Library Resources for BUA 2990

Library Links:

- **HPU Libraries Home Page:**
  [http://www.highpoint.edu/library/](http://www.highpoint.edu/library/)

- **BUA 2990 Course Guide:**
  [http://guides.highpoint.edu/bua2990](http://guides.highpoint.edu/bua2990)

- **APA Citation Guide:**
  [http://guides.highpoint.edu/apa](http://guides.highpoint.edu/apa)

Best Databases:

- **Occupational Outlook Handbook via NCLive:**

- **ReferenceUSA via NCLive:**

- **ABI/INFORM Collection:**

Library Home Page Navigation

- **Link to Citation Guides including the MLA Citation Guide.**
- **Link to Subject and Course guides including the BUA 2990 Guide.**
- **Catalog search box will find books, articles and more. The search will not only find HPULibraries items, but other libraries as well.**
- **Ask a Librarian!**
  - This chat box offers assistance from a librarian 24 hours a day. Questions about databases, research, citations and more can be answered here.
- **HPUShare**
  - Link to HPUShare ILL account. Use your HPU email username and password to log in.
- **These are the library's most popular databases. Click on View All to see every database available.**

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*Library Home Page Navigation Image*
Public companies issue stock that may be traded on one of the open exchanges. These companies are required to file financial information with the Securities and Exchange Commission (SEC) in the form of a 10-K report. They also issue an annual report for their stockholders. They have a ticker symbol.

Private companies have a limited number of shareholders, do not issue stock and do not have to publicly disclose financial information. There are only 18,000 to 19,000 private companies.

Subsidiaries are a part of a parent company. Separate financial information may or may not be available.

NAICS codes, (North American Industry Classification System Codes) are a classification system used to define industry by numerical codes. They are used as a benchmark to record numerical data about an industry. These codes are usually 6 digits long. Codes are revised every year or so to reflect changes in the market.

SIC Codes (Standard Industrial Classification Codes) are from the older system that was developed at the end of the Great Depression. These codes are usually 4 digits long. Companies will have primary and secondary codes.

ReferenceUSA industry search

1. Go to ReferenceUSA database and click on U.S. Businesses.
2. Select a company that represents the type of industry you are researching (industry: furniture stores= company: La-Z-Boy.) and enter it in the search box under the Quick Search option.
3. Click the up arrow on the appropriate company listing. This takes you to the headquarters listing. Click on the company name and the company profile will open.
4. Scroll down to the industry profile box. This contains the relevant NAICS and SIC codes. Jot down the primary NAICS code (one odd component of ReferenceUSA is that it does not allow you copy and paste), Furniture Stores= 442110.
5. Click the back button and then the revise search button. Select Advanced Search.
6. On the left hand side check on the Keyword/SIC/NAICS box.
7. In the Keyword/SIC/NAICS box, select the Search Primary NAICS Only button and then enter the code into the search box and click search. Click on the result.
8. On the upper right, click on Update Count. This shows how many companies use the same NAICS code for Furniture Stores (42,594). You can click on View Results to see those companies.
9. To narrow the results, go back to the left hand column and select the desired limiters. One quick way to narrow is to select the Sales Volume box. You can then select the range. “Over $1 Billion” will give you the biggest companies. Click on that and (in the upper right) click on Update Count. There are 9 companies with the NAICS code 442110 that earn over one billion per year.