

Writtle College Library

Subject Guide Business



This guide is intended to highlight only the main information sources for Higher Education Business students – there may be other areas of the Library which are useful.

The main types of materials are books, journals and media resources. Please do not hesitate to ask for help and advice as needed when using the library

Books

Books are arranged under the Dewey class system (which runs from 000-999) each subject area has its own number for example, Animals 636

Quick Classification Guide

| | |
|---------------------------|-------------|
| Accounting/Finance | 657 |
| Advertising | 659.1 |
| Best practice/value | 352.53 |
| Change Management | 658.406 |
| Computing | 005.369 |
| Consumer behaviour | 658.8342 |
| Economics | 330 |
| Event management | 394.2068 |
| Facilities management | 658.2 |
| Human Resource Management | 658.3 |
| Information management | 658.4038 |
| Information systems | 658.4038011 |
| International business | 658.848 |
| Law | 340 |
| Leadership | 658.4 |
| Management | 658 |
| Marketing | 658.8 |
| Marketing communications | 658.81 |
| Market research | 658.83 |
| Operations management | 658.5 |
| Organisational behaviour | 658.1 |
| Packaging | 658.564 |
| Professional development | 658.3124 |
| Purchasing | 658.7 |
| Project management | 658.404 |
| Rural areas | 333.111 |
| Small businesses | 658.1141 |
| Strategic management | 658.4012 |

Dictionaries, directories, guides etc

- Collins dictionary of business
- Collins dictionary of law
- Collins internet-linked dictionary of marketing
- Dictionary of business
- Dictionary of economics (Oxford)
- FT guide to business start up
- Good small business guide
- Guide to the major trusts
- How to prepare a business plan
- International dictionary of event management
- International dictionary of marketing
- Marketing Pocketbook
- Starting a successful business
- UK consumer marketplace

Journals/Magazines

Journals and magazines are arranged in alphabetical order by title. They contain specialised articles and are a good source of information on current research and practice. Some are indexed and/or have contents pages. This is not an exhaustive list and other library journals may be of use for your course as many cross over.

Key print journals/magazines

- Harvard Business Review
- Management Today
- Professional Manager

We have many more journals accessible in print and online in the library and via the library page on Moodle.

Free online e-journals

Accounting and Business Magazine

http://www.accaglobal.com/members/publications/accounting_business/

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| BuR Business Research | http://www.business-research.org/ |
| Directory of Open Access Journals (DOAJ) Business & Management | http://www.doaj.org/doaj?func=subject&cpid=18 |
| Econpapers | http://econpapers.repec.org/ |
| The Economist | http://search.ebscohost.com/login.aspx?direct=true&db=buh&jid=ECO&site=ehost-live |
| Harvard Business Review | http://search.ebscohost.com/login.aspx?direct=true&db=buh&jid=HBR&site=ehost-live |
| Management Focus | http://first.emeraldinsight.com/resources/focus/index.htm?PHPSESSID=gjm45mv4p13vficsp1tklejb26& |

Electronic Journals

Electronic journals are available through

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| EBSCO Host Electronic Journals | http://ejournals.ebsco.com/home.asp |
| Science Direct | http://www.sciencedirect.com/ |

E-Books

In addition to traditional printed books we also have access to a growing number of electronic books or e-books.

Dawsonera

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| Dawsonera | http://www.dawsonera.com/ |
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Dawsonera is a collection of around 200 e-books covering a wide range of subject areas. In addition to the purchased titles which are available for 24 hour download, 66,000 further full-text titles are available for 5 minute previews. You will need your Athens username and password to access Dawsonera.

Free Online E-Books

| | |
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| Google Books | http://books.google.com/ |
| International Veterinary Information Service | http://www.ivis.org/home.asp |
| The Internet Public Library | http://www.ipl.org/div/books/ |

Dissertations

The Library has copies of Undergraduate 1st and 2.1 dissertations completed at Writtle College. They are included on the Library catalogue and it is possible to limit your search just to look for theses. They are all held in the short term loan room in alphabetical order.

Electronic/Media Information

Computers are available for use at all times during library opening hours. All machines run Microsoft Office, Internet and many other applications.

The libraries online catalogue (OPAC) can be used to locate specific books and journals that are relevant to your course. A link is available from the library pages of Moodle or via the college website; you can also access it from the following direct link – <http://library.writtle.c.uk> You can find out here if items are available and where to find them on the shelves, you can also view your record to renew and reserve items.

