and coverage

*Business Source Complete* is an EBSCO database which provides bibliographic and full-text content for all business disciplines. Full-text material includes:

- over 1,800 peer-reviewed journals
- over 2,200 market research reports
- over 1,700 trade journals and business magazines
- over 17,500 company profiles
- over 18,000 industry reports
- over 900 books and monographs
- over 1,600 country economic reports
- over 3,000 SWOT analyses
- over 50 seminars (videos).

*Business Source Complete* also includes indexing and abstracting for business journals, magazines and other publications with coverage for some starting in 1886.

## 3. How to access Business Source Complete

To access *Business Source Complete*:

- Go to the University of Wales [Online Library](#)
- Select *Business and Management, Sport or Tourism and Hospitality* from the subject menu on the left of the screen, depending on your subject of interest
- Go to the “**Databases**” tab and select *Business Source Complete* (it will be easier to navigate back to the Online Library pages if you right-click and open the link in a new window or tab)

- If you have not already logged in, you will be prompted to enter your username and password (if you do not have a username and password, please see the [Frequently Asked Questions](#) section for more information about how to get your login details)
- If your login details are correct, you will then be taken to the home page for *Business Source Complete* (Figure 1)

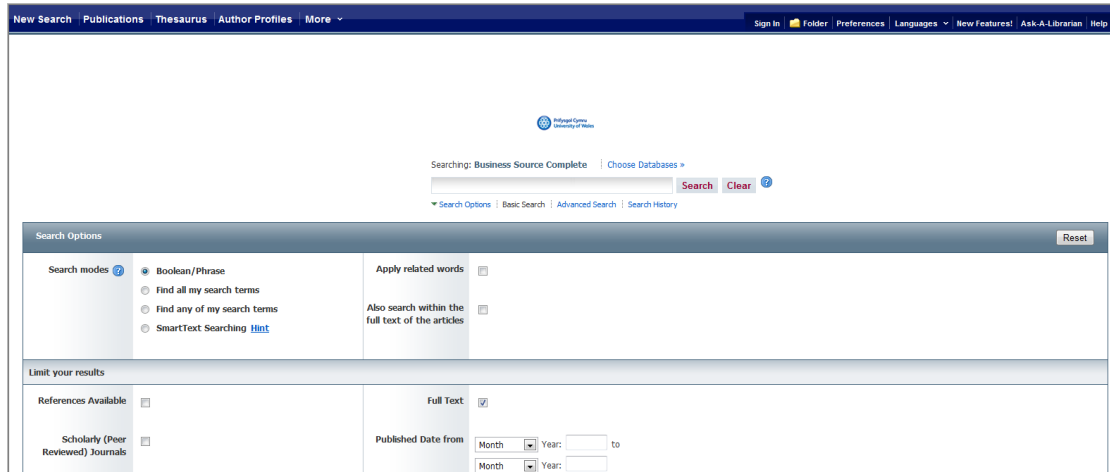


Figure 1

## 4. How to change the language of the user interface

You may change the language of the user interface before conducting a search. Click on the “**Language**” link on the menu bar at the top of the screen and select your language (Figure 2). This does not change the language of the items and you must still **enter your search terms in English**.

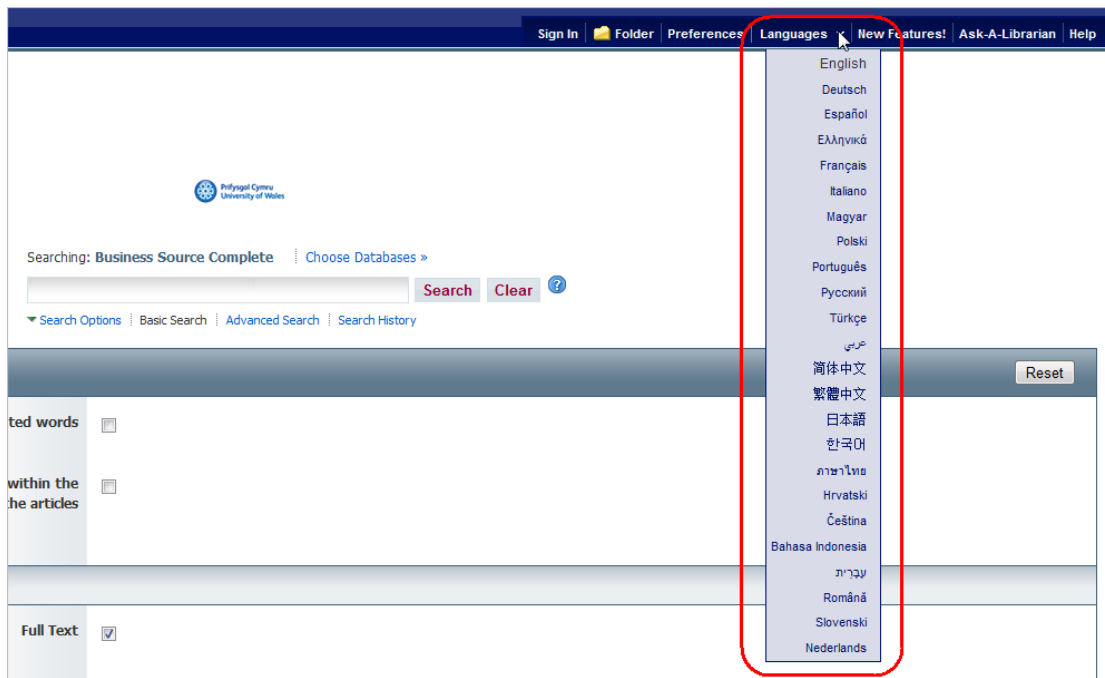


Figure 2

## 5. How to search

### 5.1 Search multiple databases

Users can search more than one database simultaneously. This will increase your chances of finding a broad range of useful material for your studies.

