Biz Workout for Enriched Scholars!

Celia Ross (caross@umich.edu)
8 May 2014 9-10:30am
kresgeguides.bus.umich.edu/nonbiztypes

Keep your biz skills sharp

• The best way to get to know the databases and strategies that will help you with business questions is to use them/practice them.
  – Bookmark the LibGuide for this presentation and use it for these exercises and for future reference: kresgeguides.bus.umich.edu/nonbiztypes

Some sample workouts

• Pick a favorite (or hated) company to look up or follow up on something you see on the news.
  – Try more than one database to see the different kinds of descriptions and coverage in their content.
  – Don’t forget the open Internet and article searching—you never know what you might stumble across!
• Try to think of something you are familiar with and look at it from an industry research perspective.
  – For example: driving (auto industry), taking the bus (public transportation), working at UM (higher education, classroom technology), DIY projects (home improvement), etc.
• Try doing the Pet Industry example from class on your own.
  – Some other industries to give you ideas about what to search on: books (or e-readers or bookstores or publishing), airlines (or travel or hotels), restaurants (or food trucks or organic farming).

Company Research

• Go to OneSource and look up Kroger and then look up Meijer and then look up Zingerman’s.
  – Take a look at the difference in the amount of information available.
  – Notice how OneSource also points you to Industry info.
• While in OneSource, take a look at the “Build A List” feature under the Companies tab.
  – See if you can generate a list of grocery stores in Ann Arbor.
SEC filings (for public companies)

- Go [SEC.gov](http://SEC.gov) and look up the latest 10K filing from the Boston Beer Co. (ticker symbol SAM)
  - Note when it was filed...usually companies will file their 10Ks at the same time every year, so you can get a sense of when the next one will come out.
  - Also note that you can usually find SEC filings in many of the Company databases.

Industry Research

- Go to [IBISWorld](http://IBISWorld) and search on Beer
  - What kinds of reports do you see?
- Now go to [Standard & Poor’s NetAdvantage](http://Standard & Poor’s NetAdvantage) and click on the Industries tab.
  - Where would you find info on Beer?

Industry Statistics

  - Scroll down and open up The Brewers Almanac.
  - Click into the tab for "Per Capita Beer Consumption by State." (It's usually around page 24 or so)
- Tell me which state had the highest per capita consumption of beer in 2010
  - (you can use the "data sort" function in Excel to do this—ask me how if you're not sure)
- How many gallons of beer per person did people in this state drink in 2010?

Note: This exercise is meant to illustrate using an industry association to find statistical information. To identify the Beer Institute, I did a Google search on "beer industry statistics" (you might also stumble upon industry associations because they are often cited as sources of data in an article or in a chart you find). Keep in mind that industry associations will generally have some kind of agenda (usually "pro" whatever their industry is) and do what you can to verify its reputability.

- While you're at it, check [Statista](http://Statista) for beer and see what you find.

Consumer and Market Research

- Go to [Mintel](http://Mintel) and search on Beer
  - What kinds of reports do you see?

Note: Mintel is notoriously hard to download. You can create a personal account and then select individual sections of reports to add to your “basket” and then export them.
International Business

• Go to GMID Passport and search on Beer
  – Click into some of the results to get a sense of the vast wealth of data you can find in here.
• Now hover over the Industries tab and select Alcoholic Beverages to see what turns up.

Article searching

• Go into Wilson Business Abstracts
  – Search on Beer and consumers
  – Sort by Relevance
  – Now add in a row that says Attitudes or Preferences and see how that narrows down your results
  – You can also change around your search to be beer and statistics or beer and market, etc. or on specific companies. You can’t go wrong with an article search!
• Try the same kind of searching in Google Scholar