Library Resources & Services for EMBA students

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Your Business Librarian Team

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Mark Bodnar
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Belzberg Library

Print Collection and Intercampus Delivery
Belzberg Library

Silent Study Spaces
Bookable Group Study Rooms on Campus
Contact the library

Chat, Phone, Email, In-person...
Business Information resources

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News from our BUEC Buzz blog
Library guide for Graduate Business Programs

Introduction
This guide is designed for students in Graduate Business Programs such as MBA, EMBA, MOT, GDBA and MSc. Finance. It includes tips for literature searches, with emphasis on using business databases, which give you access to information not freely available on the open web.

Other starting points:
- Executive MBA in Indigenous Business and Leadership guide
- Beilzberg Library Information for Graduate Business Programs (Beilzberg Library is located in downtown Vancouver)
- After you graduate and for the GDBA Program - Try UBC’s Small Business Accelerator guides
Belzberg Library Information for Graduate Business Programs

Belzberg Library information

We are the downtown Vancouver branch of Simon Fraser University Library. FAQS - Belzberg Library

Library Hours
Today Belzberg Library is CLOSED open 10:00am to 5:00pm.
Opening & Closing Times for all SFU Libraries.
That one article…

My instructor told me to read the article,

*How Transformational Leadership Supports Intrinsic Motivation and Public Service Motivation in “American Review of Public Administration”*

What’s my best bet?
Articles on the topic...

I need articles on wine industry in BC

What’s my best bet?
First...

### Company Information

Company information is available in a wide variety of online and print sources. This guide is a starting point for company research, not a comprehensive source list. Ask our Reference Librarians for assistance if you are unable to find the information you need.

Generally, it is easier to find information about large, public, Canadian/US companies than about small, private, or foreign companies.

1. [Company Web Sites]
2. [Directories and Reports]
3. [Financial Information]
4. [Company Histories]
5. [Newspaper and Journal Articles]
6. [Other Sources]
7. [Other Relevant SFU Library Guides]

### Industry surveys

- The elusive perfect source
- Resources and tips
  - Canadian
  - American
  - ALL / International
- Tips for all regions
- Brief industry surveys
- Comparing a company to its industry (financials)
- Other relevant SFU Library guides

### Secondary Market Research Resources

There is a large amount of market research information available in print, on electronic databases, and on the web. Use this guide as a starting point for your research but remember that there are many more sources than those listed here.

Don't hesitate to ask for help at any of the SFU Library branches. You may also contact our reference librarians via telephone, chat, or email using our [Ask a Librarian] services.

Asking for help can save you a lot of time!

1. First Steps
   1.a. [What are you looking for?]
   1.b. [Who might publish the information you need?]
2. Market Overview
   2.a. [Journals & Magazines]
   2.b. [Trade Associations]
3. Competitive Analysis
4. Business Conditions
   4.a. [Journals & Magazines]
   4.b. [Government Sources]
5. Demographics and Consumer Behaviour
   5.a. [Journals and Magazines]
   5.b. [Government Sources]
   5.c. [Further Sources]
Discussion

Brainstorming specific needs/questions

- Economic & business environment?
- Competitors & suppliers?
- Customers?
Nature of business information...

- Big name analysis
- Below + analysis
- Aggregated information + gaps filled with primary research
- Aggregated and incomplete information
- Dispersed and incomplete information

Discussion

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Discussion

Adjusting expectations…

Why would this info be published?

Why might it *not* be published?

Might someone have estimated it?

Can we bend the constraints a bit?

Can we look for disaggregated info instead?
Wine industry in BC!
High-Level View

Likely publishers...

- Academics
- Governments
- Associations
- Private Researchers
- Companies

How and Why Questions

Top of the Peak!

Regulations, Trade Data, Industry Overviews, and more...

Directories and Industry Overviews

Key financials? News about actions taken?

