

**University/College Library**  
**Broward Community College, Central Campus**  
**Business & Company Resource Center**  
**(InfoTrac)**

Business & Company Resource Center is a database that indexes approximately 1,200 full-text business magazines/journals as well as over 50,000 full-text investment reports. There are approximately 300,000 company profiles that link to information about corporate parent/sibling relationships, relevant periodical articles, a history or chronology of a company, investment reports, in-depth detailed of a company's financial standing, industry statistics and rankings, suits and claims against the company in the human resources, products and/or brands, and relevant associations.

### Access to Business & Company Resource Center

Business & Company Resource Center is available through computers at University/College Library and off campus.

1. Go to the University/College Library Web page at <http://ucl.broward.edu/>
2. From this page, go to Finding Articles menu.
3. Select Express Login to Databases.
4. Enter your Borrower ID. Type in your 14-digit library barcode number on the front of your ID card.
5. Enter Your PIN number (last four numbers of your social security number). You may change your PIN to any four numbers you choose.
6. Click on [Log on] button.
7. From the middle column, select Business & Company Resource Center.
8. Click on [Connect to Database] button.

### Searching Strategies

The database supports the following types of searches:

- **Company Name/Ticker Search** - Searches for company names and ticker symbols
- **Industry Code/Description Search** - Searches SIC and NAICS codes and industry description keywords
- **Subjects in Article Search** - Searches news, magazine, and journal articles utilizing standard InfoTrac Web subject guide features as well as for company names
- **Geographic Search** - Searches for results in specific geographic areas. This feature is useful for narrowing other searches.
- **Personal Name Search** - Searches all content areas for names of officers, contacts, and others

The screenshot shows a search interface with the following fields and options:

- Company Name or Ticker Symbol**: A text input field with radio buttons for "All Companies" (selected) and "Ultimate Parent". Below it is a link "Browse Companies".
- Industry Code/Description**: A text input field with radio buttons for "SIC Code" (selected) and "NAICS Code". Below it is a link "Browse SIC/NAICS Codes".
- Subjects in Article**: A text input field.
- Geographic Search**: Includes "City:" and "State/Country:" text input fields.
- Personal Name**: A text input field.
- At the bottom are two buttons: "Search" (green) and "Clear Form" (red).

The Search strategies can be limited to:

- **Journal Name Search** - This feature searches for references to specific journals. It also limits searches so that only results from a specific journal will be displayed.
- **Journal Date Range Search** - This feature displays journal articles from specific date ranges. It can be used by itself or to limit other searches.
- **Content Area Searches** - Limits searches so only company profiles or periodical data will be displayed.

**To Further Limit Your Search**

Journal Name  [Browse Journals](#)

Date Range From:

To:

Content Area

### Searching by Company Name/Ticker Symbol

- The Company Name or Ticker Symbol search is a text input box that allows the user to search for a company name or ticker symbol.
- The search will look for the presence of word(s) specified in any combination unless quotation marks are used (searches for exact match).
- Company profiles results are sorted by revenue, with highest revenue appearing first.
- Use this search strategy to find a company information. For example, to research Microsoft Corporation:

Company Name or Ticker Symbol

All Companies  Ultimate Parent

[Browse Companies](#)

### Searching by Industry Code/Description

- The Industry Code/Description search enables a user to enter either a code or word(s) from a description into a text input box.
- You can view SIC/NAICS code online. SIC code is the default.
- The results will display any Company Profiles or News/Magazines that match the search criteria. Once selected, any information entered in the search page will be lost.
- This search strategy is best if you are looking to compare and contrast several companies in the same industry. For example, to research companies in the automobile industry.
- U/CL keeps a copy of the SIC and NAICS manual at the Reference desk.

### Searching by Subject in Article

- The Subjects in Article search is a text input box that allows the user to enter a subject.
- When the user performs a subject-only search, the News/Magazines tab will be "current," and all other tabs will be inactive.
- Results will only consist of News/Magazines that meet the search criteria displayed in reverse chronological order.
- If you are searching for news/magazine/journal articles of a company or an industry, use this search strategy. For example, "The effects of health care reform in the health care industry."

### Searching by Geographic Area

- The Geographic Search contains a two-text input box labeled "City" and "State/Country," which may be filled with one or both fields.
- If both are filled the "AND" indicator is applied.
- Results will consist of Company Profiles (listed in order by revenue, highest to lowest) and News/Magazines (listed in reverse chronological order) that meet the search criteria.
- Use this search strategy to look for a top ten list of companies in your city or state. For example, look for the top ten public-owned companies in the city of Fort Lauderdale, Florida.