If you currently use *Business Source Complete*, you may also find the following databases useful:

- **Communication and Mass Media Collection** (from 1 August 2011)
- **Computer Source**
- **Psychology and Behavioral Sciences Collection**
- **Regional Business News**
- **SPORTDiscus with Full Text**

To search more than one database, click “**Choose Databases**” above the basic search box (Figure 3), select which databases you wish to search and click “**OK**”.

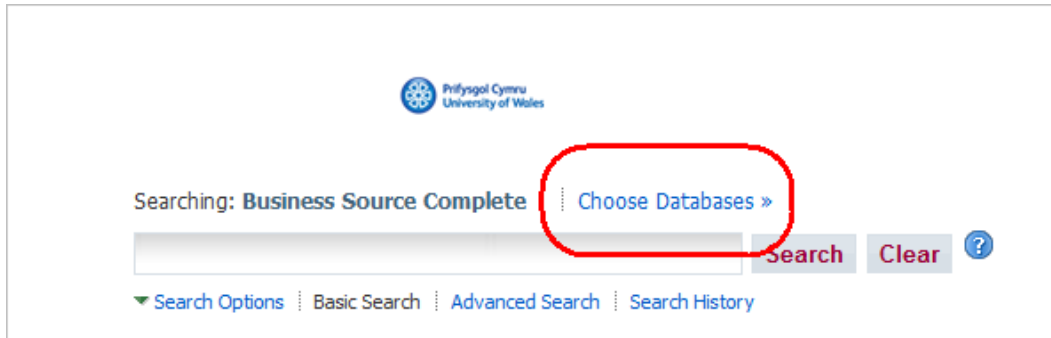


Figure 3

## 5.2 Basic search

To begin searching, enter one or more keywords for your topic in the basic search box (Figure 1) - see Search Tips (section 5.4) for advice on using keywords.

Below the basic search box, you will find various search options which allow you to tailor your search by full text, publication name, publication type, date etc.

Not all articles are available in full text, some will be bibliographic (containing information such as author name(s), title and publication details).

To ensure that you retrieve items which you are able to read in the full text, make sure you click the box entitled “**Full Text**” (Figure 4).

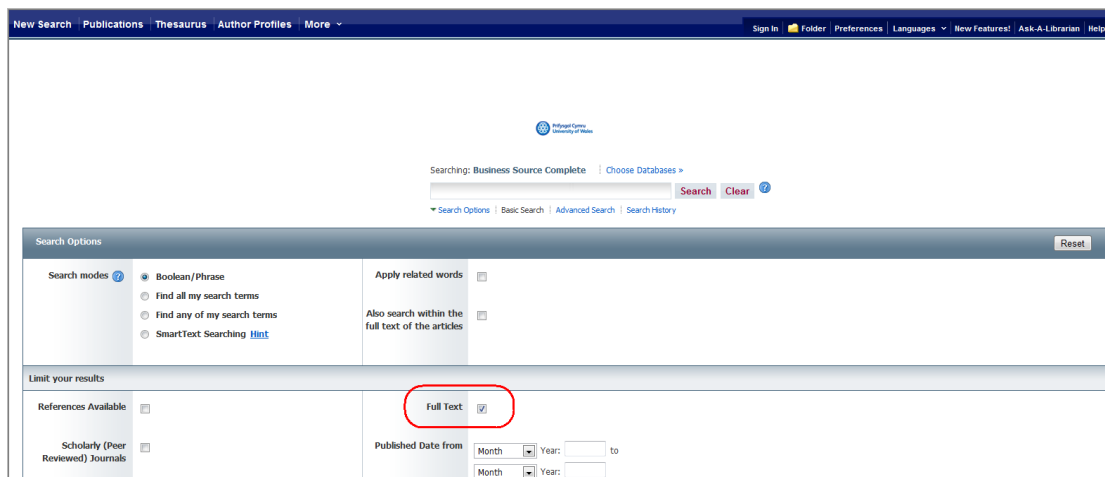


Figure 4

After you have entered your search in the search box, click ‘**Search**’, and all items matching the search criteria will be displayed in a Results List.

### 5.3 Advanced search

You may also use an advanced search to conduct a more tailored search. The link for the advanced search is just below the search box (Figure 5).

