

## Guide to Using Business Source Complete

**What is Business Source Complete?** “This is the world's definitive scholarly business database, providing the leading collection of bibliographic and full text content.” **Business Source Complete** contains more active, peer-reviewed, business related journals than any other database currently available. As part of the comprehensive coverage offered by this database, indexing and abstracts for the most important scholarly business journals back to 1886 are included. According to journal ranking studies, **Business Source Complete** is the overwhelmingly superior database for full text journals in all disciplines of business, including marketing, management, MIS, POM, accounting, finance and economics. It also includes author profiles, company reports, full-text books, industry profiles, market reports, SWOT analyses, working papers, and trade journals. (n.d. <http://www.ebscohost.com/academic/business-source-complete>)

**How to access Business Source Complete:** To begin, first go to the DSU's Electronic Database's page at <http://www.deltastate.edu/pages/177.asp>. From the All Databases" option, a new window will open and choose **Business Source Complete** from the alphabetical list of titles. For off-campus instructions, pick up a "Guide to Accessing Databases Off-Campus" at the Roberts-LaForge Library, or go to <http://www.deltastate.edu/pages/728.asp> on the Web.

There are two fundamental search options in Business Source Complete-Basic and Advanced. Each is outlined below.

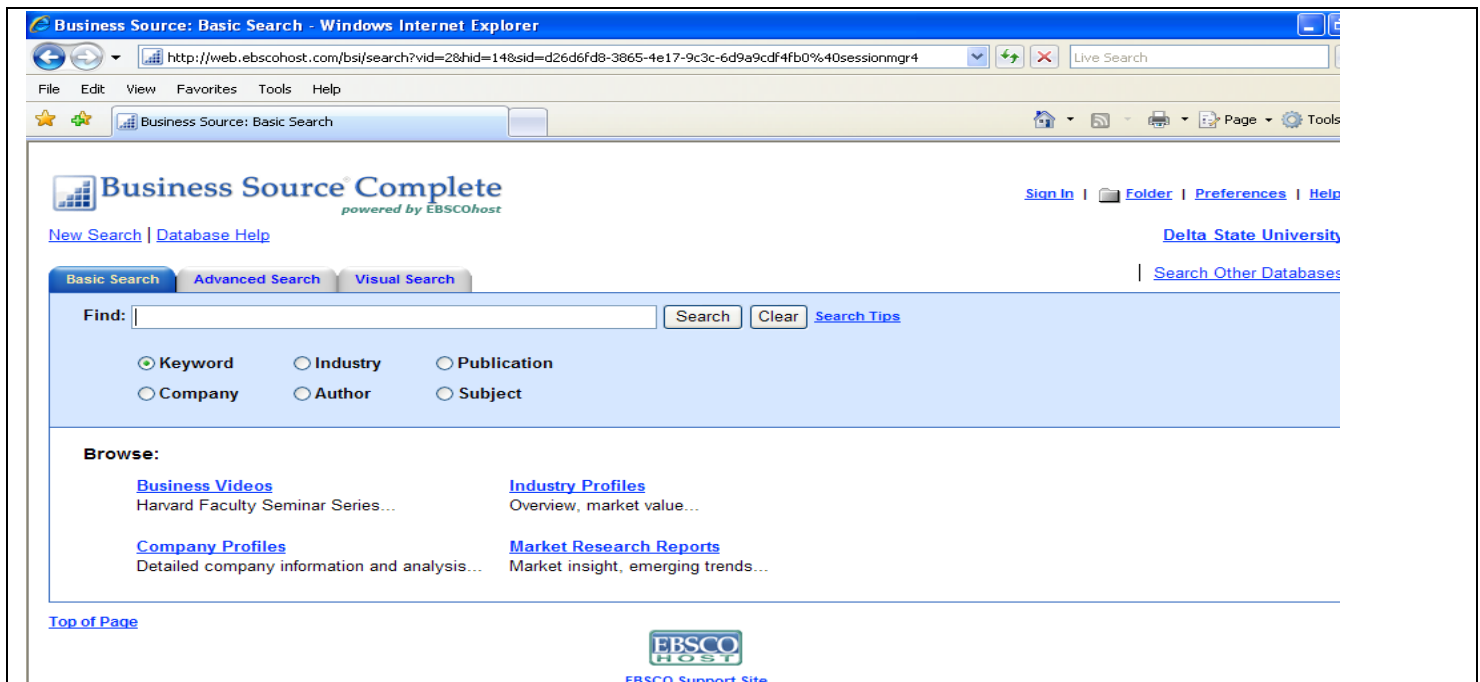
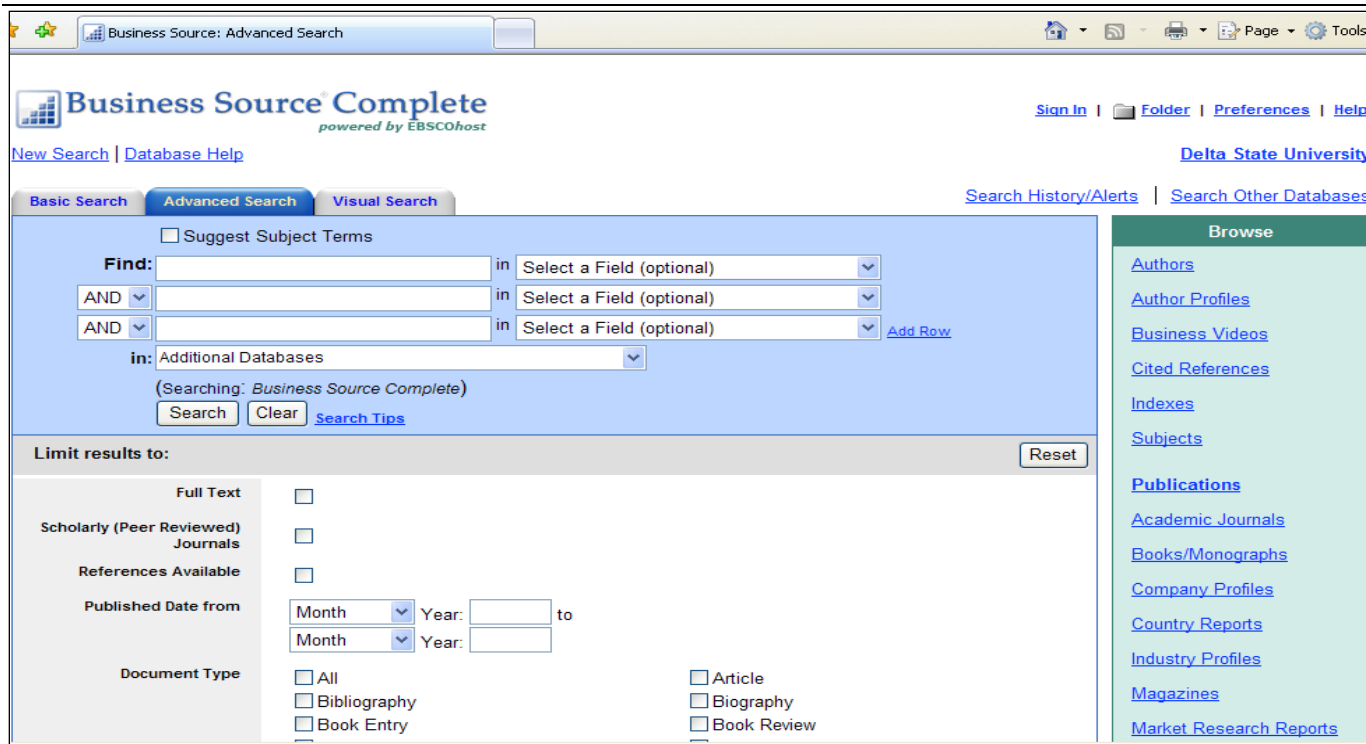


