

Structured & Speedy Research

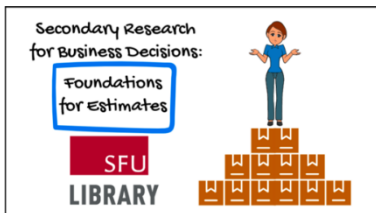
Beedie Business Case Competition Training - 20 January 2024

A. Expectations & structure

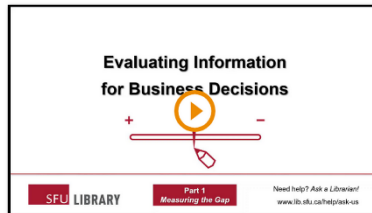
Your judge:

Intuition:

Secondary research + evaluating imperfection + citing



Link to video (8 min):
<https://bit.ly/2nd-research>

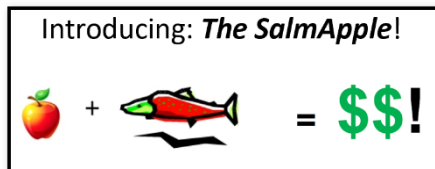


Link to first in 3-part series:
<https://bit.ly/eval-part1>



Link to first in 3-part series:
<https://bit.ly/citing-part1>

Asking good questions:



Extrapolating trends:



In India, a push for acceptance when the grandparents move out. (2012, Sep 26) – The Globe & Mail
<https://bit.ly/India-retire-3>

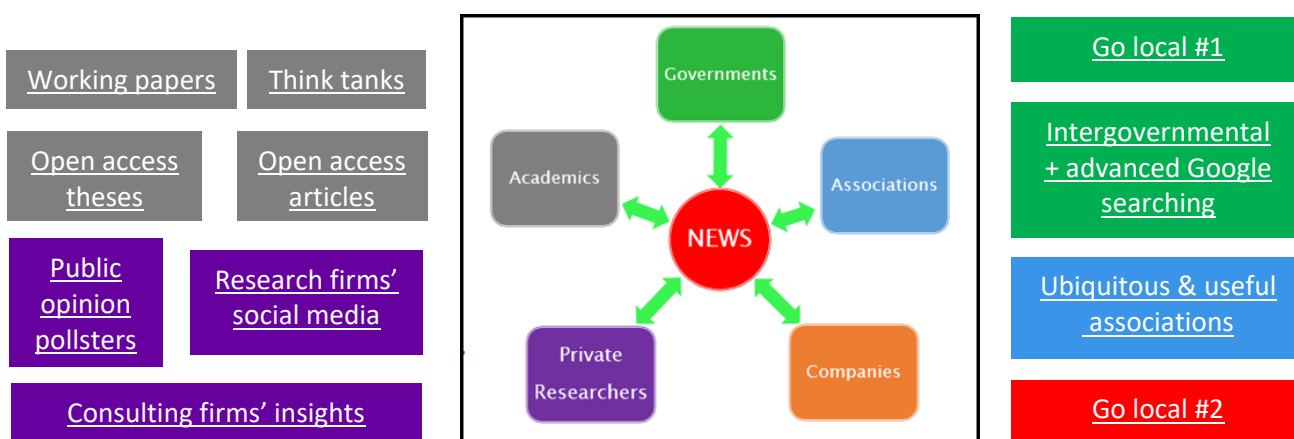
Likely publishers (the “who cares?” question)

Scan the 12-part “Trampoline” blog post series, especially **posts #5 to #10 (inclusive)** that deal with the “Likely Publishers” of useful business information.



- Link: <https://bit.ly/trampoline-series>
- Consider the different types of information provided by different types of publishers, as well as the reasons **why** they might provide that information.

Using the “Likely Publishers” wheel to highlight **free sources & useful search strategies** for many of these publisher types:



B. Major subscription resources

Briefly explore the following databases (focus on those you don't already know) and make a note of any questions you want to ask about either the content or the search interfaces.

Statistics to support your recommendations?

- [Statista](#) – [[blog posts](#) + [video](#)]

Company and market financials?

- [S&P Capital IQ](#) – [[blog posts](#) + [video](#)]

Analysis of the markets for fast-moving consumer goods or emerging technologies?

- [Passport](#) for FMCGs – [[blog posts](#)]
- & [Frost & Sullivan](#) for emerging tech – [[blog posts](#)]

Reports on industries in Canada, the US, and beyond?

- [IBISWorld](#) – [[blog posts](#) + [video](#)]

News articles (business/industry sources) from around the world?

- [Factiva](#) – [[blog posts](#) + [video](#)]