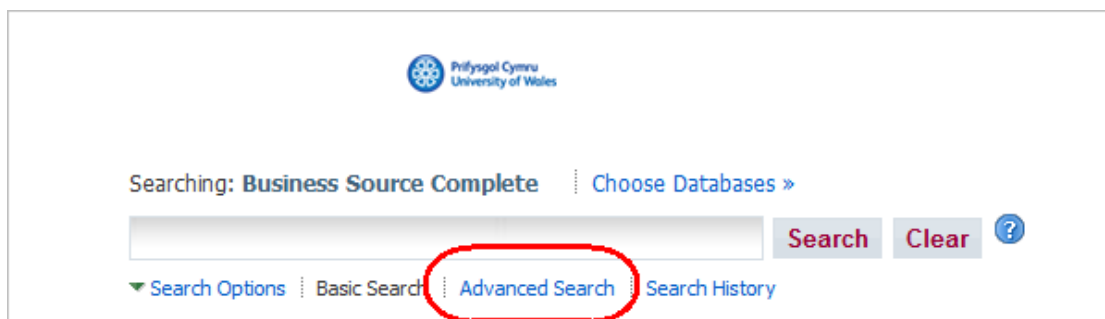


Figure 5

An advanced search allows you to search for keywords in specific fields of an item e.g. author, title, subject term, abstract, geographic terms, people, company entity, publication name etc. Click the drop down box to display these field options (Figure 6).

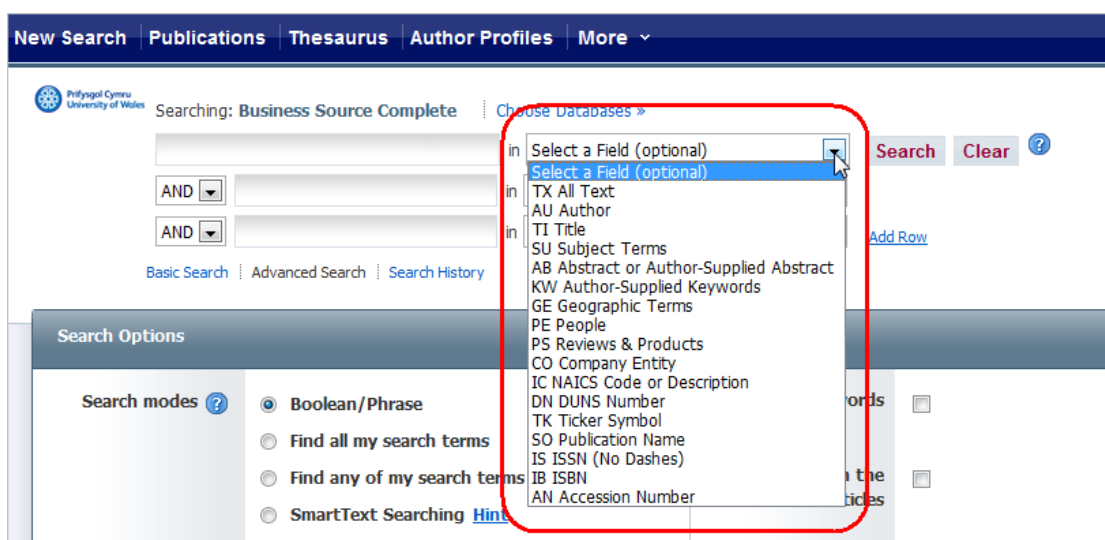


Figure 6

Enter one or more keywords for your topic in the search boxes and select a field from the drop-down box.

Select AND, OR or NOT to combine all the entries - see Search Tips (section 5.4) for advice on this.

After you have entered your search in the search box, click “**Search**”, and all items matching the search criteria will be displayed in a Results List.

## 5.4 Search tips

When you search for articles you will find that your search results will contain more relevant articles if you use the search tips in this section.

### 5.4.1 AND, OR, NOT

Use AND, OR, NOT to include and exclude keywords.

**global AND market** will find all articles containing both keywords.

**global OR international** will find all articles containing either the keyword global or international.

**global NOT regional** will find all articles containing the keyword global but not regional.

### 5.4.2 Proximity Search

Use "" to find an exact phrase.

**"global brand"** will find all articles containing the exact phrase global brand.

Use N to find keywords within close proximity to each other.

**climate N5 change** will find all articles containing the keywords climate within five words of the keyword change (i.e. climate change, change of climate and climate of change)

### 5.4.3 Truncation

Use the truncation symbol \* to find all words beginning with a common stem.

**outsourc\*** will find all articles containing words beginning with outsourc (i.e. outsource, outsourced, outsourcing etc.).

### 5.4.4 Parentheses

Use brackets to link groups of keywords in your search.

**(business OR enterprise) AND (small OR medium)** will find all articles containing the words either business or enterprise AND either small or medium.

### 5.4.5 Synonyms

Synonyms are words that have the same or similar meaning to another word. Try using alternative words in your search. Use a [thesaurus](#) to help you find alternative words.

**(public OR citizens OR people OR society)**

**(finance OR commerce OR economics OR banking)**

### 5.4.6 Wildcard

Use a wildcard (usually ? or #) to find alternate spellings.

“**organi#ational behavio#r\***” will find all articles containing the phrases ‘organisational behaviour(s)’, ‘organisational behavior(s)’, ‘organizational behavior(s)’ and ‘organizational behaviour(s)’.

## 5.5 Search for a company profile

There are over 17,500 company profiles available in *Business Source Complete*.

Company profiles are provided by:

- Datamonitor: a business information company covering the automotive, consumer, energy, financial services, healthcare and technology sectors
- Life Science Analytics: a subsidiary of Datamonitor that provides biomedical company information

The level of detail provided in the company profiles varies but may include:

- Company overview
- Key facts
- Business description
- Company history
- Key employees
- Key employees biographies
- Major products and services
- Revenue analysis
- SWOT analysis

- Top competitors
- Company view
- Locations and subsidiaries

To access company profiles, hover over **“More”** on the menu bar at the top of the screen and select **“Company Profiles”** from the drop down list (figure 7).

