



# Library Resources & Services for MBA students

Moninder Lalli: [moninder\\_lalli@sfu.ca](mailto:moninder_lalli@sfu.ca)

# Your Business Librarian Team



**Moninder Lalli**  
Vancouver



**Mark Bodnar**  
Burnaby & Surrey

# Agenda

Details



Potential



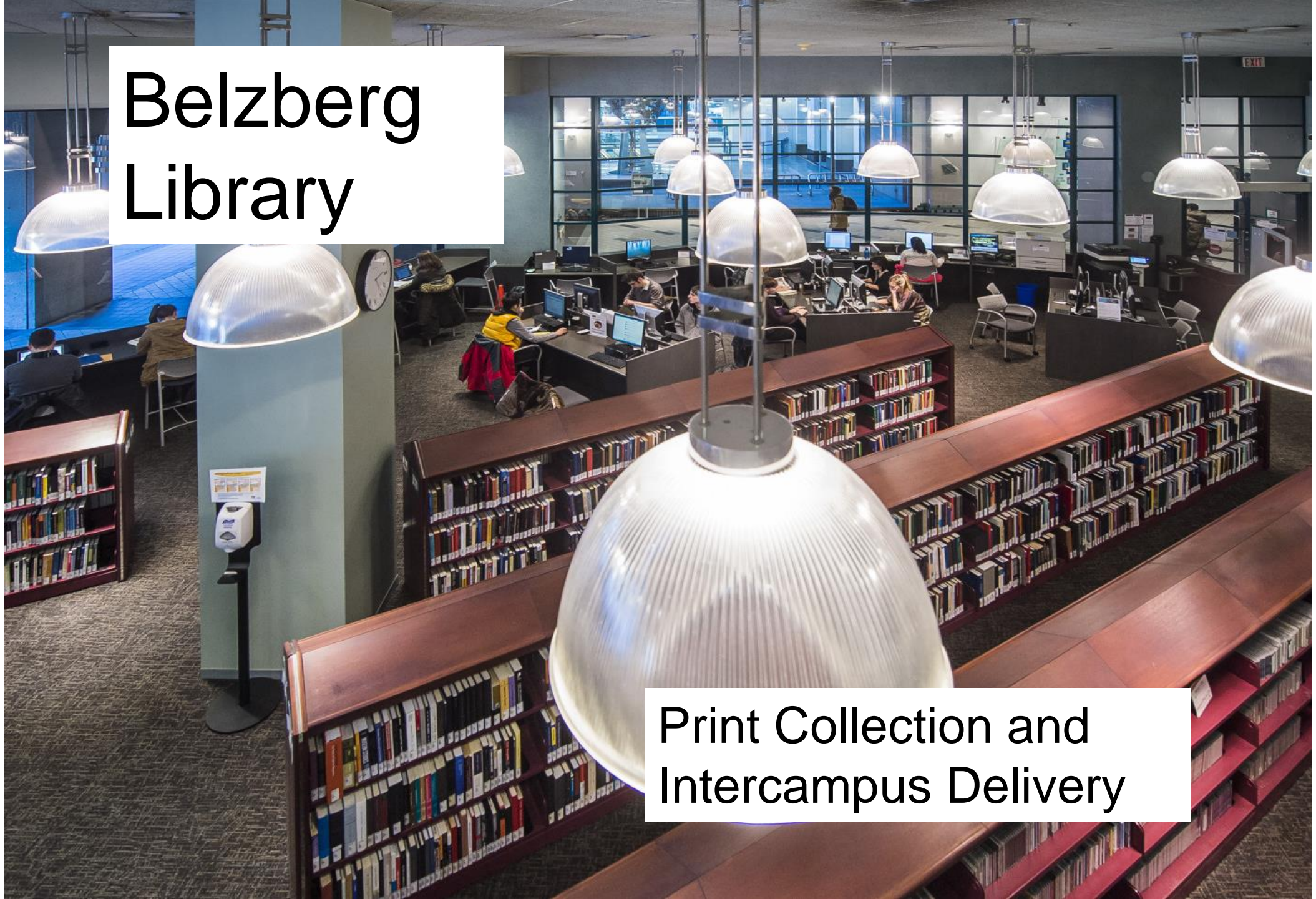
Advice





# Belzberg Library

Print Collection and  
Intercampus Delivery





# Belzberg Library



Silent Study Spaces  
Bookable Group Study  
Rooms on Campus



# Contact the library

**SFU SIMON FRASER UNIVERSITY**  
ENGAGING THE WORLD

## Library

**FIND** **HELP** **BORROW**

**RESEARCH ASSISTANCE**  
Find materials by subject + course  
Find materials by format + type  
Research tutorials  
Frequently asked questions  
Services for you  
**Ask a librarian**

**CITE + WRITE**  
Citation + style guides  
Citation management software  
Undergraduate writing + learning (SLC)  
Graduate writing, learning + research (RC)  
EAL services

**WORKSHOPS**  
All workshops  
Undergraduate  
Graduate writing  
Undergraduate  
Graduate c

### Ask a Librarian

View Edit Revisions Clone content

**On this page**

**Ways to reach us**

- Chat online
- Email
- Feedback and questions about the Library Catalogue
- Phone
- In person: Book an appointment or drop in
- Contact a liaison librarian for in-depth research guidance

**Self-service**

- Technical problem reporting

**Top links**


- Renew items / My library account
- Article databases

**Search the Library**

- Library Search
- Fast Search

**Chat, Phone, Email, In-person...**

# Business Information resources

 **SIMON FRASER UNIVERSITY**  
ENGAGING THE WORLD

**Library**

Search

[A-Z DIRECTORY](#) [SIGN IN](#) [This site](#) [SFU.ca](#)

FIND


HELP

BORROW

FACILITIES

ABOUT

**Library Search**



**Business resources**

[Home](#)

[Books + articles](#)

[Background information](#)

[Facts + data](#)

[Citing + writing](#)

[Additional resources](#)

[Home](#) / [Help](#) / [Research assistance](#) / [Subject + course](#) / [Business Administration](#)

