

ACC 450 Company Research

Your assignment is to analyze and report on Oracle Corp. (ORCL) in a Client Acceptance Study.

The Library Has These Databases Which You Can Use

1. ABI Inform / ProQuest
2. Business and Company Resource Center (BCRC)
3. Business Source Complete

These databases are available from the Library's Home Page, on the "Databases" page. *All databases are accessible from off-campus. You will need your SITNet ID and password.* They provide the full text of articles from professional journals and popular magazines, but they do not have the full text of every article; some results will be only citations or summaries.

Notes On The Databases

- ABI Inform is part of a larger database, ProQuest; it focuses on business matters. Proquest contains full text articles from Barron's, New York Times, and the Wall Street Journal. ABI Inform contains the full text of Barron's and the Wall Street Journal.
- In BCRC, keep your searches simple, like only the first word in the name of the company, and then select the company you want from a list. You're less likely to miss information searching this way. Companies seem to be listed according to their sales, so the parent company is usually listed first; if you get too many results select the "Ultimate Parent" search.
- All of the good stuff in BCRC is hidden behind the yellow tabs at the top of the screen.
- Sometimes the best place to find a company's annual report is not in a library database but in the Investor Relations portion of the company's home page.

Reference Books

1. Almanac of Business and Industrial Financial Ratios, 2009. Ready Ref HF5681 .R25 T68 2009.
2. Industry Norms & Key Business Ratios. Ready Ref HF5681.R25I525 2007/2008.
3. Standard and Poor's Industry Surveys. Ready Ref HC106.6 .S74 Update.
4. Value Line Investment Survey. Ready Ref HG4501.V26

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Related Web Sites

Financial Information Web Sites

<http://www.hoovers.com>

<http://www.morningstar.com> (free, need to register)

<http://finance.yahoo.com>

<http://www.zacks.com>

Corporate Information Web Sites

<http://www.prars.com> The Public Register's Annual Report Service – free, need to register.

<http://www.annualreports.com>

U.S. Securities and Exchange Commission (EDGAR) – SEC Filing & Forms

<http://www.sec.gov/edgar.shtml> EDGAR=Electronic Data Gathering, Analysis, and Retrieval system

Financial Ratios

<http://beginnersinvest.about.com/cs/financialratio/>

Litigation Database

<http://www.findlaw.com>

American Institute of Certified Public Accountants (AICPA)

<http://www.aicpa.org>

Activity Based Risk Evaluation Model of Auditing (ABREMA)

<http://www.abrema.net/abrema/index.html>

Auditnet – “ web port and online community for the audit profession”

<http://www.auditnet.org>

*CPA Exam– Official Site of the CPA Exam includes information on **computer-based testing***

<http://www.cpa-exam.org>

APA Documentation Style

1. An official APA manual is available on Reserve and in Ready Ref BF76.7.P83
2. Citation handouts are available online on the library's webpage under *Research Guides*.
3. Online information available at <http://www.apastyle.org>