Key DVDs

DVDs provide information on a wide range of topics. Some potentially useful ones include:

- The Ascent of Money
- Business 7 External factors
- Fair trade in action: the fashion business
- Greening a Business
- Language of Advertising
- Management styles
- Marketing Mix Explained
- Sustainable Development
- What is Marketing
- What is Marketing Research
- What is Motivation

For more information on other services offered by the library, e.g. photocopying, computing and I.T, please ask a member of staff in the library or refer to the information for new users guide on the library pages of Moodle.

<http://moodle.writtle.ac.uk/>

Online Resources

Databases

To find journal articles online, you may use the databases the library subscribes to. Usually the database does not lead you to the full text article but is just the reference i.e. the title, author, volume, issue, page numbers and an abstract. However, for business students we have a designated database with full-text access

A database service will help you to identify resources that can be found in the library and elsewhere and is a good place to start when doing assignments and dissertations.

If we do not hold the required resource it is possible for us to get it on Inter Library Loan (ILL) (please ask at the library counter or see the ILL guide on the library pages of Moodle <http://moodle.writtle.ac.uk>)

Relevant databases for business students: available under databases and gateways on the library pages of Moodle – <http://moodle.writtle.ac.uk>

- **Mintel**

Full text access to UK Food, Health & Well Being, Household and Leisure reports from the Market Intelligence: UK series. Mintel also provides access to daily news stories (in 'News' section) and analysis of recent industry trends in the "What's Hot" section. Profiles of companies featured in reports are available in the "Companies" section, with links to the reports in which they are mentioned. There is **no** access to other Mintel reports that are listed, that are not part of Writtle's subscription.

- **Business Source Premier**

Business Source Premier is a major business research database, providing the full text of more than 2,300 journals, including over 1,100 peer-reviewed business

publications. The database also includes other sources of full text information such as country economic reports from the EIU, market research reports, industry reports, country reports, SWOT analyses and detailed company profiles for the world's 10,000 largest companies.

Relevant online databases (with free information)

Directory of Open Access Journals <http://www.doaj.org/>
 Google Scholar <http://scholar.google.co.uk/>

British Standards

You can search for British Standards online but full text will not be available.

British Standards Online <http://www.bsi-global.com/>

We keep the most relevant standards upstairs in the library. The Chelmsford public library holds the full series and can be viewed once you have become a member.

Essex <http://www.essexcc.gov.uk/vip8/ecc/ECCWebsite/dis/cha.jsp?channelOid=15524>
 Libraries

Subject Gateways/Institutional Repositories

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| BUBL Information Service | www.bubl.ac.uk |
| Bized | http://www.bized.co.uk/ |
| BUBL Business Links | http://bubl.ac.uk/link/b/businesslinks.htm |
| DMOZ Open Directory | http://www.dmoz.org/Business/ |
| International Business Resource Desk | http://globaledge.msu.edu/resourceDesk/ |
| Intute – Business & Management | http://www.intute.ac.uk/business/ |
| Intute Virtual Learning Suite | http://www.vts.intute.ac.uk/ |
| Loughborough University Institutional Repository | https://dspace.lboro.ac.uk/dspace-jspui/ |
| Masterseek | http://www.masterseek.co.uk/ |
| Registry of Open Access Repositories | http://roar.eprints.org/index.php |
| Yahoo Business and Economy | http://dir.yahoo.com/Business_and_Economy/ |

Current Awareness

There is inevitably some delay between the publication of an article in a journal and appearance in databases and printed abstracts. If you need to find details of recent articles, the following give very quick access to the contents of recent issues journals.

ZETOC - <http://zetoc.mimas.ac.uk>

The database comprises over 15 million article titles derived from the 20,000 most important research journals in the world, dating back to 1993. ZETOC Alert is a current awareness service that emails the contents pages of journals you have selected directly to you.

Science Direct Alert Service - <http://www.sciencedirect.com/science/alerts>

Offers a 'My Alerts' service which allows you to save searches and then schedule them to rerun at a chosen frequency. When new articles are found you will be sent an email alert with a direct link to the new search results. You need to register with Science Direct first. Please note this does not give you any further access to electronic journals. If you would like to access electronic journals on Science Direct please use your Athens password.

