The Business Research Guide (BRG)

http://guides.lib.uci.edu/business

Connect from OFF CAMPUS by using the VPN to access these resources. Follow the directions in the Students link, available in the Connect Boxes listed throughout the Guide.

Assignment

Assess the firm’s strategy, its competitive position and financial strength and the acquisitions it has made over the past two years (small and large). Evaluate the reasons behind these acquisitions and how it these will impact the firm’s future competitive position. Select a company from the following list or a company of your own interest.

- McKesson (MCK)
- BioTelemetry (BEAT)
- Pfizer (PFE)
- Johnson & Johnson (JNJ)
- Medtronic (MDT)
- Boston Scientific (BSX)
- (Or a public company is recommended!)

Competitive Position

BRG > COMPANY > Analyst Reports and Earnings Conference Calls

Thomson ONE: (Only works with Internet Explorer!) Analyst reports from leading investment banks.

BRG > INDUSTRY > Market Size & Share

IBISWorld: Industry reports, including market size/share, forecasts, competitive landscape, risks, etc.

Financial Strength

BRG > FINANCE > Public Companies: Financials, SEC Filings and Annual Reports

S&P NetAdvantage: Business description, financials, stock prices, and keyword searchable SEC filings

BRG > FINANCE > Ratios / Averages / Benchmarks

Features many of the databases listed on this handout, including green “See this search!” screenshots, which show how to locate ratio data within each resource.

Strategy and Acquisitions

BRG > COMPANY > Mergers & Acquisitions

MarketLine Advantage: Browse financial deals, by industry, by company, or by the deal value/status/type, etc. Details within each deal’s entry may include a brief rationale.

BRG > COMPANY > Company Strategy

Factiva: Transcripts from a company’s analyst earnings conference calls, as well as news about companies.
**Business News**

BRG > News

Links to the most popular business news publications

BRG > News > Databases of News & Trade Articles

**Factiva**: search across many news titles, including: Wall Street Journal, New York Times, Barron’s, Forbes, and Financial Times (excludes most recent 30 days of FT).

**Business Source Complete**: Articles covering virtually all business topics, including healthcare.

Think of it as Google for Business Research!

**Healthcare News**

BRG > Popular UCI Business Topics > Healthcare

**Academic & Trade Articles**: this tab features top journals (e.g. JAMA) with some industry coverage.