

# MIAB MFAC FACC 6850 Library Orientation

Fall 2022

Monday September 12, 2022

10:20 am

Shelly Shapero – [sshapero@yorku.ca](mailto:sshapero@yorku.ca)

“Get started” by [Dose Media](#) via  
[Unsplash](#) / available under  
[Unsplash license](#)



# Agenda

1. Library Services & Support
2. Learning & Writing Support
3. Citation Resources @ York



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# Library Services & Support

# Online Research Help



**Chat with Us!**

**Clavardez avec nous!**



**In-Person**



**Email**



**Consultations**

**Online  
Appointments**



**Learn More**



**FAQs**

**Get Your LibANSWERS**

YorkU Libraries can help

[www.library.yorku.ca/web/ask-services/](http://www.library.yorku.ca/web/ask-services/)

# The Peter F. Bronfman Business Library

**Library Hours:** Monday - Thursday 8 am - 9 pm  
**Fall 2022** Friday 8 am - 6 pm  
Saturday 11 am - 6 pm  
Sunday 12 pm - 7:30 pm

**In Person Research Help Hours:**  
Monday - Friday 11 am - 4 pm

**Chat:** <https://www.library.yorku.ca/web/ask-services/>

English chat	Monday - Thursday	10 am - 9 pm
	Friday	10 am - 6 pm
	Saturday	11 am - 5 pm
	Sunday	12 pm - 6 pm
Bilingual chat	Monday	11 am - 6 pm
	Friday	11 am - 5 pm
	Saturday	11 am - 1 pm, 2 pm - 3 pm
	Sunday	Closed

Email: [bronfref@yorku.ca](mailto:bronfref@yorku.ca)



Photo by Dat Ngo, York  
University Libraries employee

## Need additional support?

- **First** → [Reference Services \(online chat OR in person\)](#)
- **Second** → [email bronfref@yorku.ca](mailto:bronfref@yorku.ca)
- **Third** → book a [consultation request via our online system](#)



## York University Libraries

**Academic Integrity:**

How You Can Learn to Stop Worrying & Love Citations

**Road to Research Success:**

How to Find Articles & Books Through YorkU Libraries

**Introduction to Zotero:**

Organizing Your Citation Collections

**Finding Newspapers:**

How to Find Current & Historical Newspaper Articles Through York U Libraries

[bit.ly/WorkshopsAndMore](https://bit.ly/WorkshopsAndMore)

# Getting Started Resources

## Business Research Guides

## Business Databases A-Z list

**Bronfman Business Library**

Library Home Ask & Services Research & Learn Collections Locations and Spaces About Us CONTACT

### Peter F. Bronfman Business Library Guides

To assist your research on business subjects, the Library staff has compiled helpful guides to resources. These include library recommended subscription e-resources, print materials and resources on the free Web.

<b>General Business Research</b> <ul style="list-style-type: none"><li>Company</li><li>Industry</li><li>Business Plans</li><li>Non Profit</li><li>Country and International Business</li><li>Business History</li><li>Retail</li><li>Finding Business Articles</li><li>Searching HBR Articles</li><li>Business Cases</li></ul>	<b>Finance &amp; Accounting</b> <ul style="list-style-type: none"><li>Finance</li><li>Bloomberg</li><li>Accounting</li><li>Financial Literacy</li></ul>	<b>Related Links</b> <ul style="list-style-type: none"><li>Course Related Guides</li><li>Business Databases A-Z</li><li>Legal Research for Non-Law Students</li><li>Business Videos &amp; Streaming Media Collections</li><li>Linking to Library E-Resources for Business</li></ul>
<b>Market &amp; Advertising Research</b> <ul style="list-style-type: none"><li>Marketing Research</li><li>Advertising</li><li>Market Share</li><li>Company Ranking</li></ul>	<b>Human Resources</b> <ul style="list-style-type: none"><li>Human Resource Management</li><li>Organizational Behaviour</li></ul>	
<b>Data &amp; Statistics Guide</b> <ul style="list-style-type: none"><li>Data Librarian's Data &amp; Statistics Research Guide</li></ul>	<b>Arts &amp; Media Management</b> <ul style="list-style-type: none"><li>Arts &amp; Media</li></ul>	
<b>Business Ethics &amp; Corporate Governance</b> <ul style="list-style-type: none"><li>Business Ethics</li><li>Corporate Governance</li></ul>	<b>Citing &amp; Writing Resources</b> <ul style="list-style-type: none"><li>Business Citation Guide</li><li>Guide to All Citation Styles</li><li>Zotero Citation Management</li><li>Business Writing Guide</li><li>Academic Integrity</li></ul>	
	<b>601 Research</b> <ul style="list-style-type: none"><li>601 Research Support</li></ul>	
	<b>Supply Chain Management</b>	

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Home Print and Video Collection Business Resources A - Z

### Business Resources A - Z

The business collection includes books, business journals, full text databases, and specialized databases accessible in the library only. We have prepared [Guides](#) to doing business research. We encourage you to visit our reference desk in the Bronfman Business Library, Room S237, Schulich School of Business, email our [reference service](#) use our [IM](#) chat reference service or phone us (416-736-5139) for research assistance.

