YOUR LIBRARIAN

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AGENDA

- MGM320 course guide
- Database demo: FactSet
  - Finding company financials
  - Finding ratio analysis data
  - Finding peers/competitors
  - Finding company filings
  - Finding historic data
- Finding SWOT analyses using Business Source Premier
- Finding industry information using IBISWorld
- Getting help
When researching a company, the source I use MOST frequently is…

- The company’s own website
- Google or another search engine
- SEDAR or EDGAR
- Newspaper or online news source
- Finance- or investor-oriented website, e.g., Yahoo Finance!, Motley Fool
- FactSet
- Bloomberg
- Social media (e.g., Facebook, Twitter)
- None of the above
DATABASE DEMO: FACTSET
FINDING SWOT ANALYSES USING BUSINESS SOURCE PREMIER
FINDING INDUSTRY INFORMATION USING IBISWORLD
QUESTIONS?
POST-WORKSHOP POLL

Going forward, when I research a company, the source I will use most frequently will be...

- The company’s own website
- Google or another search engine
- SEDAR or EDGAR
- Newspaper or online news source
- Finance- or investor-oriented website, e.g. Yahoo Finance!, Motley Fool
- FactSet
- Bloomberg
- Social media (e.g. Facebook, Twitter)
- None of the above
GETTING HELP

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