## Business information resources: Home

**On this page**

[Contact info](#)


[New business books](#)

[Research guides by topic/format](#)


[Help with course assignments](#)

This guide is designed to help you get started with your Business research. Find books, journal articles, and additional resources such as marketing information and company financial data available to you at SFU Library.

### Contact info



Mark Bodnar  
Business Librarian  
SFU Burnaby & Surrey Campuses  
mbodnar@sfu.ca  
778-782-3044



Moninder Lalli  
Business Librarian  
SFU Vancouver Campus  
moninder\_lalli@sfu.ca  
778.782.5043

**News from our [BUEC Buzz](#) blog**

# Library guide for Graduate Business Programs

## Library guide for Graduate Business Programs

[View](#)[Edit](#)[Revisions](#)[Clone content](#)

### On this page

[Introduction](#)[Research help](#)[Resources for business information](#)[Business databases](#)[Find books, journals, and other publications at SFU Library](#)[Advanced search tips and strategies](#)[Past SFU MBA projects](#)[Google searching](#)[Library guides](#)[Writing and citing help](#)

## 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](#)
- [Belzberg Library Information for Graduate Business Programs](#) (Belzberg 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

Library Search

Q

Belzberg Library top links

Home

About us

Services + equipment

Research help

Group study rooms

Student Learning Commons

Research Commons

Workshops

[Home](#) / [About](#) / [Branches + departments](#) / [Belzberg Library](#)


## Belzberg Library information for the Graduate Business Programs

View

Edit

Revisions

Clone content



### Belzberg Library (SFU Vancouver)

On this page

[Belzberg Library information](#)

[Library Hours](#)

[Library Card](#)

[Borrowing Materials](#)

[Reserves Materials](#)

[Belzberg Library equipment](#)

[Inter-Library Loans \(ILL Service\)](#)

[Research Guides 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...

