Conducting Company Research:
Business Task Cards Activity – Print Version
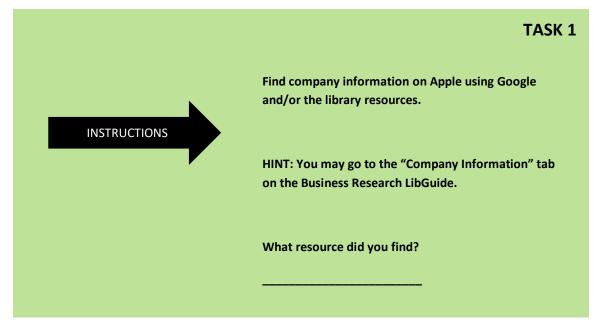
Instruction Activity:
Discuss the four task cards to help students locate company information, including company profiles, financials, and articles. The activity may be conducted on the individual level or in teams.
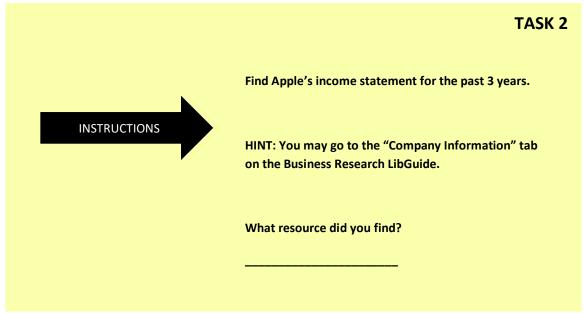
1. Assign students to teams (if applicable)
2. Give students task card #1 (5-10 minutes)
3. Demonstrate 1 library resource for the specific task (5-10 minutes)
4. Repeats steps 2 and 3 for the remaining task cards

Alternatively, you can assign specific tasks to specific teams then review all four tasks as a group.

Task Cards:
The task, company name, and "hint" may be tailored to better fit your instruction session.

TASK 1

INSTRUCTIONS ➤

Find company information on Apple using Google and/or the library resources.

HINT: You may go to the "Company Information" tab on the Business Research LibGuide.

What resource did you find?

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TASK 2

INSTRUCTIONS ➤

Find Apple's income statement for the past 3 years.

HINT: You may go to the "Company Information" tab on the Business Research LibGuide.

What resource did you find?

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TASK 3

INSTRUCTIONS →

Find articles on Apple's *management strategy* using Google and/or the library resources.

HINT: You may go to the "Databases" tab on the Business Research LibGuide.

What resource did you find?

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TASK 4

INSTRUCTIONS →

Find current industry trends that will impact Apple using Google and/or the library resources.

HINT: You may go to the "Industries/Markets" tab on the Business Research LibGuide.

What resource did you find?

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Research Approach:

Task Card #1:
Discussion: What resource did you find for company information?
Demonstrate a database that provides general company information and/or company profiles. (e.g. LexisNexis Company Dossier, Business Insights, etc.)

Task Card #2:
Discussion: What resource did you find for company financials?
Demonstrate a database that provides company financials. (e.g. Morningstar Investment Research Center, Mergent Online, etc.)

Task Card #3:
Discussion: What resource did you use to find articles?
Demonstrate a database that provides business articles. (e.g. Business Source Complete, ABI/INFORM Collection, etc.)

Task Card #4:
Discussion: What resource did you use to locate industry trends?
Demonstrate a database that provides industry information and/or industry news. (e.g. IBISWorld, Business Source Complete, etc.)

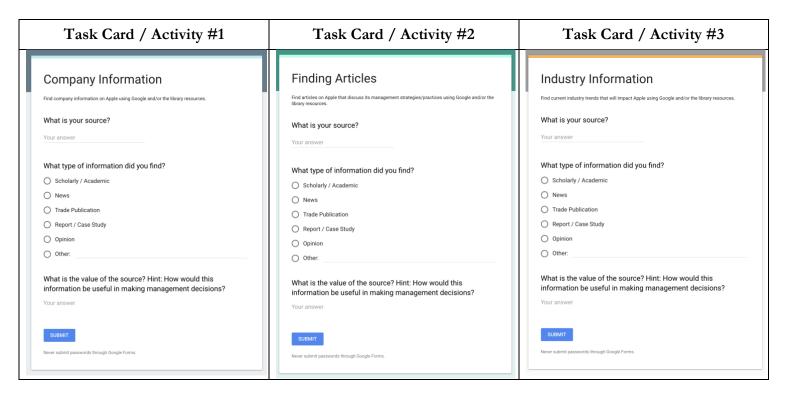# Business Task Cards Activity – Online Version

Instruction Activity:
Discuss the three task cards (Google Forms) to help students locate company information, including company profiles, financials, and articles. The activity may be conducted on the individual level or in teams.
1. Assign students to teams (if applicable)
2. Give students task card #1 (5-10 minutes)
3. Demonstrate 1 library resource for the specific task (5-10 minutes)
4. Repeats steps 2 and 3 for the remaining task cards

Alternatively, you can assign specific tasks to specific teams then review all four tasks as a group.

Task Card (Google Form)
Activities can be found on the course LibGuide: https://libguides.lmu.edu/BADM4970/Activity

Task Card / Activity #1	Task Card / Activity #2	Task Card / Activity #3
Company Information Find company information on Apple using Google and/or the library resources. What is your source? _Your answer_ What type of information did you find? ○ Scholarly / Academic ○ News ○ Trade Publication ○ Report / Case Study ○ Opinion ○ Other: What is the value of the source? Hint: How would this information be useful in making management decisions? _Your answer_ SUBMIT Never submit passwords through Google Forms.	**Finding Articles** Find articles on Apple that discuss its management strategies/practices using Google and/or the library resources. What is your source? _Your answer_ What type of information did you find? ○ Scholarly / Academic ○ News ○ Trade Publication ○ Report / Case Study ○ Opinion ○ Other: What is the value of the source? Hint: How would this information be useful in making management decisions? _Your answer_ SUBMIT Never submit passwords through Google Forms.	**Industry Information** Find current industry trends that will impact Apple using Google and/or the library resources. What is your source? _Your answer_ What type of information did you find? ○ Scholarly / Academic ○ News ○ Trade Publication ○ Report / Case Study ○ Opinion ○ Other: What is the value of the source? Hint: How would this information be useful in making management decisions? _Your answer_ SUBMIT Never submit passwords through Google Forms.

Research Approach:
Same research approach as the print version.