MCLEOD BUSINESS LIBRARY

MBA Resources & Services

Presented by Anna Milholland, Business Librarian
Agenda

WHAT WE'LL COVER TODAY

Student Resources
Business Databases
Getting Research Help
Student Services

BLOOMBERG TERMINALS
2 terminals for student use. Sign in at the circulation desk prior to use.

COMPUTERS
8 computers are available, as well as 15 individual study tables with outlets to plug in your own device(s).

LIBGUIDES
Available through the McLeod website, these guides are tailored to specific courses and research tasks.
Student Services

PRINTING/ SCANNING
Two printers and one scanner. You can print from the library computers, as well as from your device (if you map the printer).

STUDY SPACES
Reading Room, Individual Study (Quiet), Group Study (Collaboration)

TRAINING VIDEOS
Available from the library website; four videos to help you use various databases and find information.
Please bookmark the library website, as this will be your primary starting place for Business research when your program begins.
Available on the McLeod Library website, the catalog is called Primo, and it allows you to search for books, articles, journals, and more that are available through W&M Libraries (including the branch libraries, like McLeod!).
Business Databases A-Z
HTTPS://MASON.WM.EDU/LIBRARY/
COMPANY & INDUSTRY INFORMATION

D&B HOOVERS
Includes company profiles, news, business and trade articles, industry intelligence, and financial data.

GARTNER
Information technology news, research reports, and business and market analysis.

IBISWORLD
Comprehensive collection of NAICS and specialized industry market research in the U.S.

MARKETLINE
Company and industry profiles including SWOT analyses, company capsules, global data, and a daily news feed.
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<th><strong>DATA-PLANET</strong></th>
<th><strong>FRED ECONOMIC DATA</strong></th>
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<td>Data on a wide variety of subjects from government agencies, private exchanges, and international organizations.</td>
<td>Banking and economics data provided by the Federal Reserve Bank of St. Louis.</td>
<td>Statistical information on over 600 industries from 10,000 different market research, trade, scientific, and government sources.</td>
<td>Financial, accounting, economic, management, marketing, banking, and insurance data. Access to various data modules.</td>
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FINANCE & ECONOMICS

BLOOMBERG
Access to Investment Research Center platform; available through select computers in Library & Financial Markets room.

S&P NET ADVANTAGE
Analysis on industries, along with analysis of the major companies in a given industry.

THOMSON ONE
Extensive company financials, statistics, and forecasts, as well as historical research, source data, and charting.

WRDS
Access to Audit Analytics, CompuStat, CRSP, IBES, and 13F Ownership modules.
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<th><strong>EMARKETER</strong></th>
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<td>Reports, statistics, market research and trend analysis on Internet, e-business, online marketing, media, and emerging tech.</td>
<td>Industry trends, strategic analysis, market size, and market share for all products across key countries.</td>
<td>Private and public US and international business data, industry news, facts and figures, executive contact information, etc.</td>
<td>Coverage of US consumer markets, financial services, media, retail, leisure, and industry. Market size, segmentation, and forecasts.</td>
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NEWS DATABASES

WALL STREET JOURNAL DIGITAL
Access to WSJ.com, mobile, and tablet apps.

NEW YORK TIMES DIGITAL
Access to NYTimes.com, mobile, and tablet apps.

BARRON'S
News, insight, perspective, and commentary from Barrons.com and the Barron's app.
Getting Help

RESEARCH CONSULTATIONS

- Individual or group consultations
- Participate face-to-face or online via Zoom
- Topic generation, finding specific reports, citations
Ask a Librarian

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