

Library and Learning Resources



Business

A brief guide to library resources

Library and Learning Resources provides access to a range of resources to aid you with your studies. This leaflet provides a brief introduction to those resources. If you need any assistance on using the library please contact Library Enquiries by:

- visiting the **Help Desk on level 2** of the library,
- phoning **0121 331 5289**,
- e-mailing kenrick.library.enquiry.desk@bcu.ac.uk,
- completing the “**Ask The Library**” form or using the online chat service (**Meebo**) available from the Library Web Page (<http://library.bcu.ac.uk/askform.htm>)

If you would like an in-depth library tutorial please contact **Carol Price** (carol.price@bcu.ac.uk, **0121 202 4606**), or **Keith Brisland** (keith.brisland@bcu.ac.uk, **0121 331 5627**).

The “**Library Skills for Business**” course is available on **Moodle** at <http://moodle.bcu.ac.uk/course/view.php?id=194>.

Textbooks

The list below will help you identify where books and other material on specific subjects are located in Kenrick Library. Use the library catalogue to help you find specific titles. Books in the catalogue, but not on the shelves can be reserved.

Where books are likely to be needed by many students they are kept in the **High Demand Collection** on Level 2. This will be indicated on the catalogue.

Subject	Shelfmark	Subject	Shelfmark
Accountancy	657	Business	658
Accounting standards	657.0212 & 657.0218	: Communications	658.45
Advertising	659.1	: Economics	658.1
Appraisals	658.314	: Information systems	658.4038
Auditing	657.45	: Law	346.4207
Bank lending	332.1753	: Psychology	158.7
Banking	332.1	Change management	658.406
: Central	332.11	Coaching	658.3124
: Law	346.41082	Commercial law	346.4207
	& 346.42082	Company law	346.42066
Bond markets	332.6323	Consumer behaviour	658.8342
Branding & brand management	658.827	Corporate finance	658.15
Building societies	332.32	Corporate governance	658.4 & 338.74
		Corporate social responsibility	658.408

Shelfmarks between 0 and 619—level 3. Shelfmarks between 620 and 999—level 4.

Subject	Shelfmark	Subject	Shelfmark
Cross cultural management	658.049	International money and banking	332.15
Customer relationship management	658.812	International trade	382
Decision making	658.403	Investment	332.6
Diversity	658.30089	Knowledge management	658.4038
E-Business	658.054678	Labour relations	331
E-Commerce/E-Marketing	658.872	Leadership	158.4 & 658.4092
Economics	330	Life assurance	368.32
Employee development	658.3124	Logistics	658.5
Employment law	344.4101 & 344.4201	Macroeconomics	339
Entrepreneurship	338.042 & 658.421	Management	658
Environmental auditing	333.714 & 658.408	Management accounting	658.1511
Equal employment opportunities	331.133 & 658.3	Management information systems	658.4038011
Ethics	174.4	Managing change	658.406
European monetary system	332.4566094	Marketing	658.8
Facilities management	685.2	: International	658.84
Finance	332	: web	658.872
: corporate	658.15	Marketing Research	658.83
: International	332.042	Mentoring	658.3124
Financial management	658.15	Microeconomics	338.5
Financial reporting	657.3	Monetary and financial systems	332.4
Financial services marketing	332.10688	Motivation	658.314 & 153.8
Futures & options	332.644 & 332.645	Operations management	658.5
Game theory	330.015193	Options markets	332.645
Globalization	337, 338.5 & 658.049	Organisational behaviour	302.35, 158.7 & 658.4
Health & safety management	658.382	Personnel management	658.3
Human resource management	658.3	Personal financial planning	332.024
Industrial relations	331	Portfolio theory	332.6
Insurance	368	Problem solving	658.403
Integrated marketing communications	658.802	Project management	658.404
Internal auditing	657.458	Psychology	150
Internal marketing	658.804	: Business	158.7
International business	338.88 & 658.049	Public relations	659.2
International human resource management	658.3	Quantitative methods for business	658.403
International monetary system	332.45	Recruitment & selection	658.311
		Redundancy	658.3134
		Research methods	001.42 & 650.072
		Retail management	658.87

Shelfmarks between 0 and 619—level 3. Shelfmarks between 620 and 999—level 4.

Subject	Shelfmark	Subject	Shelfmark
Reward management	658.32	Supply chain management	658.7
Risk management	368	Taxation	336.2
: financial	658.1511	Teams & teamworking	658.402
Sales management	658.81	Total quality management	658.562
Services marketing	658.802	Trade law: foreign commerce	343.087
Small business & SMEs	658.022 & 338.642	: regulation	343.075
Statistics	519.5	Training & development	658.3124
Strategic management	658.4012	Venture capital	332.63
Stress management	158.72 & 658.382	Voluntary sector	361.763
		Women in management	658.40082

Shelfmarks between 0 and 619—level 3. Shelfmarks between 620 and 999—level 4.

E-Books

A growing number of key texts are now also available online as E-Books. These can be accessed on or off campus via the [MyiLibrary](#) database on the A-Z of eBooks section of the Electronic Services page on the library web page or directly from the library catalogue.