**Geographic Search** City:

State/Country:

### Viewing Results

Once an initial search has been executed, BCRC provides a handy at-a-glance results tab bar. Search results are navigated using tabs at the top of the screen. Each tab lists search results for a specific content area.



- **Company Profile (Default)** - Detailed contact and company information, including corporate parent/sibling relationships
- **News/Magazines** - Relevant periodical articles, including coverage of major business events and trends from 1980 to the present, as well as industry newsletter news and analysis
- **Histories** - A detailed history and chronology of the company
- **Investment Reports** - Investext Select ASCII records (or full text, original-image investment reports if configured with Investext Plus add-on module)
- **Financials** - In-depth detail on the company's financial standing, including performance and investment ratings and pricing momentum and key financial ratios
- **Rankings** - Various company rankings within their industry
- **Suits and Claims** - Civil claims filed against the company in the area of human resources
- **Products** - A complete listing of products/brands that a company owns or sells
- **Industry Overview** - Brief descriptive documents of the company's executive summary, market value/volume, competitive analysis, industry statistics, and more
- **Associations** - Contact information on associations within the company's industry

*Example:* If the user types "Microsoft" in the Company Name or Ticker Symbol text input box, the search will return a list of company profiles where the term "Microsoft" appears. If the user picks "Microsoft Corp. (MSFT)" from the results list, the database finds all related documents to Microsoft Corp. and **activates** the tabs where data on Microsoft Corp. is present. **Company Profile** is the default page. To access news/magazine articles on Microsoft, click on the "News/Magazines" tab. To access the company history, click on the "Histories" tab, etc.

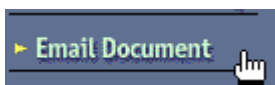
### Printing the Documents



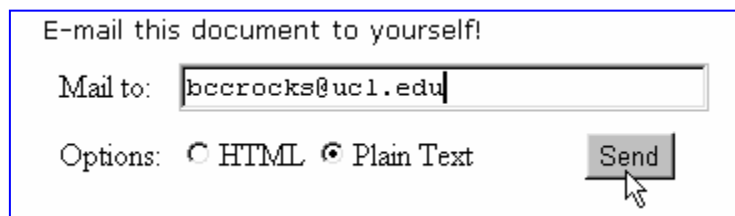
1. The printing option is at the left side of each document.
2. Click on the Format for Printing button.
3. Choose "Print" from your browser to print the document.
4. Choose "Back" on your browser to return to the document.

**Printing sequences are different depending on the type of computer used. If you have trouble following the on screen directions, please ask a librarian for help.\***

### E-mailing the Documents



1. The e-mail option is at the left side of each document.
2. Click on the "Email Document" button.
3. BCRC allows you to e-mail the retrieved document to yourself as an HTML document or as a plain text. Plain text is the default.
4. Type in your complete e-mail address.
5. Click on the Send button

A screenshot of an email form. The title is "E-mail this document to yourself!". Below the title is a "Mail to:" label followed by a text input field containing "bccrocks@ucl.edu". Below the input field are two radio buttons: "HTML" (unselected) and "Plain Text" (selected). To the right of the radio buttons is a "Send" button with a mouse cursor icon pointing to it.

### Saving the Documents

1. Insert your diskette into drive: A
2. At the left side of the document, click on the "Format for Printing" button.
3. Click the "Cancel" button.
4. The article will display on the screen. Now click on the word File in the top left corner of the browser.
5. Click on Save As...
6. Click on the down arrow in the "Save in" box, and click on 3 1/2 Floppy (A:)
7. Click on the down arrow in the "Save as Type" box, and select Plain Text (\*.txt)
8. Click in the "File name" box, rename the filename and add .txt to the end of the filename.
9. Click on the Save button.
10. Click on the Back button in the top row of Browser.
11. Click on Back to Citations link at the left side of the screen.

Note: If you save more than one article, you will need to change the filename. Ask a librarian if you need help.\*

*Prepared by: DT  
03/26/2004*

\* Reference Desk (954) 201-6223 or (954) 201-6653  
Monday - Thursday 8:00 a.m. - 9:00 p.m.  
Friday 8:00 a.m. - 6:00 p.m.  
Saturday 9:00 a.m. - 5:00 p.m.  
Sunday 2:00 p.m. - 9:00 p.m.  
Sunday (IIIA & IIIB) 2:00 p.m. - 6:00 p.m.

Changes in hours are posted on the U/CL Web Page at <http://ucl.broward.edu>