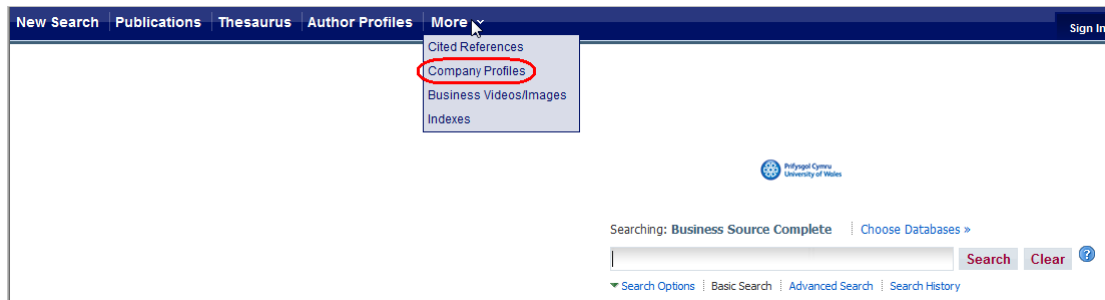


Figure 7

Use the search box to find company names. You may search either **“Alphabetical”** or **“Match Any Words”**.

**“Alphabetical”** finds companies beginning with the letters you entered (e.g. App, Apple or Apple Inc) and results are displayed in alphabetical order (Figure 8).

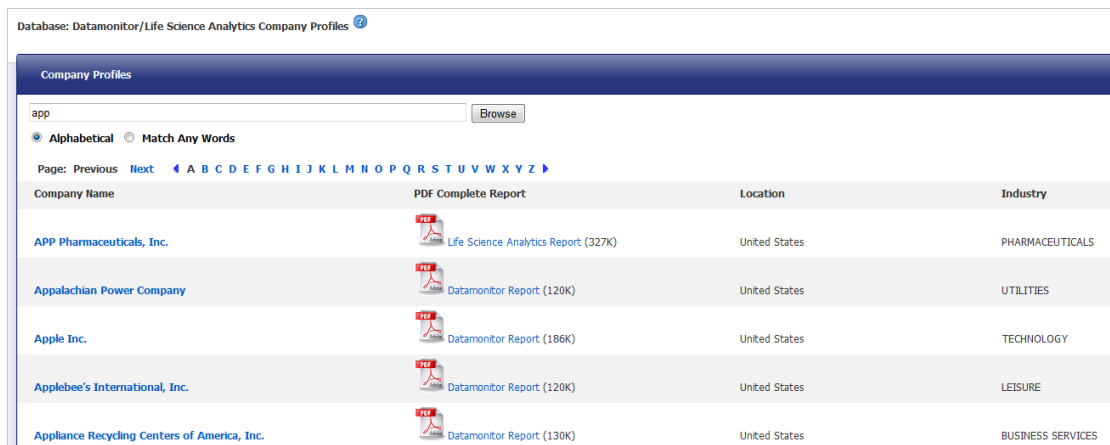


Figure 8


**“Match Any Words”** finds companies with one or more of your terms in the company name (e.g. apple) and results are displayed in order of relevance to your search terms (Figure 9).

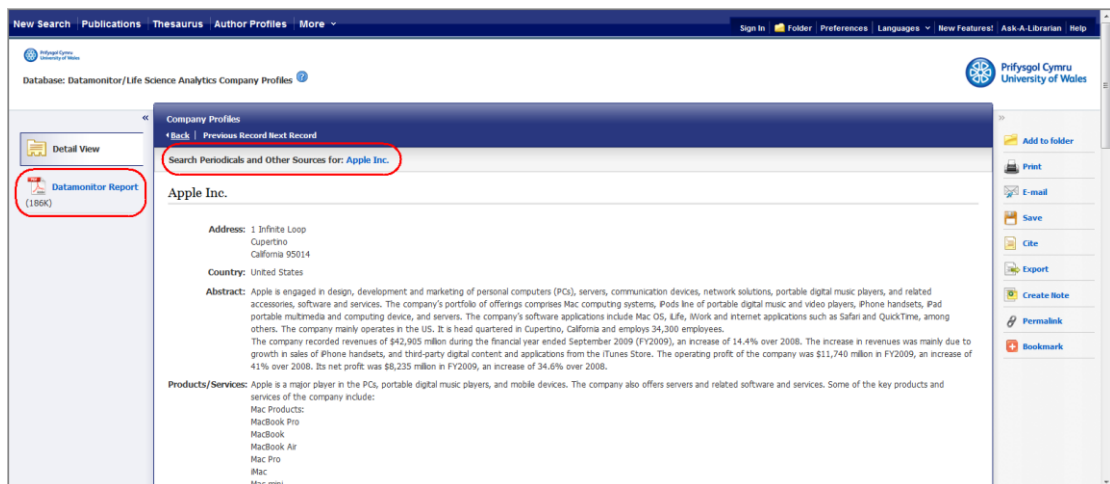
Database: Datamonitor/Life Science Analytics Company Profiles [Refine Search](#)

Company Profiles			
◀ 1-1 of 1 ▶			
Company Name	PDF Complete Report	Location	Industry
<a href="#">Apple Inc.</a>	 <a href="#">Datamonitor Report (186K)</a>	United States	TECHNOLOGY

Figure 9

Click a company name to see a detailed view.