Useful websites/organisations

| Accounting / Finance | |
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| Accounting Web | http://www.accountingweb.co.uk/ |
| Association of Chartered Certified Accountants | http://www.accaglobal.com/ |
| Business, Management, Accountancy & Finance Subject Centre | http://www.heacademy.ac.uk/business/ |
| Chartered Institute of Management Accountants | http://www.cimaglobal.com/ |

| Associations / Organisations | |
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| American Marketing Association | http://www.marketingpower.com/Pages/default.aspx |
| Association for Project Management | http://www.apm.org.uk/ |
| British Chamber of Commerce | http://www.britishchambers.org.uk/ |
| Chartered Institute of Marketing | http://www.cim.co.uk/home.aspx |
| Chartered Institute of Personnel Development | www.cipd.co.uk |
| Eventia | http://www.eventia.org.uk/ |
| Institute of Commercial Management | http://www.icm.ac.uk/ |

| Company Information | |
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| Companies House (UK) | http://www.companieshouse.gov.uk/index.shtml |
| Hoovers Online United Kingdom | http://www.hoovers.com/freeuk/ |
| Northcote | http://www.northcote.co.uk/ |
| SCoRe: The National UK Catalogue of Printed Company Reports | http://www.score.ac.uk/default.asp |

| Economics | |
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| Institute of Economic Affairs | http://www.iea.org.uk/ |
| Resources for Economists on the Internet | http://rfe.org/ |
| World Wide Web Resources in Economics | http://www.helsinki.fi/WebEc/ |

| General | |
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| Annual Reports Library | http://www.zpub.com/sf/ar/ |
| Bnet | http://www.bnet.com |
| British Library – Business and IP Centre | http://www.bl.uk/bipc/ |
| Business Link | http://www.businesslink.gov.uk/bdotg/action/home?domain=www.businesslink.gov.uk&target=http://www.businesslink.gov.uk/ |
| Business in the Community : Case Studies | http://www.bitc.org.uk/resources/case_studies/index.html |
| Business Information on the Internet | http://www.rba.co.uk/sources/index.htm |

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| Economic and Social Research Council | www.esrc.ac.uk |
| Federation of Small Businesses | http://www.fsb.org.uk/default.aspx?loc=general&id=0 |
| EnterWeb | http://www.enterweb.org/ |

Governmental Information

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| Department for Business Innovation & Skills | http://www.bis.gov.uk/ |
| European Parliament | www.europarl.eu.int |
| European Union and UK citizens | www.cec.org.uk |
| National Digital Archive of Datasets | http://ndad.ulcc.ac.uk |
| Office of Public Sector Information | http://www.opsi.gov.uk/ |

International Business

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| Academy of International Business | http://aib.msu.edu/ |
| World Business Council for sustainable development | www.wbcasd.org |
| World Trade Organisation (WTO) | http://www.wto.org/ |

Learning Resources

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| Accounting, Business Studies and Economics Dictionary | http://www.tuition.com.hk/dictionary/l.htm |
| Association of MBAs | http://www.mbaworld.com/MBAWorld/index.jsp |
| Bcg Matrix | http://www.12manage.com/methods_bcgmatrix.html |
| Business Models on the Web | http://digitalenterprise.org/models/models.html |
| Cameron Balloons Virtual Factory | http://www.bized.co.uk/virtual/cb/welcome.htm |
| Management and Organisations – Open University | http://www.open2.net/moneyandmanagement/management_organisation/index.html |

Marketing

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| Brand Republic | http://www.brandrepublic.com/ |
| ClickZ | http://www.clickz.com/ |
| Marketing Teacher | http://www.marketingteacher.com/ |
| Marketing UK | http://www.marketinguk.co.uk/ |

| News / Newspapers | |
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| BBC News site - current affairs and news | http://news.bbc.co.uk |
| Business Week | www.businessweek.com/ |
| Financial Times | http://www.ft.com/home/uk |
| Guardian | www.guardian.co.uk |
| Guardian - Business | http://www.guardian.co.uk/business |

| Research / Statistics | |
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| Basic Business Research Methods | http://www.managementhelp.org/research/research.htm |
| A Business Researcher's Interest | http://www.brint.com/interest.html |
| Data on labour markets, education and employment, statistics | www.dfes.gov.uk/research |
| Economic and Social Data Service | www.esds.ac.uk |
| Economic Research Council | http://www.ercouncil.org/ |
| Local statistics | www.neighbourhood.statistics.gov.uk |
| Market access database | http://mkaccdb.eu.int |
| National Statistics | www.statistics.gov.uk |

If you need any further help please contact your Subject Librarian – Christina Harbour - Christina.Harbour@writtle.ac.uk