Figure 1-Basic Search Screen

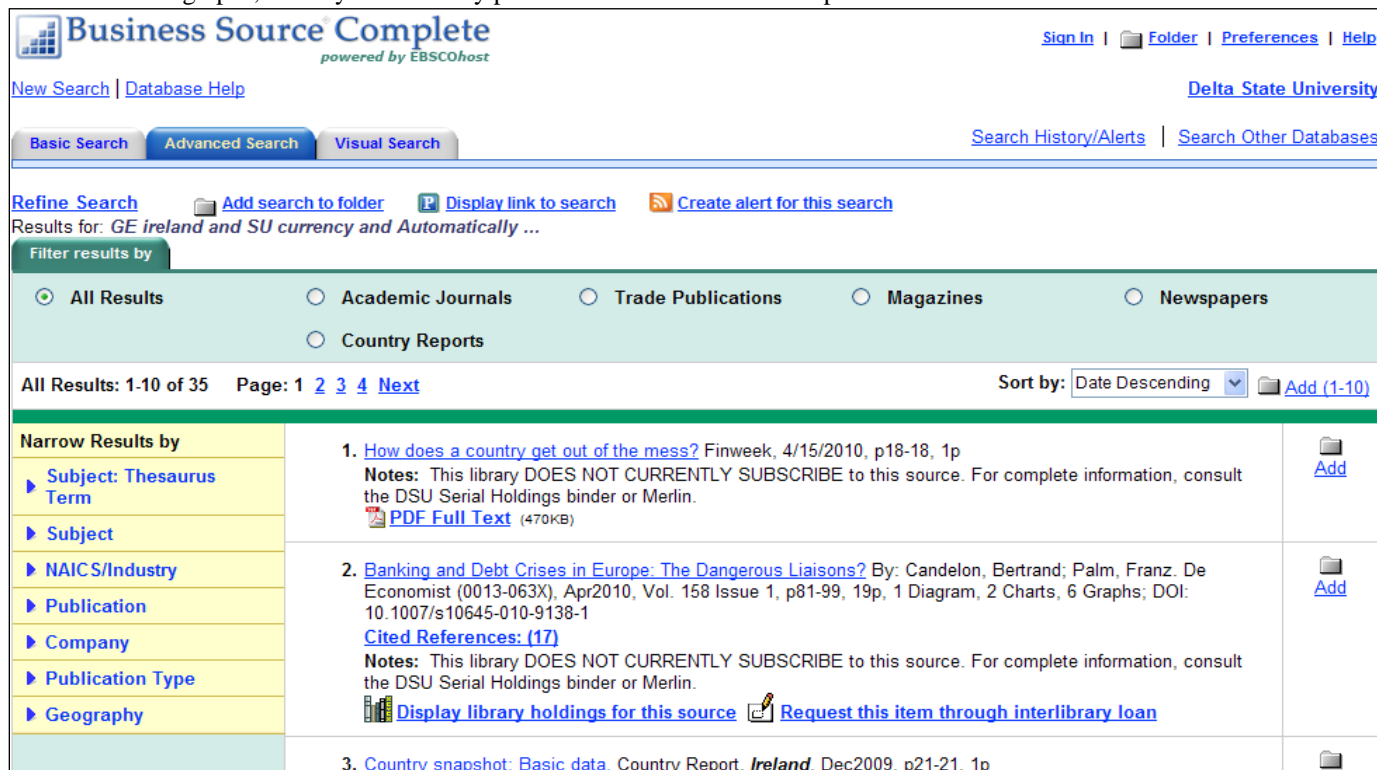
**Basic Search:** To begin, note that the Basic Search screen provides easy access for browsing company profiles, industry profiles, and market research reports. If you have selected search terms, then you may enter them into the FIND box and use the limiters Keyword, Industry, Publication, Company, Author, or Subject to help you search. For example, enter a Company name and then select the Company button before clicking on **Search**. This allows you to view company names beginning with an exact match (where available). The **Basic Search** screen also features Browse links for streamlined searching of alphabetical lists of company or industry profiles and County or Market Reports, depending on availability. At any time, you can click on the Business Source Complete Logo at the top of the page to return to the Basic search page.



**Figure 2-Advanced Search Screen**

**Advanced Search:** From the Advanced Search screen, you may enter search terms in the Find fields. You can enter text on all three lines (if desired), select Field Codes from the drop-down menus, select Boolean operators (AND, OR, NOT) to connect search terms, and mark any limiters that you want. The Limit results option hides or displays all of the available limiters/expanders available for your search options. By clicking on “Search”, a Result List will appear. Understanding Boolean operators will help narrow down search results to find records that most closely reflect your search needs.