From here you may either click on the company name to the right of “**Search Periodicals and Other Sources for:**” to search for the company in other sources in *Business Source Complete* (e.g. journal articles about Apple), or you may view the Datamonitor report by clicking on the  [Datamonitor Report](#) icon (Figure 10).



New Search | Publications | Thesaurus | Author Profiles | More

Database: Datamonitor/Life Science Analytics Company Profiles

Company Profiles

◀ Back | Previous Record | Next Record ▶

Search Periodicals and Other Sources for: [Apple Inc.](#)

[Datamonitor Report \(186K\)](#)

**Apple Inc.**

**Address:** 1 Infinite Loop  
Cupertino  
California 95014

**Country:** United States

**Abstract:** Apple is engaged in design, development and marketing of personal computers (PCs), servers, communication devices, network solutions, portable digital music players, and related accessories, software and services. The company's portfolio of offerings comprises Mac computing systems, iPod line of portable digital music and video players, iPhone handsets, iPad portable multimedia and computing device, and servers. The company's software applications include Mac OS, iLife, iWork and internet applications such as Safari and QuickTime, among others. The company mainly operates in the US. It is head quartered in Cupertino, California and employs 34,300 employees. The company recorded revenues of \$42,905 million during the financial year ended September 2009 (FY2009), an increase of 14.4% over 2008. The increase in revenues was mainly due to growth in sales of iPhone handsets, and third-party digital content and applications from the iTunes Store. The operating profit of the company was \$11,740 million in FY2009, an increase of 41% over 2008. Its net profit was \$8,235 million in FY2009, an increase of 34.6% over 2008.

**Products/Services:** Apple is a major player in the PCs, portable digital music players, and mobile devices. The company also offers servers and related software and services. Some of the key products and services of the company include:  
Mac Products:  
MacBook Pro  
MacBook  
MacBook Air  
Mac Pro  
iMac  
Mac mini

Figure 10

## 5.6 Search for a country report

To search for a country report use the Advanced Search option (Figure 5).

Enter the name of the country in the search box and select “**GE Geographic Terms**” from the drop down box, and under “**Limit Your Results**” select “**Country Report**” as the Publication Type, and then click on “**Search**” (Figure 11).

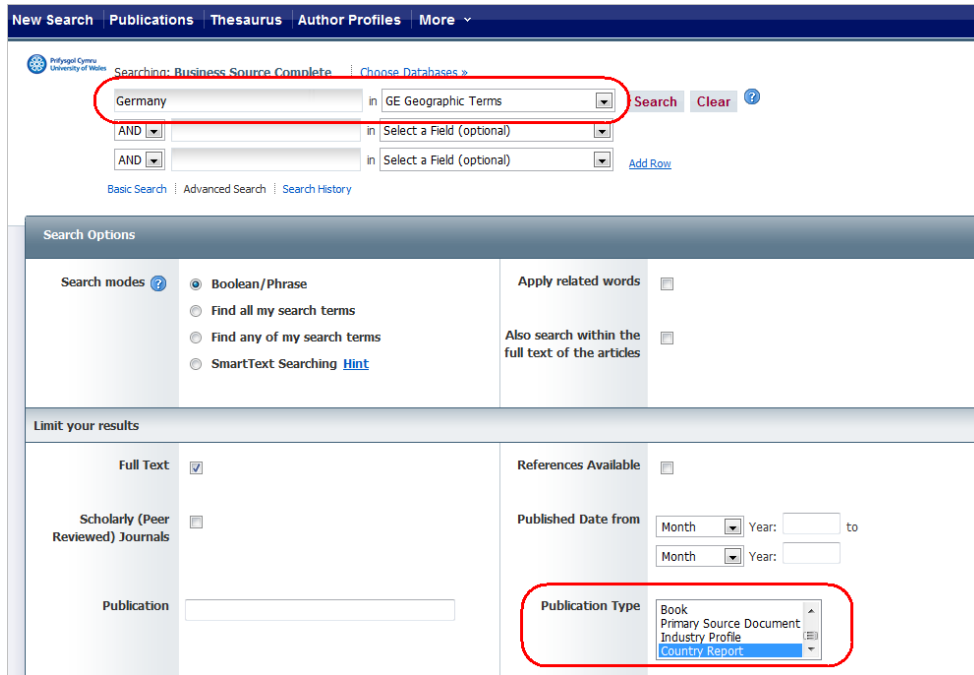


Figure 11

All items matching the search criteria will be displayed in a Results List.

## 5.7 Search for an industry report

To search for an industry report use the Advanced Search option (Figure 5).

Enter the name of the industry in the search box but leave the “**Select a Field (optional)**” box in its default setting and under “**Limit Your Results**” select “**Industry Profile**” as the Publication Type, and then click on “**Search**” (Figure 12).