To access e-books off-campus you will need to use an Athens Username and Password (see **Usernames and Passwords** at the end of this guide).

Journals

Journals and magazines are available in either printed or electronic formats (and sometimes both). **Electronic** journals can be accessed from on- or off-campus through the **Electronic Services** section of the [library webpage](#).

- Use the [A-Z of Full Text Journals](#) page to see if the library has access to a specific journal you need.
- If you want to find journal articles on a specific subject, search one of the full-text journal databases available on the [A-Z of Electronic Resources](#) page. For details of these journal databases, such as **ABI, Infotrac & SwetsWise**, see **Electronic Services (page 4)**.

To access the electronic journals off-campus you will need to use an Athens Username and Password (see **Usernames and Passwords** at the end of this guide).

Recent issues of the **printed** journals the library receives are shelved on level 2. Lists of these printed journals are available on Level 2.

Inter-Library Loans Service

If the library does not have an item that you require, we may be able to obtain it from another library for you . For more information please ask at the Help Desk or visit <http://library.bcu.ac.uk/ILL.htm>.

Electronic Resources

Below is a list of the databases the library subscribes to which are most relevant to Business. They can be accessed via the [A-Z of Electronic Resources](#) page on the [Library Webpage](#)

- [ABI](#) - journal articles covering business and management, with extensive coverage of advertising, auditing, e-commerce, economics, finance, human resources, marketing and organisational behaviour. The database also provides coverage of business and economic events from across the globe, full-text doctoral dissertations and master's theses, case studies and links to Safari Business Books Online.
- [BRAD](#) - UK media database on brands, agencies, advertisers, advertising rates and contact information, as well as latest industry data.
- [CCH](#) - comprehensive service for accounting information, including GAAP 2004, all UK accounting and auditing standards in full text. The **Business Focus Module** provides market research information for a wide range of trade sectors.
- [Datamonitor 360](#) - market analysis covering a wide range of industries, companies and countries.
- [EThOS](#) - British Library's free Electronic Thesis Online Service
- [FAME](#) - financial database of 1.7 million UK and Irish public and private companies, with up to 10 years of financial history.
- [Global Market Information Database](#) - business intelligence and market research on countries, companies, products and industries.
- [IDS Employment Law Brief Online](#) - contains a fully searchable archive of all the case reports, feature articles and editorials published by IDS Employment Law Brief since 2003, as well as a regularly updated employment law case reports.
- [IDS HR Studies](#) - provides in-depth analysis of specific HR topics, including detailed case studies from named organisations.
- [IDS Pay Report](#) - details of the current pay structures, latest pay reviews and other conditions of employment in leading private sector companies and public sector organisations across the UK .

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- [Index to Theses](#) - abstracts of theses accepted for higher degrees by the Universities of Great Britain and Ireland.
 - [InfoTrac](#) - full text journal articles, covering a wide range of subjects, including business and management.
 - [Key Note](#) - UK consumer and business market research reports.
 - [LexisLibrary](#) - includes UK legislation, court cases and legal journals.
 - [MAD.co.uk](#) - resource for marketing, media, new media, advertising and design professionals.
 - [Marketing Mentor](#) - resource providing marketing training modules, templates, production briefs
 - [Mintel](#) - UK consumer market research reports.
 - [MyiLibrary](#) - (*see E-Books above*)
 - [Nexis UK](#) - full-text of local, national and international newspapers and global company information.
 - [PsycARTICLES](#) - includes many full text business psychology journal articles
 - [PsycBOOKS](#) - full text of scholarly and professional books published by the American Psychological Association.
 - [SwetsWise](#) - full text journal articles including many on business and management.
 - [Web of Science](#) - summaries of journal articles including many from business titles.
 - [WestLaw](#) - includes law cases, legal journals (including many in full text) and legislation (acts and statutory instruments).

Username and Passwords

The majority of the electronic resources described above require use of an Athens Username and Password to gain off-campus access. **Your Athens username and password are the same as your network username and password.** Click [here](#) for more information about Athens.

If you have any difficulty logging on using Athens please email us at athens@bcu.ac.uk or fill out the online [troubleshooting form](#)

UCEEL (Digital Library)

The University's digital library, UCEEL, holds a range of materials, including past exam papers and student projects. There are also book chapters and journal articles that have been specifically requested by your lecturers. Click [here](#) to access UCEEL. You will need to log on using your Library borrower number (i.e. the barcode number on your student card) and your 4 digit library PIN.

Subject Pages

The [Business](#) subject page on the [Library Web Page](#) contains links to many relevant internet sites covering all aspects of business.

MAP (My Assignment Planner)

Being faced with your first assignment at University can be a daunting task. My Assignment Planner will take the worries out of assignment planning. Click [here](#) to access MAP. Follow the 11 straightforward steps to plan your time effectively.

Centre for Academic Success

The Centre for Academic Success is available to give you advice on study skills and help you improve your English language skills.

Visit: <http://library.bcu.ac.uk/learner/>

or contact:

Phone: **0121 331 7685**

E-Mail: Success@bcu.ac.uk