### Major Business Databases

**ABI/Inform Global**: contains citations and abstracts for several thousand leading business and management publications, including scholarly, trade, popular and news titles. A very large majority of these titles is available in full-text or full-image, with some dating back as far as the 1920s. A wide range of business subjects is covered. This resource also incorporates industry, company and market-focused reports. This [ABI Inform LibGuide](#) will give you insight into the collection and strategies for using this resource effectively.

**ABI/Inform Trade and Industry**: This related database covers several thousand trade publications (mainly trade magazines and journals) with a large majority available in full-text format. A very useful source of information for current and historical trade and industry news and developments with coverage to current day and extending back to 1975. This [ABI Inform LibGuide](#) will give you insight into the collection and strategies for using this resource effectively.

**ABI/Inform Global** and **Trade & Industry** are only two of the suite of databases provided by **Proquest**. Search [ProQuest Business](#) to select all five business databases.

**Ad\*Access**: This is a resource from Duke University which provides free access to over 7,000 U.S. and Canadian digitized advertisements in five product categories - radio, television, transportation, beauty & hygiene and World War II - dated between 1911 and 1957. The advertisements are primarily from newspapers and magazines and have been made available for use in research, teaching, and private study.

**Bank of Canada Rates** and **Bank of Canada Statistics** provides tables of interest rates, bond rates, exchange rates for last ten years, as well as inflation calculator, price indexes etc. There is also a ten year currency converter which allows you to compare currencies between countries.

**Bloomberg**: Bloomberg is a real-time financial service that provides current and historical data, news and financial analysis of companies, stocks, bonds, and indices, descriptions of companies from various sources including Hoovers, etc. Economic statistics are also available. Restricted to the York University Community and available in the Bronfman Business Library.

[This Online Manual](#) developed by Bronfman staff members covers the common commands and basic instruction on how to navigate and get started with Bloomberg

**Brandchannel.com**: sponsored by Interbrand, this online exchange resource provides a global perspective on brands and includes articles, papers, a



# Research Guides for MFAc Program

**Company Research : Home**

Search this Guide

Home | Find Companies | Competitive Environment | Organizational Structure/Culture | Regulatory/Patents | Annual Reports/Filings | Finance

Analyst Reports | Finding Articles

Subject Guide

What's in this guide

Welcome to the Boardman Business Library's company research guide. This guide will serve as a starting point when researching resources on a variety of company-related research topics.

COVID-19 Business Research Modules

COVID-19 Business Research Modules

- Getting Started & Getting Help

Topics covered: Getting help during COVID-19 campus closure &

Find Companies

Public Companies | Private Companies | Non Profits | Subsidiaries | Suppliers

Competitive Environment

Business Ethics: Home

URL: <http://researchguides.library.yorku.ca/businessethics>

Home | Getting Started | Finding Articles | Advanced Research | Corporate Watch/Think Tanks | Useful Links / Associations

Corporate Social Responsibility & Sustainability | Annual Reports/Filings | Citing & Evaluating Sources

Subject Guide

What's in this guide

Getting Started

Encyclopedias & Handbooks | Omni All-in-One Search | Business Ethics Subject Headings

Finding Articles

Key Journals & Journal Articles | Newspaper Articles | Law Related Articles | Search Strategies

Advanced Research

ESG & Sustainability Rankings | Ethics Codes & Tools

Corporate Watch / Think Tanks

Useful Links & Associations

Corporate Social Responsibility & Sustainability

Annual Reports/Filings

Citing & Evaluation Sources

Business Citation Guide | Citing Sources | Evaluating Sources

Related Subject Guides

- Corporate Governance by Angie An Last Updated May 11, 2021 167 views this year
- Corporate Law by Verald Dica Last Updated May 12, 2021 157 views this year

Chat with Us! Chat is online

Contact: 416 736 5130

Email Me

Social: Facebook, Twitter, YouTube

**Business Ethics: Home**

URL: <http://researchguides.library.yorku.ca/businessethics>

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Contact: 416 736 5130

Email Me

Social: Facebook, Twitter, YouTube

**Corporate Governance: Home**

URL: <http://researchguides.library.yorku.ca/corporategovernance>

Home | Getting Started | Books & Articles | Advanced Research | Sustainability | Special Topics | Useful Links | Citing & Evaluating Sources