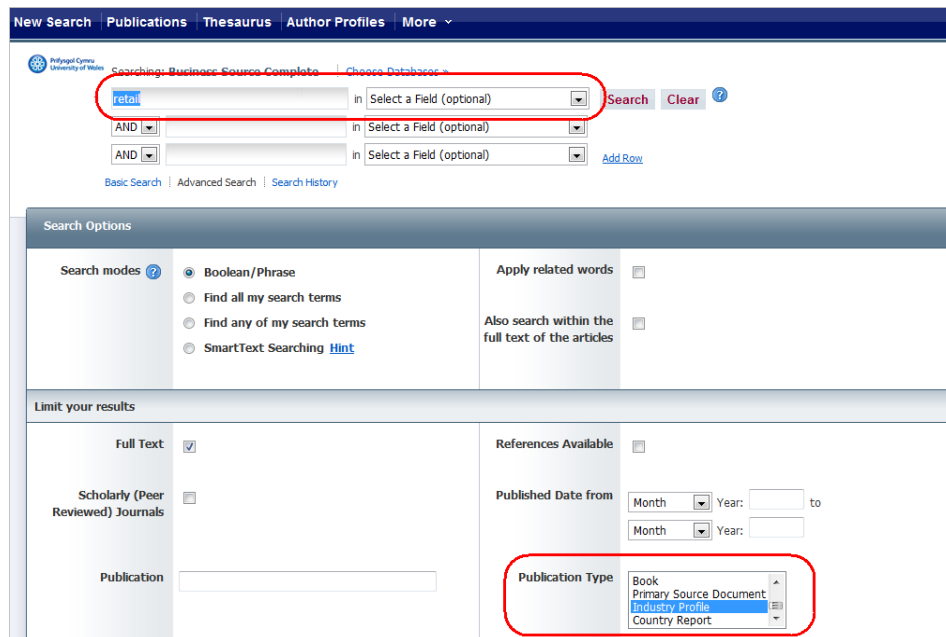


Figure 12

All items matching the search criteria will be displayed in a Results List.

## 5.8 Search for an author

*Business Source Complete* profiles the 40,000 most cited authors in the database.

If you are searching only *Business Source Complete*, the “**Author Profile**” option will appear in the menu bar at the top of the screen.

If you are searching more than one database, the “**Author Profile**” option will appear in the “**More**” drop down menu, in the menu bar at the top of the screen.

As with searching for Company Profiles, you can search for all or part of an author’s name and your results can be arranged in alphabetical order or ranked by relevancy. Once in the author profile, click on the authors name to retrieve all articles written by that author that appear in *Business Source Complete*.

## 6. Refine your results

After either a basic or advanced search you will see a Results List.

The panel on the left hand side of the screen allows you to refine your results (Figure 13).

The screenshot displays a search engine interface with the following elements:

- Search Bar:** Contains the query "business OR enterprise" and "small".
- Filters:** Includes "Full Text", "References Available", "Scholarly (Peer Reviewed) Journals", "Publication Date" (1887-2011), "Source Types", "Subject: Thesaurus Term", "Subject", "Publication", "Company", "Publication Type", "Geography", and "NAICS/Industry".
- Results:** Lists four articles with titles like "Australian Small Enterprises and their Business Banking and Finance Needs" and "Effect of Entrepreneur and Firm Characteristics on the Business Success of Small and Medium Enterprises (SMEs) in Bangladesh".
- Callouts:** Two red boxes with arrows point to "39867 Results for..." and "Refine your results".


Figure 13

These search limiters enable you to tailor your search to your individual topic.

The option to limit your results to “**Scholarly (Peer Reviewed) Journals**” is particularly useful to support your academic studies. These are journals which have been scrutinised by the relevant academic community and, as such, are deemed academically credible.

Select which search limiters you are interested in and click the “**Update**” button to update your search results.

## 7. View an article

If you hover over the  preview icon at the end of the article's title, the abstract will be displayed (Figure 14).

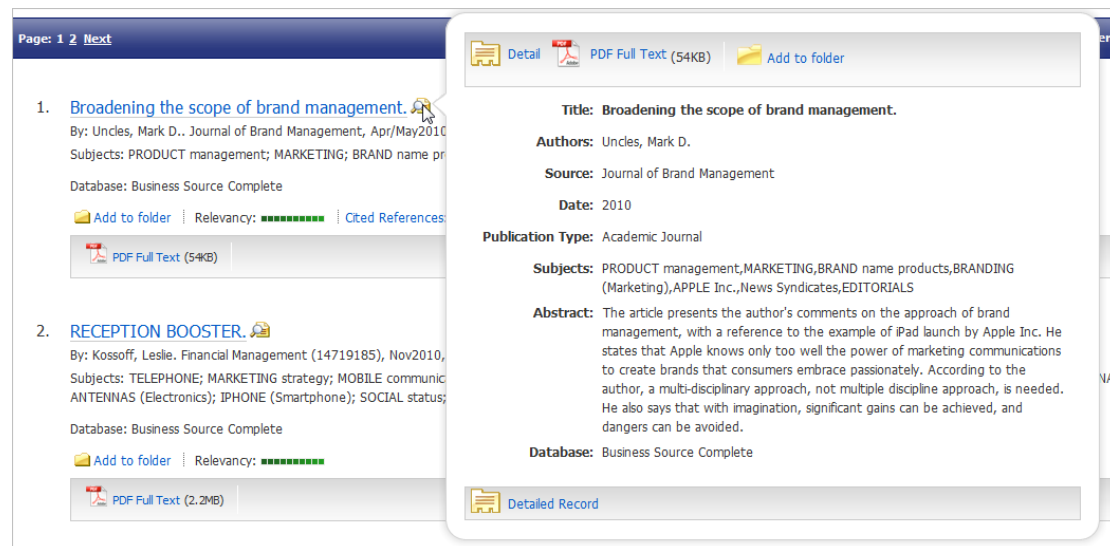



Figure 14

You will see a PDF Full Text icon  and/or an HTML Full Text icon

 icon in your results list, click on either icon to view the full text of the article.