## Industry surveys

### On this page

[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](#)

### 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](#)

## 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](#)

# Discussion

Brainstorming specific needs/questions

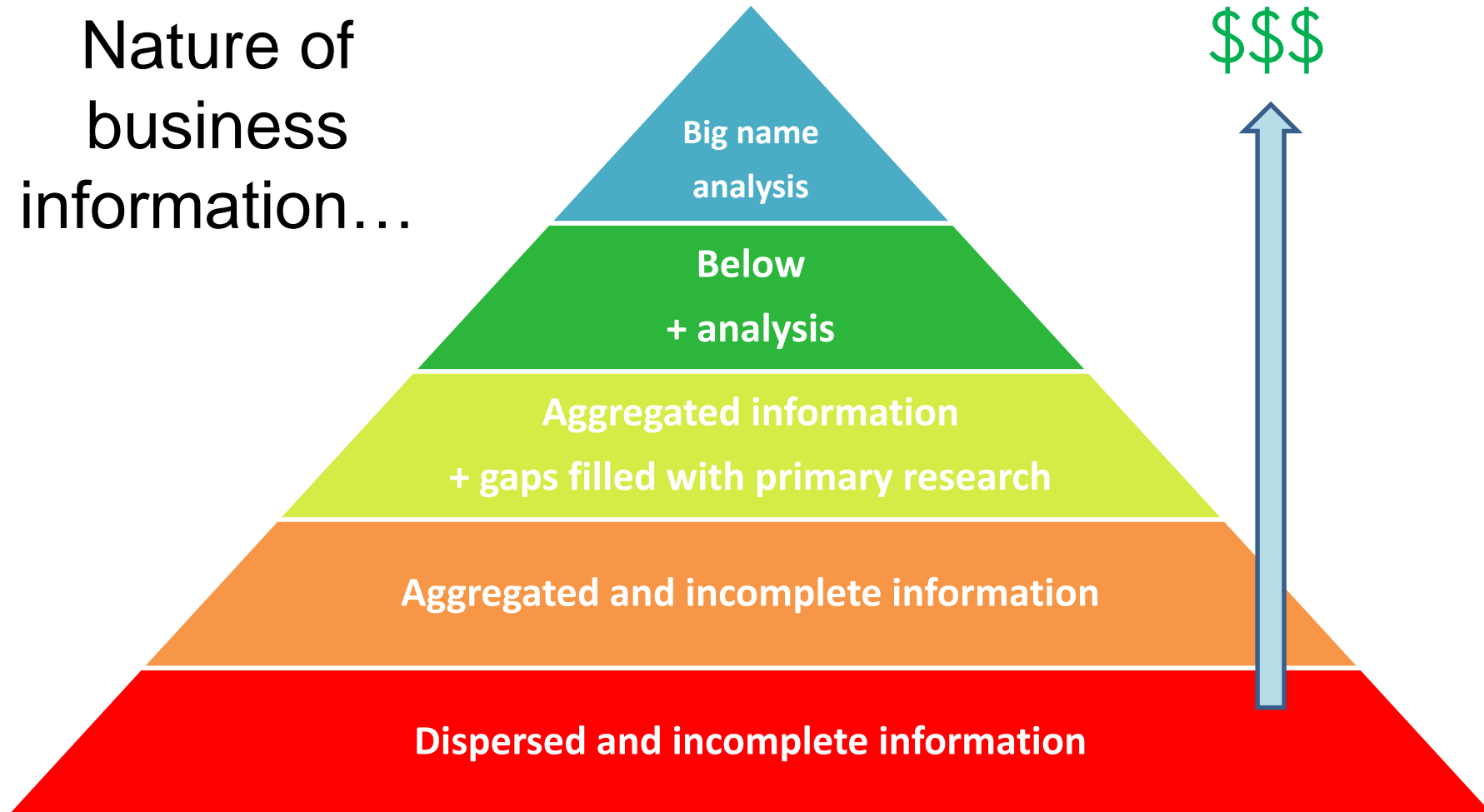
Economic & business  
environment?

