

Dec 6th, 9:00 AM - 12:00 PM

Data Gathering Kickoff Lesson for Consulting Project

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New England Library Instruction Group. 3.
<https://scholarworks.umass.edu/nelig/2019-2020/winter-program2/3>

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Data Gathering Kickoff Lesson for Consulting Project

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The Assignment

What the students are doing

- ★ Groups of 4-5 students
- ★ Choose a company (publicly traded)
- ★ Pretend you are a consulting firm and identify an issue your company is facing
- ★ Present a solution to that problem



Why they need us

- ★ Faculty frustrated by quality & lack of diversity of sources
- ★ First time many students are doing business research on their own
- ★ Individual support or recommendations → one size does not fit all with resources

To Google or not to Google?

Great for...

Finding background info

Google News search



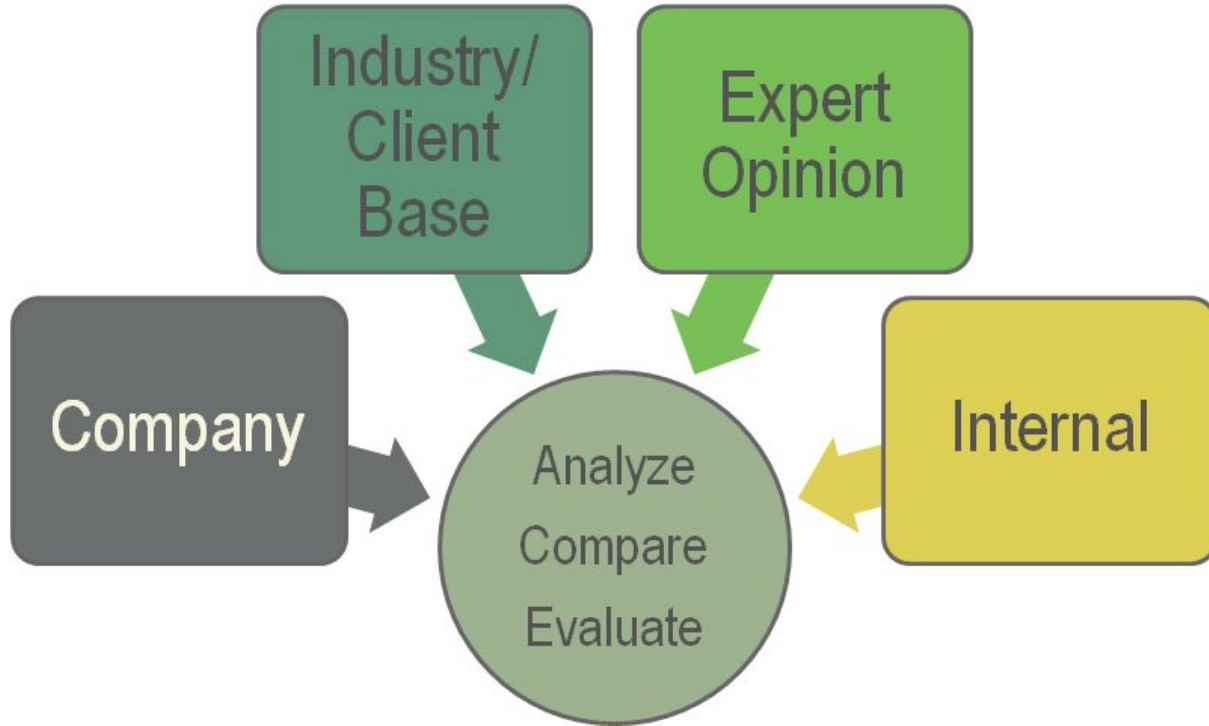
Be skeptical of...

Market Research & Reports

Financials & filings



Info Source Perspectives



“A la Carte” Instruction

90 minutes



15 minutes

“Sphere of Research” Beach Ball Activity***

Types of Sources - discussion

Group Workshop Activity

Database overview

Accessing Resources, Q&A



Learning Outcomes

- 1) Move beyond “Googling”
- 2) Need more than one tool/perspective to answer their research questions
- 3) How to select the most appropriate resource for the info they’re seeking
- 4) Familiarity with library databases



Sphere of Research

- What is this info source?
- Who makes/creates it?
- Why are they collecting this information?
- Who is making money on this information?
- How would you find it? What resource would you use?
- When would you use it?
- Thoughts?



