BA 215 HUMAN RESOURCES
LOCATING COMPANY INFORMATION

http://libguides.bju.edu/humanresources

BUSINESS DATABASES
- Business Source Complete
- Business Insights: Essentials
- LexisNexis Academic
- Mergent Online
- Gartner
- Mergent Archives - Hoover's

Mergent Archives is an online database providing you with access to a vast collection of corporate and industry related documents from the Hoover's Handbook series back to 1992. – Publisher

LINK TO FORTUNE 500
http://fortune.com/fortune500/

SEARCHING THE DATABASES

1. Business Source Complete
   - Click the Company Information on the menu bar
   - Enter company name in the search box
   - Select the link to the desired company from the result list
   - Company information page is retrieved.
     - General information
     - Special areas to select include Financials, Products, Executives, Subsidiaries, Industry
     - Boxes on left for related information and related companies
   - Select Thesaurus or subject headings in left column or key in desired term in the second line of the search box to narrow the search.

2. Business Insights: Essentials
   - Enter company name in search box/
   - Click the link to the desired company
   - Company information and description is retrieved
     - Related content and related topics on right.
     - Financials, company history, company chronology, rankings and other content areas via Reuters
     - Related topics include legal issues, management, products, strategy
   - Journals and articles selection on the left column
   - Use the choices at the left of the database to refine your search.
3. **LexisNexis Academic**
   - Select Get Company Info below the Hot Topic Box
   - Key in a Company name in the search box and click Go
   - Select the link to the desired company
   - Basic company Snapshot is retrieved
   - Select specific areas of interest cited in the column on the left.
     - Financials, mergers, SEC filings
     - Executives, company brands, competitors
     - Current news and publications
     - Legal issues and trademarks and patents
   - Option for more information
     - Select current news
     - After receiving list of results, enter a specific term to narrow your topic.

4. **Mergent Online**
   - Mergent Online is an Internet-based suite of information resources that enables in-depth business and financial research.
   - Key in Company name and link to information about the company including history and news of the past 30 days.

5. **Gartner**
   - Gartner is geared to analysts and trends in IT. Log in via the CAS (Central Authentication System) with your campus log in.
   - Advice on strategies for digital content management, search engines and portal strategies
   - When you search Gartner, you will be sent information on similar topics.

*SWOT Analyses, Profiles, or Histories:

- JHM Hotels: Website: [http://www.jhmhotels.com/](http://www.jhmhotels.com/)
- Fluor -
- Harley-Davidson -
- ScanSource – Website: [http://www.scansource.com/](http://www.scansource.com/)
  Company Profile:
  Company History:
  [http://ezproxy.bju.net/login?url=http://bi.galegroup.com/essentials/article/GALE%7C1250131070/6bf02a8de0db49b439af5e792b58674?u=bju_main](http://ezproxy.bju.net/login?url=http://bi.galegroup.com/essentials/article/GALE%7C1250131070/6bf02a8de0db49b439af5e792b58674?u=bju_main)
- TD Bank -
- Chick Fil A:
- JC Penney