Competitors & suppliers?

Customers?

# Discussion

Nature of  
business  
information...





# 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?

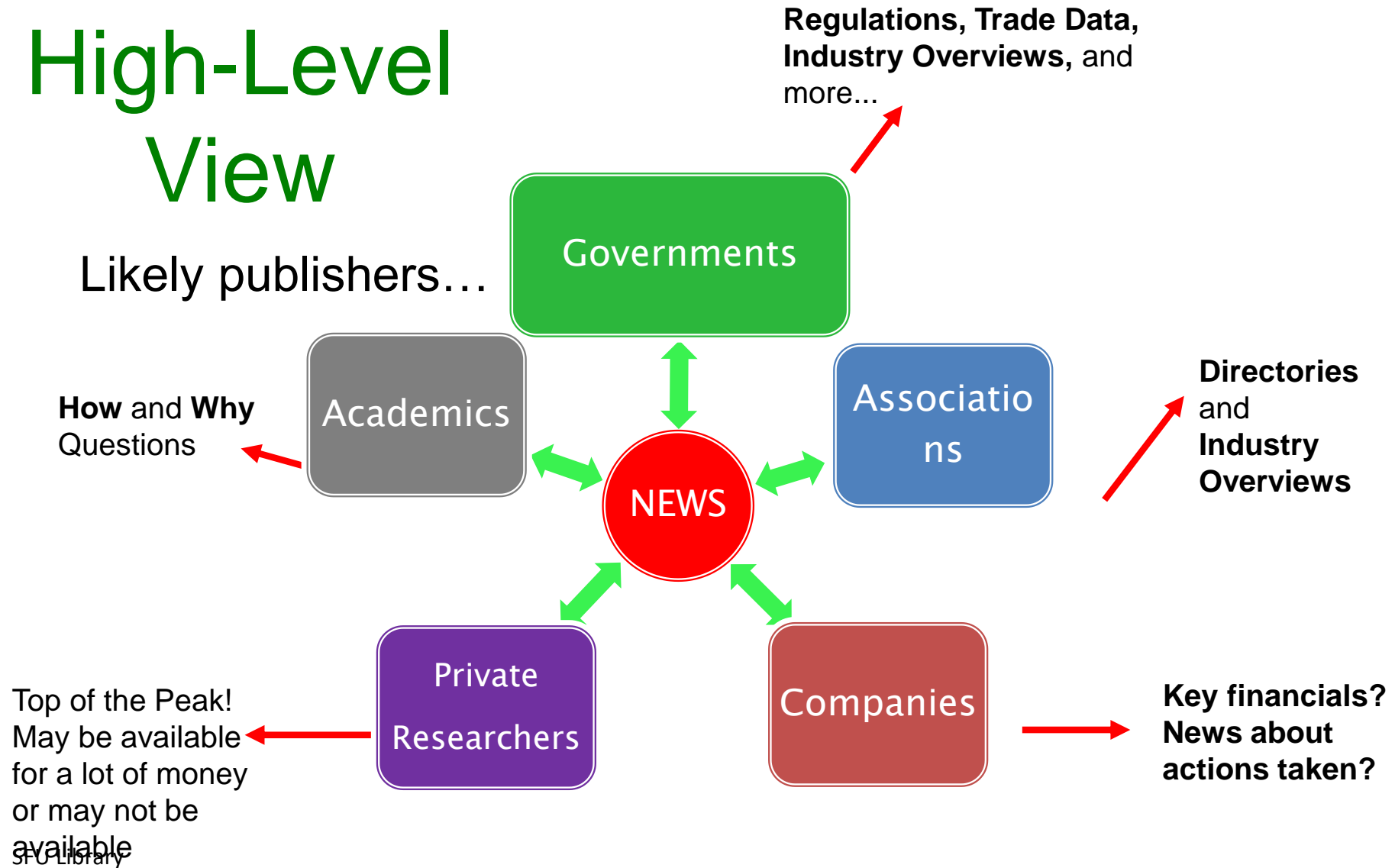
Can we look for disaggregated info  
instead?