Records which do not feature either of these icons are bibliographic records where the full text is not available.

When viewing the article you may translate the article into another language using the translate facility (Figure 15).

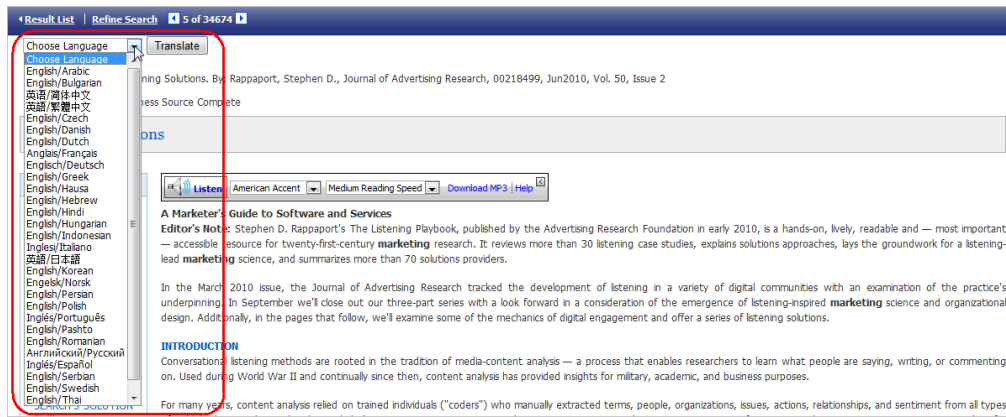


Figure 15

## 8. Print/email/save/export articles

If you wish to print HTML full text/email/save/export **one** article, click on the article's title then click on the desired option in the **"Tools"** section (Figure 16) on the right of the screen.

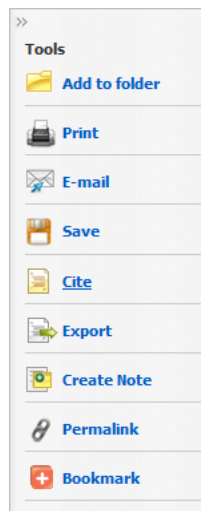


Figure 16

Once you have clicked on the relevant option, follow the instructions on screen.

If you wish to print out the PDF full text version of an article you must open the PDF document and then use the print icon provided to print out the article.

An easier way to manage **more than one article** is to collect articles that are relevant to your search in a folder by clicking the **"Add to Folder"** icon for each article (Figure 17).

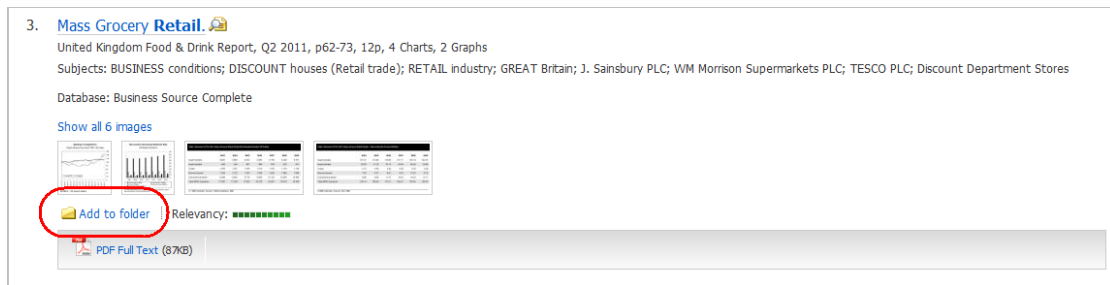


Figure 17

When you have added all your articles, you can open the folder by clicking on the “Folder” icon on the menu bar at the top of the screen or click on the “Go To: Folder View” link (Figure 18).

