Database Instruction for Business Program
EBSCO’s Business Source Complete, Part II

Off Campus Library Services
1-800-521-1848
Now that you know how to do a basic search what else can Business Source Complete do?

Let’s do a **subject search** and use the **Thesaurus**. This allows a more specific search by searching only the **subject headings** fields—not the **full records**. You are searching the “language” of this database.
Let’s browse for the same topic that we just used in the keyword search, financial planning. Click Browse after you enter the term...

Keep in mind that SUBJECT searching is more specific than keyword searching. You are searching a specific field rather than all fields.
When the results appear:
1. Check mark the correct term(s).
2. Click on: Search.
We have 23,000+ results instead of 58,000+ in our previous keyword search! And we can be confident that these results will be targeted to our research topic since they have a subject heading of financial planning. We can further limit to scholarly, full text articles, etc., as we did before.
Limiting to full text, scholarly journal articles, 2011-2016, we continue to refine the results list. To further narrow the search add another Subject term and use the Boolean term AND to connect the two subjects.
If you have already found your Subject Term in the Thesaurus, you can enter the term in the search box and select the field **SU Subject Terms**...
Now we have a set of results with 190+ articles. (There were 500 articles with keyword searching.)
What else is available in this database?

- You can find articles about famous people.
- You can find company reports containing:
  - Company History
  - SWOT Analysis
  - Competitors
- You can search by NYSE ticker symbol for company information.
You can search a variety of different fields within the database by using the dropdown “Select a Field” menu and choosing an appropriate field. **Note that for this example, in searching for a person, type the last name first.**
There are over 3,000 full text articles about Bill Gates.
Another great feature in EBSCOhost is the ability to find Company Profiles. Click on the word MORE in the toolbar. A dropdown menu will allow you to choose Company Profiles. This will give you access to a MarketLine/Medtrack report specific to your company.
Type the name of the company you are looking for in the search box, then click Browse.

*Company Profiles contain information on **publicly** traded companies!*
Now a list of results appears. Click directly on the name of the company...
You now have a screen where you can link to information from journals, magazines, newspapers, etc., AND you can click on the MarketLine Report to read the complete company profile.
This report on GE includes items such as company history, revenue analysis, SWOT analysis, top competitors and more!
EBSCOhost databases

The EBSCOhost vendor has many other databases that will be helpful for finding business information:

- Health Business FullTEXT
- Newspaper Source
- Academic Search Complete
- Communication & Mass Media Complete
- GreenFILE

There are over 40 subject oriented databases from which to choose!
Remember, OCLS is here to assist your research!

- **OCLS:**
  - http://www2.indwes.edu/ocls
    - Use the “Submit Request” option (under Key Links) on the homepage!
  - 1-800-521-1848