Wine industry in BC!

# High-Level View

Likely publishers...






# Exploration

## Academic researchers

**Journal of Wine Research**

Volume 23, Issue 1, 2012



Wine industry developments in the Pacific Northwest: a comparative analysis of British Columbia, Washington State, and Oregon

**Transformations in the Okanagan wine industry; and (2) Reflections on communication, diffusion of innovation, and social capital in the case of the Okanagan wine cluster**

[Theses, Dissertations, and other Required Graduate Degree Essays](#)


**Author:**  
Hickton, Caroline

**Date created:**  
2005

**Abstract:**

**Journal of Wine Research**

Volume 18, Issue 1, 2007



Wine-Related Lifestyle (WRL) Market Segmentation: Demographic and Behavioural Factors

in the Okanagan wine industry as a  
s in technology and industry  
of NAFTA (North American Free Trade  
tives as these impacted the British  
considers the roles played by industry  
ademic institutions in setting the  
al, and economic changes affected the  
he Okanagan valley.

# Exploration

## Government depts



**Agriculture and Agri-Food Canada**  
www.agr.gc.ca

ne | [Contact Us](#) | [Help](#) | [Search](#) | [canada.](#)

### 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](#)
- [The Canadian Wine Products Industry NAICS 312 Statistics](#)
- [The Canadian Wine Products Industry NAICS 312 Statistics](#)

<b>Title</b>	Canadian Total Exports
<b>Products</b>	HS 220421 - <b>GRAPE WINES</b> - OTHER THAN SPARKLING (INCLUDING FORTIFIED) - 2 LITRES OR LESS
<b>Origin</b>	---- British Columbia
<b>Destination</b>	TOP 10 COUNTRIES
<b>Period</b>	Latest 5 years
<b>Units</b>	Value in Canadian Dollars

	2007	2008	2009	2010	2011
<b>China</b>	266,056	576,015	1,279,714	3,068,245	2,369,888
<b><a href="#">United States (U.S.)</a></b>	531,894	209,198	171,169	187,747	396,750
<b>Hong Kong</b>	60,026	124,270	68,112	338,549	230,621
<b>Japan</b>	156,268	66,242	128,073	48,714	128,262
<b>Korea, South</b>	19,200	41,092	170,893	59,598	51,539
<b>Argentina</b>	--	--	--	--	42,084
<b>Taiwan</b>	392,151	33,781	42,260	119,060	35,525
<b>Switzerland</b>	--	--	39,083	23,386	15,459
<b>France (incl. Monaco, French Antilles)</b>	22	--	--	--	12,600
<b>Malaysia</b>	14,166	--	34,299	--	3,360
<b>SUB-TOTAL</b>	1,439,783	1,050,598	1,933,603	3,845,299	3,286,088
<b>OTHERS</b>	73,650	89,523	154,922	75,325	2,878
<b>TOTAL (ALL COUNTRIES)</b>	1,513,433	1,140,121	2,088,525	3,920,624	3,288,966

Source of data: **Statistics Canada**  
Report Date: 08-Aug-2012

<b>Title</b>	Okanagan Valley wine consumer research study 2008 results [electronic resource].
<b>Published</b>	Victoria, B.C. : <b>Tourism British Columbia, Research and Planning</b> , 2009.