Sphere of Research

Framework principles applied...

- Authority Is Constructed and Contextual
- Information Creation as a Process
- Research as Inquiry

Learning profiles applied...

- ★ Auditory
- ★ Tactile/Kinaesthetic
- ★ Visual

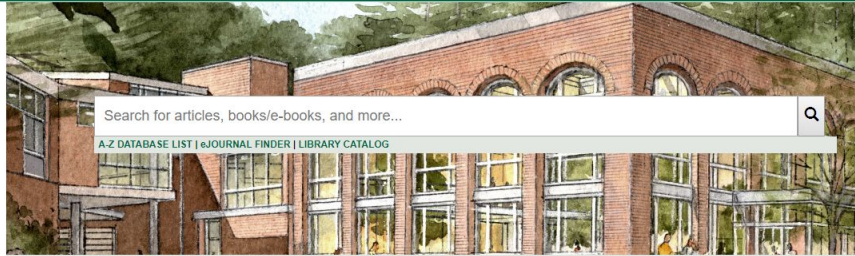
Accessing Resources

library.babson.edu

<https://libguides.babson.edu/StrategicProblemSolving>

Horn Library

Today's Hours: 7:30am – 2am
Research Help: 11am – 7pm



Search for articles, books/e-books, and more...

[A-Z DATABASE LIST](#) | [eJOURNAL FINDER](#) | [LIBRARY CATALOG](#)

WSJ

The Economist

The New York Times

BOSTON BUSINESS JOURNAL

FT.com
FINANCIAL TIMES

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- Get help with research
- Services for faculty, alumni, vis
- Interlibrary Loan

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Strategic Problem Solving

To support the company strategy research component of of ASM 3300

[Home](#)

[Company Information](#)

[Industry Information](#)

[Market Research](#)

[Competitive Environment](#)

[Tutorials](#)

HOW TO APPROACH YOUR RESEARCH

To properly research your company/industry for strategy analysis, always approach it using three perspectives

- **Company perspective** - SEC filings, website, company investor presentations, earnings conference calls, etc
- **Industry view** - how are they viewed by competitors, where do they fit in the industry, how does the market rate them?
- **Expert perspective** - use the experience and opinions of an industry analyst to better evaluate performance and problems such as from an investment research report from *Investext* or in depth market research from *Gartner* or similar higher level analysis.

WHERE TO FIND DIFFERENT TYPES OF INFORMATION

What are you looking for?

[Company Information](#) including:

- Analyst reports
- Stock prices
- Financial information including annual reports, quarterly reports and associated presentations & transcripts
- Company history & overview
- Competitors
- Company's vision & mission
- Management team, board members
- Products and/or services
- News articles

[Industry Information](#) including:

- Industry reports & overviews
- Trends
- Key Players
- Current news

Accessing Resources

Framework principles applied...

- Searching as Strategic
Exploration
- Authority is Constructed and
Contextual
- Information has Value

Learning profiles applied...

- ★ Auditory
- ★ Visual

Worksheets

Project company: _____

Main rival: _____

Additional rivals: _____

Complete the following tasks:

- Search for company and industry news. What is happening in:
 - the macro-environment
 - the industry
 - the company

___ Done ___ Not yet, but we will finish this before next class
- Search for financial data.
 - Download the financial statements (most recent 5 years) of the company and rivals.

___ Done ___ Not yet, but we will finish this before next class
 - Calculate the key financial ratios (put more focus on the income statement).

___ Done ___ Not yet, but we will finish this before next class
 - Discuss any insights from the financials:
 - How is your company doing with respect to rivals?
 - What are the time trends?
 - Any discontinuities in the time trends?

Most Critical Information (Note: you must use a mix of sources!)

Team: _____

Company: _____

Business Issue	Information Needed	Potential Sources
#1		
#2		
#3		
#4		
#5		

Group “Workshopping”

Framework principles applied...

- Research as Inquiry
- Searching as Strategic
Exploration
- Authority is Constructed and
Contextual
- Information has Value

Learning profiles applied...

- ★ Tactile/Kinaesthetic
- ★ Reading/Writing

Lessons learned...

- Timing is everything
 - At “point of need” during the semester
 - Time class during the day (early v. afternoon)
- Faculty engagement is key
- Deliverables help learning accountability & retention



Q&A

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