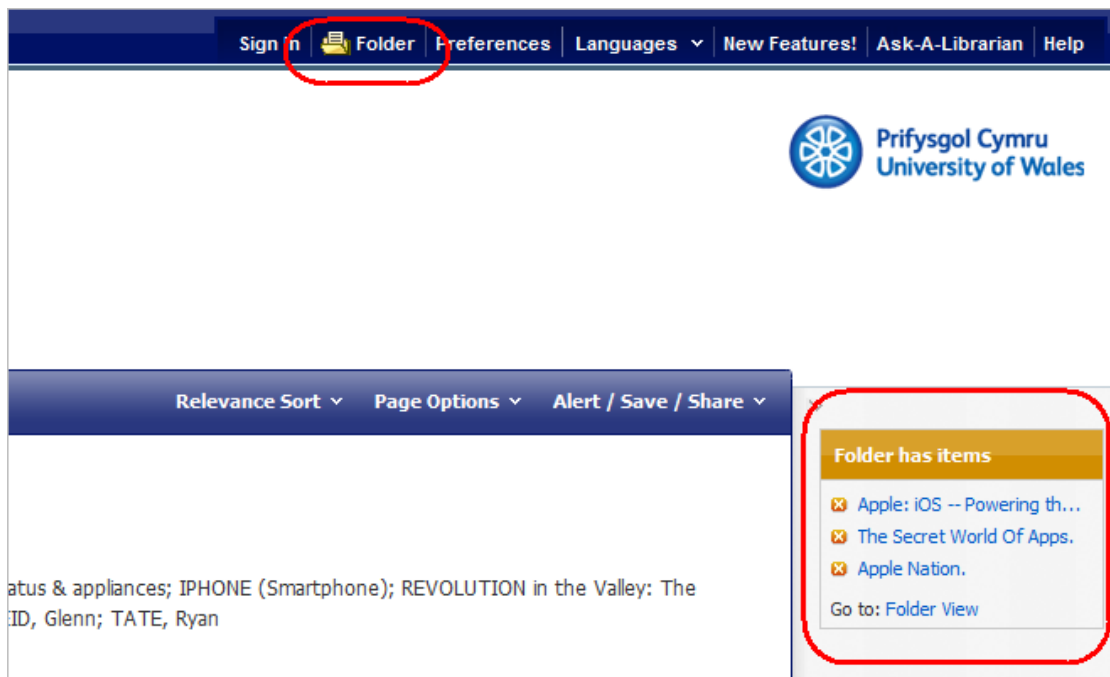


Figure 18

You may then print HTML full text/email/save/export all the articles in the folder by following the instructions on screen. If you wish to print out the articles as PDF full text documents you will need to open each PDF document in turn and print it out using the print icon provided.

## 9. Cite an article

When viewing an article there is a cite icon in the “Tools” section (Figure 19).

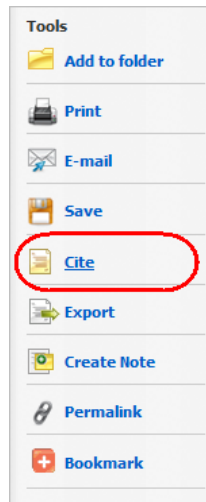


Figure 19

Using this icon allows you to view your article in popular citation formats (Figure 20).

Citation Format	
<b>NOTE:</b> Review the instructions at <a href="#">EBSCO Support Site</a> and make any necessary corrections before using. Pay special attention to personal names, capitalization, and dates. Always consult your library resources for the exact formatting and punctuation guidelines.	
<b>AMA</b> (American Medical Assoc.)	Reference List Uncles M. Broadening the scope of brand management. <i>Journal of Brand Management</i> [serial online]. April 2010:395, 398. Available from: Business Source Complete, Ipswich, MA. Accessed July 4, 2011.
<b>APA</b> (American Psychological Assoc.)	References Uncles, M. D. (2010, April). Broadening the scope of brand management. <i>Journal of Brand Management</i> . pp. 395-398. doi:10.1057/bm.2010.9.
<b>Chicago/Turabian: Author-Date</b>	Reference List Uncles, Mark D. 2010. "Broadening the scope of brand management." <i>Journal of Brand Management</i> , April. 395-398. <i>Business Source Complete</i> , EBSCOhost (accessed July 4, 2011).
<b>Chicago/Turabian: Humanities</b>	Bibliography Uncles, Mark D. "Broadening the scope of brand management." <i>Journal of Brand Management</i> , April 2010., 395-398, <i>Business Source Complete</i> , EBSCOhost (accessed July 4, 2011).
<b>Harvard</b>	References Uncles, MD 2010, 'Broadening the scope of brand management', <i>Journal of Brand Management</i> , April, Business Source Complete, EBSCOhost, viewed 4 July 2011.
<b>MLA</b> (Modern Language Assoc.)	Works Cited Uncles, Mark D. "Broadening the scope of brand management." <i>Journal of Brand Management</i> Apr. 2010: 395+. <i>Business Source Complete</i> . EBSCO. Web. 4 July 2011.

Figure 20

Accurate and careful referencing of the materials you consult during your research and when writing up your work is the best way to avoid plagiarism. For further advice about referencing go to: <http://www.wales.ac.uk/en/OnlineLibrary/StudySkills/Referencing.aspx>

## 10. Help

If you need additional help, there is “**Help**” link on the menu bar which links to a detailed help section provided by EBSCO, or you may use the “**Ask-A-Librarian**” link on the toolbar that will send your enquiry to the Online Library at [library@wales.ac.uk](mailto:library@wales.ac.uk) (Figure 21).

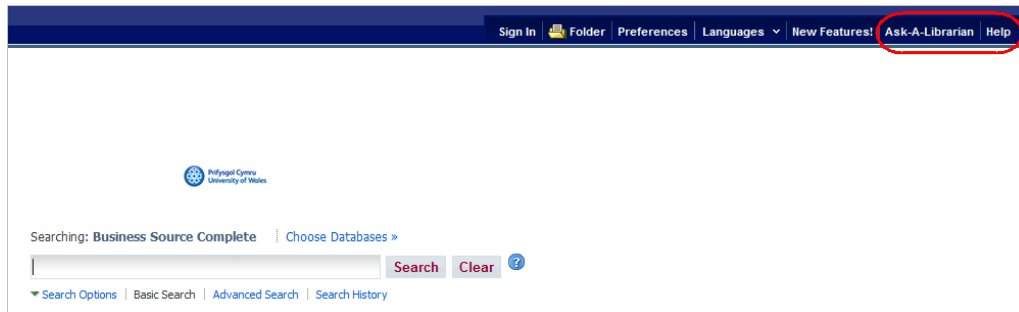


Figure 21