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

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

### Number of vineyards

864 (wineries and independent growers)

### Grape varieties produced

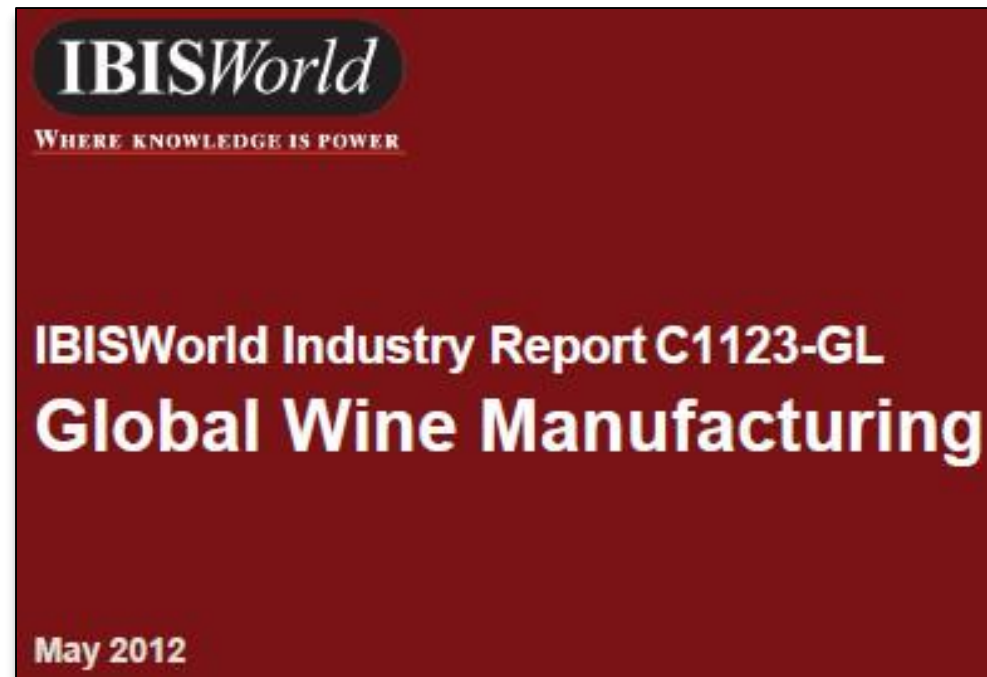
60+





# Exploration

Private research firms



# Exploration

## News sources

### Canadian Invasion.

Authors: [Bettridge, Jack](#)

Source: [Wine Spectator](#); 5/31/2012, Vol. 37 Issue 2, p28-28,

Document Type: Article

Subject Terms: \*ALCOHOLIC beverage industry


ALCOHOLIC beverages - Canada

Geographic Terms:

ProQuest


Full text [« Back to results](#)

☐ Add to selected items

 Save to My Research

 Email

 Print

 Cite



A reason to toast [Canada's growing wine industry](#); Consolidation, better grapes help propel gains in annual output, study finds

[Abma, Derek](#). [The Ottawa Citizen](#) [Ottawa, Ont] 06 July 2011: D.3.

### Wine Country Dreams.

Authors: [Brennan, Morgan](#)

Source: [Forbes](#); 8/22/2011, Vol. 188 Issue 3, p60-62, 3p,

Document Type: Article

Subject Terms: \*WINERIES

\*REAL property

\*WINE & wine making

\*BUSINESS enterprises

VINEYARDS

### Report toasts robust wine industry

[Whipp, Ted](#). [The Windsor Star](#) [Windsor, Ont] 10 May 2012: SR.3.

