



## Business Source Premier (BSP)

*Business Source Premier* is one of the industry's most widely used research databases. Use *BSP* to find academic journals, trade magazines, market research reports, industry reports, country reports, company profiles and SWOT analyses. Subjects include Accounting, Economics, Finance, International Business, IT, Management, Marketing and Organizational Psychology.

### Accessing Business Source Premier.

There are a number of ways to access *BSP*. Log on via Moodle by clicking on the link to Learning Resources. Click on Library Services and find your course in the list. Then click on the link to Databases to access the *BSP* and help sheets. You can also access *BSP* from the Library Electronic Databases site, and from many of your course Moodle pages.

### Basic and Advanced Search.

The Basic Search allows you to enter keywords which can be connected using AND, OR or NOT. It will look for matches in the article title, abstract and subject terms of all the content in the database. The Advanced search allows you to combine searches, widen your search to the full-text of the article, search within specific publications, or specify that you wish to find a company name, a person or place. Use the drop down "Select a field" option to select where you would like to search for your keywords.

### Refining your search.

You may then decide to refine your search depending on the information you require.

**Limit by Full-text:** *BSP* includes full-text and index-only information. This means that some of your results will not be available in full text. Limit your results by clicking on the Full Text option at the bottom of the Basic and Advanced Search screens.

**Limit by Publication Type:** Restrict your search by going to Advanced Search, and using the Publication Type options in the bottom half of the page.

- **Academic Journals:** *BSP* provides access to more than 2,300 full-text academic journals including *Academy of Management Journal*, *Journal of Management Studies*, *Harvard Business Review*, *Journal of Marketing Research*, *Journal of Marketing*.
- **Periodicals:** Periodicals are serious business or business-related magazines which include news and commentary on all aspects of the business world. Titles include *Business Week (Bloomberg)*, *New Statesman*, *People Management*, *Fortune*, *Forbes*.
- **Trade Publications:** Trade publications are aimed at professionals working in the industry and contain news, commentary and information. Titles include *Marketing Week*, *MMR*, *Campaign (UK)*, *adweek*, *Management Today*, *Marketing Magazine*.
- **Industry Profiles:** *BSP* provides access to 1,800 quality full-text Industry Profiles. These provide an overview of a particular industry, such as Online Retail, Food Retail, Airlines, Banks or Power Generation. Reports usually provide an executive summary including information such as Market Value, Forecasts, Segmentation, Market Rivalry, Leading Companies and Macroeconomic indicators.

- **Country Reports:** Country reports are up-to-date, economic reports which include information such as a forecast summary (GDP, industry, capital flows), short and long term outlook, risks, macroeconomic indicators, inflation, exchange rates, financial policy, trade, and economic development. Some reports also provides include geographical, political & environmental information.

**Refining by Document Type:** Restrict your search by going to Advanced Search, and use the Document Type options in the bottom half of the page.

- **Company Profiles & SWOT Analysis:** BSP includes detailed company profiles for the world's 10,000 largest companies. Company reports include a company overview, key facts, revenue analysis, SWOT analysis, key competitors, and subsidiaries. Search for Company Profiles by clicking on the link in the top bar. You can browse for a company using the A-Z list, or search by keyword – remember to click on “Match Any Words”.
- **Case Studies:** To search for case studies, go to Advanced Search and click on the option to restrict your search to Document Type, then scroll down to Case Study. Enter your terms in the search box. This will bring back articles which are based on case study research.

**Refining by date:** You can refine your search by date before or after your search. It is usually worth running your search first and evaluating the results unless you know which dates you require. Select a start and end date from the Search Options at the bottom half of the basic or advanced search screen.

## Results screen

Limit your search to Full Text or Peer-Reviewed journals by clicking the options in the left hand bar. You can refine your results by Source (Publication) Type. You can select publication dates by using the slide bar in the left hand bar. You can also revise your search by scrolling up to the top of the screen and changing or adding keywords, or selecting different fields to search in.

## Search Tips

- It is useful to start with a general search and then evaluate your results.
- Think of the best keywords to use. Where possible use business terminology “Corporate Social Responsibility”, theories “Six Sigma” or company names “Samsung”
- Think of synonyms and connect them by using OR: “Corporate Social Responsibility” OR “Business Ethics” OR CSR
- Think of the type of information you need. You may want to restrict your search to Academic Articles and Periodicals, or just Case Studies.

## Saving Results

Save your results to your own online folder, or download, email or print. For more information on using folders, see the separate guide or ask at the Library Information Desk. For any further help, email us on [askalibrarian@bradfordcollege.ac.uk](mailto:askalibrarian@bradfordcollege.ac.uk)