

Business Department Pathfinder

January 30, 2014

By Terri Ramos

This pathfinder is developed to aide staff from the Business Department in accessing the databases, and for all students within that department to do the same for purposes of projects and research in the field of business.

Carmel High School databases can be found on a widget within myccs, and on the Media Center webpage. The Carmel Clay Public Library (CCPL) also provides users with databases helpful to the Business Department. Users must have a CCPL library card in order to utilize these resources.

Carmel High School Databases

From myccs : **Inspire** : Click on “Business and Careers” : Choose one of the seven options on that page as a database to enter

Some notes to keep in mind when using these databases and others:

- If you would like to see a list of the publications that are covered within the database, look for the “publications” tab. It is usually located in the upper left-hand corner, but can be anywhere depending on the database you are using.
- When searching for articles, always be sure to click on “full text” in the limiters area (Limiters are anything that limits the results. Limiters include things like date range). This will force the computer to only return to you articles that are available in their entirety.
- Limiters can also be found on the sidebars once you get into the results area. Use these to limit, or reduce, your results to the specificity you require.

Example search: From the Business and Careers area within Inspire : Click on “Business Source Premier”: Click the box for “full text” results : type “unemployment rate and Indiana” in the search box at the top of the page : You see you have 89 results : Change the date limiter on the left-hand side to reflect 2007 to 2014 : You see you now have 40 results : Looking at the limiters again, notice there are professional journals, trade publications, magazines and newspapers from which to choose your results : Click on “academic journals” : Scrolling down the list you will find an article on Gary and one on Carmel... this would make an interesting comparison for our state. Click on “PDF Full Text” to read the articles in addition to seeing the charts.

Using Newspaper Databases from Inspire : Two Options

You can search the two newspaper databases in Inspire one of two ways.

- Follow the procedure above, searching by terms like unemployment rates and let the database search all of its magazines and journals all at once and then use the limiters to narrow it down.
- Browse articles within a publication of interest.

- How to browse example: Myccs : Click on Inspire : Click on “Business and Careers” : Click on “Newspaper Source” : Click on “publications” in the upper left-hand corner : choose a publication, let’s say “All Things Considered (NPR)” : Click on “Dec 2013” on the right-hand side : browse the article and/or use the limiters on the left.

Another Option for Inspire : Academic Search Premier

From myccs : **Inspire** : Click on “Academic” : Click on “Academic Search Premiere”

- This is a general, all-purpose, superior research tool.
- Example: Type in “marketing models” and click “full text” box : Notice there are over 7,000 results : narrow using the limiters at the left-hand side : slide the date bar to 2006 to 2014 : this brings down a much more narrow look, but you can further limit by type of publication (again, using limiters, like trade publication and the like)

Another Option for Inspire : Student Research Center

From myccs : Inspire : Click at the bottom of the page on the words “Student Research Center” : (There are lots of avenues to take here, but we are going to follow one.) Click on “business” on the left-hand side

- If you wanted to, you could click one of the many areas and put in a search at the top of the page
- For an example, though, click on “consumerism” and “credit cards” : there are over 37K hits : this time use the limiters above the results to narrow the publication type such as “newspapers” and the second article you see is about the Target and Neiman Marcus credit card breach

Student Resources in Context : A Gale Product

From myccs : click on “CHS Gale” : click on “**Student Resources in Context**”

- This is the resource that I showed you that can be used for research and has the results broken down into almost a dozen different areas like newspapers, video, reference, etc.
- Very user friendly and appealing to the user, especially teens
- Has ability to play the article for the student, can translate, and cite all from one page!
- Have your students use it. You’ll love that they love it!

CHS Gale : Small Business Resource Center

From myccs : click on “CHS Gale” : click on “**Small Business Resource Center**”

- Over 1 million articles are housed and accessible in this massive database
- Updated almost to the day.

- There are sample business plans, business subjects to browse by category, and even how-to guides to use as templates.

Carmel Clay Public Library (CCPL)

From the CCPL main webpage (<http://www.carmel.lib.in.us/>) : click on “Research” under the search bar : click on “Online Databases” : click on “Business” from the list at left : choose one of the many choices on the right-hand side of the screen (they offer descriptions so that you can make an informed decision) : you will need to enter a library card number to move beyond this point : beyond this point, these databases work much the same way that I explained previously, and some of the databases are exactly the same as available through the school.

Your other choice from the CCPL main page is to click on “Money from A-Z” under the search bar. This will direct you to Morningstar, Investor Tools, Best of the FINRA Links, and Education Resources.