Subject Guide

What's in this guide

Home

Getting Started

Definitions & Glossaries | Omni All-in-One Search | Key Docs & Codes | Benchmarks & Measures

Books & Articles

Books & eBooks | Key Journals & Journal Articles | Newspaper Articles | Law Related Articles | Search Strategies

Advanced Research

Associations & Organizations | Accounting Standards

Sustainability

Special Topics

Nonprofit Governance | Compensation & Board

Useful Links

Citing & Evaluation Sources

Evaluating Research Results | Business Citation Guide

Staying on Top via Social Media

Boards & Advisors One of the largest and most active corporate governance groups on LinkedIn (> 10,000 members), founded by York faculty Dr. Richard LeBanc. Requires login in Governance Gateway Blog a blog by York professor Dr. Richard LeBanc, it is intended to be a governance resource and source of current governance commentary.

Related Subject Guides

- Corporate Law by Verald Dica Last Updated May 12, 2021 157 views this year
- Business Ethics by Angie An Last Updated May 11, 2021 254 views this year

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Email Me

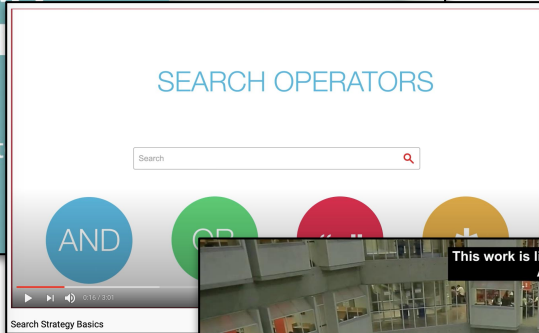
Social: Facebook, Twitter, YouTube

- [Company Research](#)
- [Corporate Governance](#)
- [Business Ethics](#)

# Self-Paced Research Modules & Videos

Jumpstart IEP Program: Self-Paced Library Research Modules

Prepared by the Peter Bronfman Business



- [Jumpstart - self-paced research module](#) → Covers many of the databases that help with MFAc programs

**Includes** videos such as [Search Strategy Basics](#) & [Searching using Omni and Research Guides](#)

A large white circle is centered on a black background. To its left, there are several overlapping circles in shades of gray, with the number '2' in white. To its right, there are several concentric white circles of varying sizes.

**2**

# **Learning & Writing Assistance**

# Writing Assistance

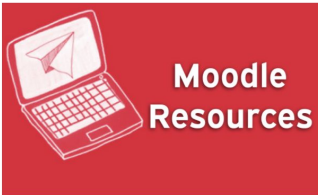
The screenshot shows the SPARK (Student Papers & Academic Research Kit) website. At the top left is the SPARK logo and the text "Student Papers & Academic Research Kit". A "Français" button is in the top right. Below the header are three red navigation tabs: "Getting Started", "Exploring", and "Pulling It Together". The "Getting Started" tab is active. Below the tabs, there is a video player showing a video with a progress bar at 0:00 / 1:51. To the right of the video are buttons for "Mac Video Viewer" and "Video Transcript". Below the video player are five red buttons: "Drop by the Learning Commons", "Develop Your Learning Skills", "Visit the Writing Centre", "Ask a Librarian", and "For Faculty". At the bottom, there are links for "Contact SPARK", "About SPARK", "Site Map", and "Academic Innovation Fund", along with the Learning Commons logo and a Creative Commons license notice: "This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License".

- [SPARK \(Student Papers & Academic Research Kit\)](#) → includes self-paced writing modules

# York's Writing Centre

## Welcome to the Writing Centre

Want to enhance your ability to produce effective academic and professional writing? Take advantage of our writing support programming.



- [Writing Centre](#) supports include workshops, individual appointments via Zoom & more

# Learning Commons

The screenshot shows the York University Learning Commons website. At the top, there is the York University logo and a search bar. Below the navigation bar, the main content area is titled "Online Resources". It features several key resources:

- SPARK:** A section titled "SPARK" with a sub-header "Ignite your research and writing powers with SPARK. Online, anytime. Where inspired papers start." It includes a video thumbnail with a "BAM!" graphic and a "SPARK Student Papers and Academic Research Kit" badge.
- Learning Commons Orientation (video):** A video thumbnail titled "LC Orientation 2020" showing staff at a "LEARNING COMMONS WELCOME DESK".
- Student Guide to Group Work:** A thumbnail showing a diverse group of students collaborating around a laptop.
- Student Guide to Remote Learning:** A thumbnail titled "Welcome to the Student Guide to Remote Learning" showing a student working at a desk.

At the bottom of the page, a small text block reads: "Developed by Learning Skills Services (SCLD) with contributions from the Teaching Commons, the Libraries, ESL Open Learning Center, the Writing Centre and the Career Centre".