The Browse option allows browsing through specific search topics such as authors and authors’ profiles, subjects, academic journals and books/monographs, country and industry profiles and market research reports.



**Figure 3-Results List Screen**

## Understanding the Results List:

The result list includes expanded source types, such as Academic Journals, Trade Publications, Magazines, Country Reports, and Newspapers.

When you click on the title link in the Results Page, you will be taken to the Citation View of that record. If the item is available in full-text, a PDF or HTML Full-Text icon or the linked title (in blue) will appear. Also, if the item is available in print at the DSU Library, a note will appear stating the “Delta State University Currently Subscribes to this title.” If the full-text is not available at all electronically, you can request the item through interlibrary loan. Just select the link “Request this item through interlibrary loan”.



Figure 4 – Citation View

**Citation View:** When the Citation View is displayed, it may also include a summary or an abstract. Your original keywords are highlighted throughout the record. Where a link **Find More Like This** link appears, you can click the link to perform a search for articles with similar subject headings. A new Result List will display. If the full text of the article is available, it will appear as either an HTML Full Text link or a PDF Full Text link or it may have both links available. If neither is displayed, then the record does not have a full text link available and you will need to use Interlibrary Loan option mentioned above.

## HTML Full Text View

When the HTML full text view is displayed, you can also return to the citation, or any PDF or linked text by clicking on the available icons. The text is displayed formatted and ready for printing. A brief citation is always included at the end of the article.

## PDF Full Text View

When the PDF full text view is displayed, the article opens in the Adobe Acrobat Reader. **To print a PDF article, use the print icon available on the Reader toolbar, NOT the print icon in the top web toolbar.** You can also return to the citation, any full text, or linked text by clicking on the available icons. From the PDF view, you can also refine your search, return to the Result List, or e-mail the article.



Figure 5 – The Print Icon

## Emailing Citations:

To email one or more articles or citations, you can use the Email icon near the top of the Citation Page or the Article Page. The Email Manager (Figure 6) allows you to send the article to one or more email addresses. (Use a semicolon to separate email addresses). Unless otherwise stated, the detailed citation and abstract (plus any available HTML and PDF full-text links) will be sent. The Standard Field Format will be used for the Citation unless you select Citation Format and choose to have the citation emailed to you in a number of pre-defined formats:

Figure 6 – E-mail Manager screen

## Improving Search Results:

When searching the database, if you receive a message that indicates no results were found, you may want to refine your search terms and try running the search again. There are different ways to refine your search so that the maximum search results are returned. Here are some tips:

- ♦ Use expanders provided on the search screens. Broaden your search to locate terms not only in the citation and abstract but also within the full text of the article. Select “More Options” on the Advanced Search Screen and then mark “Also search within full text of the article” to expand the search.
- ♦ Try unmarking one or more limiters. Limiters narrow your search result list – depending upon the limiters you’ve chosen, you may have created too narrow of a search.
- ♦ When using the Boolean operators AND, OR, and NOT, remember to keep the search terms to words or short phrases. These searches are not designed to yield significant results if you enter long phrases or questions in everyday English.
- ♦ Make sure your search terms are not misspelled or unnecessarily repeated.
- ♦ Don’t duplicate Boolean terms. For example, if you are searching for “heart and lung,” do not enter “heart” in the first box followed by “and lung” in the second box that has the Boolean AND next to it. Likewise, do not enter “heart and” in the first box then “lung” in the second box. In both of these examples, the database will search “heart and and lung” and will yield no results.
- ♦ Make sure there are no field search tags misused in your search boxes. For example, entering “To buy an apple” in the search box will yield an error because “AN” is the search tag for Accession Number. Use the drop down menu in the box that reads “Select a Field (optional)” to view all abbreviations for search tags and avoid them in your search boxes.

*\*For off-campus access to subscription databases, use the Remote Accessible Database Log-in page available from: <http://ezproxy.deltastate.edu:2048/login>. You will need your 900 number and your 6-digit password for access.*

**Have a Question? Ask a Librarian.**  
[refdesk@deltastate.edu](mailto:refdesk@deltastate.edu)  
662-846-4431

07/10/13 AG