SFU Library
Exploration

Academic researchers
### Exploration

**Government depts**

![Image of Agriculture and Agri-Food Canada website]

**The Canadian Wine Industry**

- Introduction
- Industry Structure
- Performance
- Employment
- Investment
- Export Market
- Strengths and Weaknesses
- Future Challenges and Opportunities
- Associations
- Federal Government Departmental Contact
- Provincial Liquor Boards

![Graph showing Canadian Total Exports](image)

<table>
<thead>
<tr>
<th>Title</th>
<th>Okanagan Valley wine consumer research study 2008 results [electronic resource].</th>
</tr>
</thead>
<tbody>
<tr>
<td>Published</td>
<td>Victoria, B.C. Tourism British Columbia, Research and Planning. 2009.</td>
</tr>
</tbody>
</table>

**Click for online access:**

[View full text]
Exploration

Associations

Number of wineries
209 grape wine wineries licensed in British Columbia. 128 are members of the BCWI. BCWI membership represents 95% of BC VQA sales, 95% of the total wine production in the province, and produces 88% of 100% BC grape wine production.

Five wine regions (designated viticultural areas)
- Okanagan Valley
- Similkameen Valley
- Fraser Valley
- Vancouver Island
- Gulf Islands

Number of vineyards
864 (wineries and independent growers)

Grape varietals produced
60+

Just a few of the many wine facts available at the BC Wine Institute site...
Exploration

Private research firms

MarketLine Industry Profile
Wine in Canada
August 2017

Passport
WINE IN CANADA
Euromonitor International
September 2013

IBISWorld Industry Report C1123-GL
Global Wine Manufacturing
May 2012
Exploration News sources

Wine Country Dreams.

Authors: Brennan, Morgan
Document Type: Article
Subject Terms: *WINERIES
*REAL property
*WINE & wine making
*BUSINESS enterprises
VINIFERAS

Report toasts robust wine industry

Full text

A reason to toast Canada’s growing wine industry; Consolidation, better grapes help propel gains in annual output, study finds
WHO urged to allow untested Ebola drugs

With more than 1,000 lives now lost to Ebola, drug makers should be allowed to test their unproven medicines and vaccines on West Africans, given the desperate nature of the situation, scientists to the World Health Organization have concluded. These include the Zmapp drug, which is based on the immune systems of monkeys.

- Test drug stock "exhausted" after shipments to Africa | The Guardian Weekly
- All 118 related articles

Screen Legend Mourned

Lauren Bacall, a silky, sultry-voiced actress, created onscreen magic with Humphrey Bogart in To Have and Have Not and The Big Sleep and off-screen magic in one of Hollywood's most storied marriages. Bacall, whose long career brought two Tonys and a special Oscar, died in New York Tuesday at age 89. The managing partner of the Hummert-Heiskell Estate, Debbie F. (Gibbs) added: "Bacall"

Offsea Citizen | Canada | Wed, 13 Aug 2014
- Lauren Bacall dies, aged 89 | My Paper
- All 85 related articles

Death details

BACI RAFAEL CAIF | Authorised details Robin Williams’ final moments Tuesday, saying the actor and comedian hanged himself with a belt in his home north of San Francisco. Lieutenant Keith Boyd of the Marin County Sheriff’s Office said Mr. Williams was last seen alive by his wife, Susan Schneider, on Sunday night when she went to bed in a separate room. She woke up the next morning and found him dead in his bed. Shortly after that Mr. Williams’ spouse and his children join his publicists in releasing a statement saying his death was a suicide.

- Actors Last Months Were Tangled Ones | The Australian
- All 21 related articles

B. C. public system among world’s best

As back-to-school ads start popping in newspapers and on the airwaves, many B.C. parents and students are basking in the glory of the province’s education system, which has consistently ranked among the world’s best.

The Vancouver Sun | Canada | Wed, 13 Aug 2014
- B.C. public system among world’s best | The Vancouver Sun
- All 40 related articles

‘Aid’ convoy departs Moscow.

MOSCOW: A high-profile convoy Tuesday dispatched hundreds of trucks covered in white tarp and sprinkled with holy water on a mission to deliver aid to a desperate rebel-held zone in eastern Ukraine. The televised sight of the kilometres-long convoy sparked a show of indignation from the government in Kiev, which insisted any aid must be delivered by the International Red Cross. Ukrainians and the West have recently expressed their National Post - (Latest Edition) Canada | Wed, 13 Aug 2014
- Leaks Of Panic | The Courier-Mail
- All 42 related articles

Global Times
- China | Thu, 14 Aug 2014
- 2 hours ago | 45 minutes ago
- All 24 related articles
Bottom Line

• **You’re not alone!**
  
  There are Business Information experts available to help.

• **Give yourself time…**
  
  to explore, learn, change your topic…

• **Learn the basics early.**
  
  Start exploring our guides and resources!
Questions?

Good luck!

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