RESEARCH IN BUSINESS

BA 460: Resources to make your life (and your final project) easier.
SOME INFO YOU MIGHT NEED...

**Company Information**
- Financials
- Executives/Structure
- SWOT Analyses
- Competitors

**Industry Information**
- Industry Analyses
- Market Analyses
- Financial Data/Indicators/Ratios

Remember – You’ll need at least 8 sources for this assignment and only 2 can be websites!
YOUR COURSE GUIDE CAN HELP!

Welcome

IT'S NOTHING PERSONAL,
IT'S JUST BUSINESS

Welcome to your Course Page!

This page is provided to add supplemental information for the BA 460 - Senior Seminar. Use these resources in addition to the tabs above on Company, Industry, and Marketing Information to jump start your research.

Evaluate that Source!

Always look at your resources with an analytical eye!

Tips

Don't forget to also check out the pages listed below, as they will be crucial to finding information for your final project:
- Company Information
- Industry Information
- Data & Statistics

Slides from Library Session

In case you missed the session or just need to jog your memory.
Always look at your resources with an analytical eye!

Ask yourself:

• Who wrote this? Are they a credible source?
• How was this data collected? Is the collection method reliable?
• How old is this information? Is it out of date?
• What is the purpose of this information?

“Don’t believe everything you read on the Internet just because there’s a picture with a quote next to it.”

—Abraham Lincoln
GO FORTH...

Other resources at your fingertips:

Schedule a consultation with me at any point in your research!

Resource Guides:
- Citation Guide (APA Citation Tab)

WRSL – Writing, Reading, Speaking, Lab