[Browse the library](#)

3D + Animation  
Audio + Music  
**Business**  
CAD  
Design  
Developer  
Education  
Marketing  
Photography  
Video  
Web

**Course topics**  
Business Skills  
Communication  
Data Analysis  
Leadership  
Management  
Online Marketing  
Presentations  
Productivity  
Project Management  
Social Media Marketing  
[View all](#)

**Business software**  
Access  
Excel  
FileMaker  
Google AdWords  
Google Analytics  
Outlook  
PowerPoint  
QuickBooks  
SharePoint  
Word  
[View all](#)

**Additional resources**  
Articles from our experts  
Playlist Center



Excel



Photoshop



Final Cut Pro



PHP



HTML

## My courses

Recommended for me

Playlists

Course history

Course Notes



03/24/14

iMovie 10.0.2 Essential



09/09/09

iMovie '09 Essential



07/29/11

GarageBand '11 Essential

## 10-minute tips



Small Business Secrets : Aug 26  
[Crafting a job and pay range](#)



Deke's Techniques : Aug 26  
[Creating a 3D doughnut in Illustrator](#)



Pro Video Tips : Aug 26  
[Introduction to lighting ratios](#)



INSTANT ACCESS to 2000+ newspapers from 100 countries in 60 languages!



source of leak | San Francisco Chronicle • Big rise in online scams raises overall crime figures | The Straits Times • Japan's recovery falters as sales tax hike hits home | The Straits Times • Wheels and c

LIBRARY PRESSDISPLAY DEMO

NEWS

Front Page

News

Business

Sports

Entertainment

Editorial & More

TITLES BY COUNTRY

Albania

Algeria

Angola

Argentina

Armenia

Australia

Austria

Azerbaijan

Bahrain

Barbados

GET THE NEWS

RSS feed

Interactive Radio

Follow Us On facebook

Like 5.6k

Follow

7 Aug 8 Aug 9 Aug 10 Aug 11 Aug 12 Aug 13 Aug Current

## WHO urged to allow untested Ebola drugs <sup>7</sup>

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, advisors to the World Health Organization have concluded. These include the Zmapp drug, which is based

National Post - (Latest Edition) | Canada | Wed, 13 Aug 2014  
Test drug stock 'exhausted' after shipments to Africa | The Guardian Weekly  
All 165 related articles...

### Screen Legend Mourned

Lauren Bacall, a slinky, 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 Humphrey Bogart Estate, Robert J.F. de Klerk, said Bacall

Ottawa Citizen | Canada | Wed, 13 Aug 2014  
Lauren 'The Look' Bacall dies, aged 89 | My Paper  
All 93 related articles...

### Death details

SAN RAFAEL, CALIF. • Authorities detailed 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 left, thinking he was still asleep. Soon after that, Mr.

National Post - (Latest Edition) | Canada | Wed, 13 Aug 2014  
Actor's Last Months Were Tortured Ones | The Australian  
All 71 related articles...

### 'Aid' convoy departs Moscow.

MOSCOW • With a theatrical flourish, Russia Tuesday dispatched hundreds of trucks covered in white tarps 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 Kyiv, which insisted any aid must be delivered by the international Red Cross. Ukraine and the West have openly expressed their

National Post - (Latest Edition) | Canada | Wed, 13 Aug 2014  
Loads Of Pain | The Courier-Mail  
All 400 related articles...

THE WORLD IN PICTURES PAUSED



### 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 anxiously waiting to find out if school will be starting

The Vancouver Sun | Canada | Wed, 13 Aug 2014

812401 TREES SAVED

PERSONALIZE YOUR VIEW

READERS VERSUS EDITORS

Reader's Choice Editors' Picks

All Sources Librarian's Picks

Show news in: ☒ ☐ ☐

Select language

LIBRARIAN'S PICKS



Global Times  
China | Thu, 14 Aug 2014  
2 hour(s) 46 minutes ago



The Province <sup>35</sup>  
Canada | Wed, 13 Aug 2014  
13 hour(s) 42 minutes ago



Deadly virus, extreme measures

# 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!



A photograph of a person with dark hair in a bun, wearing a dark blue jacket, pointing their right index finger upwards. They are sitting in a green upholstered chair. In the background, there are bookshelves filled with books, a wooden ladder, and other people sitting at tables. The scene appears to be a library or a study hall.

# Questions?

Good luck!

Moninder Lalli: [moninder\\_lalli@sfu.ca](mailto:moninder_lalli@sfu.ca)