

BA 305/Murray

Financial Analysis and Forecast

Project Library Guide

This guide will help you select and use resources for your Portfolio Project for Professor Murray's class. Elements of the assignment are listed below, with resources to use for each section.

Library Databases for Company Information You Need:

Use Gleeson Library/Geschke Center's handouts, "Researching a Company," and "Finding Company Annual Reports."

Mergent Online:

Financial information, history/current status, annual reports, business/product information

Hoover's Online:

Leadership, competitive landscape, business/product information, news, industry information, history/current status

Business & Company Resource Center:

Analysis and forecasts for the company, industry information, news, market share/rankings, history, investment reports.

Library Databases for Industry Analysis:

Use Gleeson Library/Geschke Center's handout, "Researching an Industry."

Hoover's Online: Search for an industry, then view the list of companies within that industry to help you select your companies.

Business & Company Resource Center: Click on Industry Search to research your industry.

Net Advantage: Use Industry Surveys for a complete overview of your industry. This resource is also available in print in the Reference area of the library.
Call number: Ref. HC 106.6 S74.

Web Sites:

Your company's web site.

Web sites suggested on the "Researching a Company," and "Researching an Industry" library handouts.