- [The Learning Commons](#) provides learning skills workshops (i.e. time management, academic writing), online guides & more

# Student Guide to Remote Learning

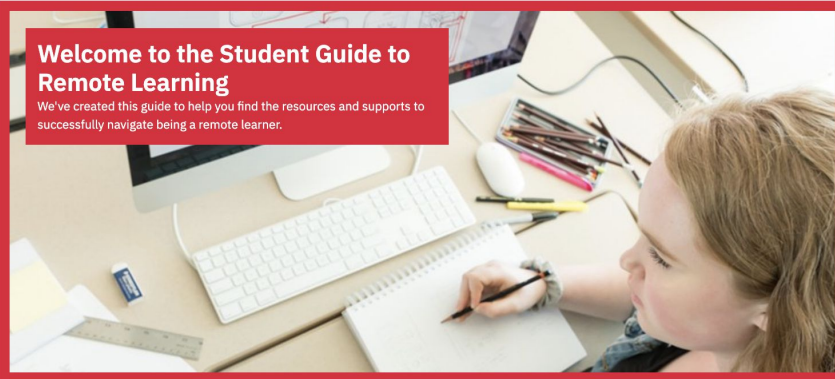
## Student Guide to Remote Learning

Search the Student Guide

Search

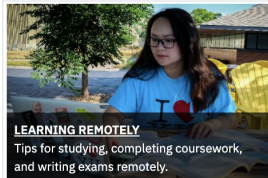
### Welcome to the Student Guide to Remote Learning

We've created this guide to help you find the resources and supports to successfully navigate being a remote learner.



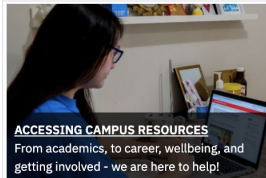
#### ADAPTING TO STUDYING REMOTELY

5 tips for successfully transitioning to remote learning.



#### LEARNING REMOTELY

Tips for studying, completing coursework, and writing exams remotely.



#### ACCESSING CAMPUS RESOURCES

From academics, to career, wellbeing, and getting involved - we are here to help!

- [The Student Guide to Remote Learning](#) includes resources to help you prepare for learning remotely during the Covid-19 campus closure

A large white circle is centered on a black background. To its left, there are several overlapping circles of varying shades of gray, with the number '3' in white on the largest one. To the right of the white circle, there are several concentric white circles of decreasing size.

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# **Citation Resources @York**



# Citation Help

**The Peter F. Bronfman  
Business Library's  
APA 7th Edition Guide**

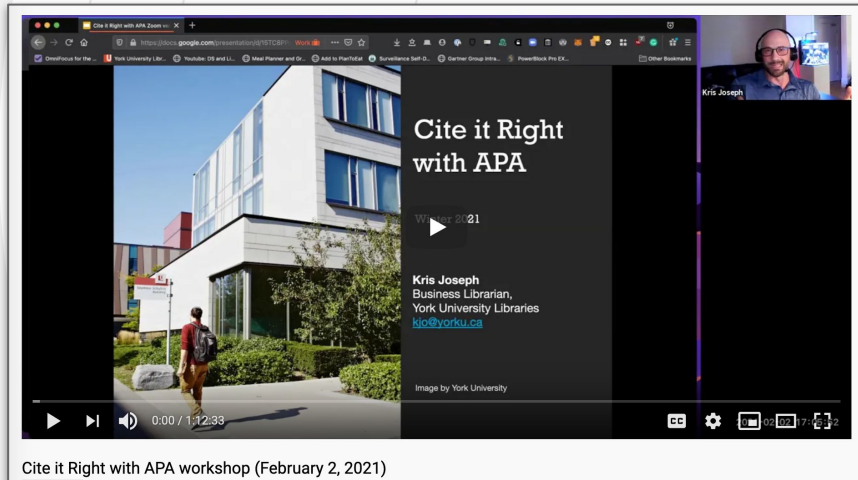
**SPARK's APA 7th  
Edition Citation Guide**  
(Books, Scholarly  
Articles, Newspaper  
Articles)

**Purdue OWL's APA 7th  
Edition Citation Guide**  
(Books, Scholarly  
Articles, Newspaper  
Articles, online  
resources)

**APA 7th edition guide  
for Business Students  
by Business Librarians  
in Canada & U.S.**



# Cite it Right with APA Workshop Recording



Cite it Right with APA workshop (February 2, 2021)

- [Recording of February 2021 workshop](#) (1 hour, 15 min)
- [Access workshop slides](#)
- Covers APA citation basics



# Thanks!

**Any questions?**

# Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs from York University, and artists on Unsplash (available as of September 2018)
- Screenshots done by S. Quail in May 2021, A. An in September 2021 and S.Shapero in January 2022

