Assignment Guide - Doing Business in Texas
Business English
LSC-University Park Library

**Assignment:** Write a 4 page report on a business that has its corporate headquarters in the state of Texas. Use two resources from the library databases and one from the internet. Include a works cited page, using MLA guidelines.

**About this Guide:** This guide encourages research using multiple resources. The student will learn to evaluate web resources and be introduced to the digital resources available within the UP Library pages at: [http://www.lonestar.edu/17138.htm](http://www.lonestar.edu/17138.htm).

**Meet the Librarian**
Betty.H.Rugh@lonestar.edu
281-401-5390

**INTERNET**

With an assignment such as finding companies in Texas, the Internet may be the fastest and best place to begin. Key words could include: Texas Companies; Fortune 500 (listing larger companies, find Texas); Texas Best Companies. Once you select the company you want to write about, begin by searching for the company home site. Here are a few reputable sites that have business information. Using them, you should find much of the information you will need.

**Evaluate** web sites with a critical eye. Look for:
- **Authority** – Is the creator qualified? What are his credentials?
- **Accuracy** – Examine the content.
- **Currency** – How up to date is the site?
- **Objectivity** – What is the point of view? Is the site selling a product? URLs with a .gov, .edu or .org are less likely to have a commercial interest than a .com. Can the information be confirmed?

**Hoover’s** a recognized online directory of industries, businesses and key personnel with business profiles, analysis and trend projections. Listings of businesses can be found based on geographical location.

- [Texas Companies in Fortune 500](http://www.texasbusinessdirectory.com/fortune500)
- [Texas Industry Maps](http://www.texasindustry.com/maps)
RESEARCH DATABASES

The research databases contain newspapers, journals, documents, reports, images, and media. They are a college student’s best search option because the information has been vetted. Use the Business Subject List to find a listing of the recommended databases for research on topics related to business. Or, use the three suggested here:

1. Business Source Complete contains company profiles, SWOT analyses, financial data and research reports.

The portal page of Business Source Complete is the search screen requiring keywords or phrases. You have selected your company and one of your keywords should be that company name. Alternatively, you can enter into company search via the sub-categories (Company Information, Industry or Company Profiles)

2. ProQuest – Wall Street Journal – great resource for news and topical information on companies and industries.
3. Westlaw Campus Research - comprehensive collection of news and business information compiled from a broad array of sources including newswires, trade journals and international publications.

BOOKS AND eCONTENT

Use the library catalog to order books or audios from another library to be delivered to your location. Allow 5-7 days. Find eBooks and audio books. They are downloadable and searchable. Nooks are available for two-week checkout. Ask at circulation. Below is an example that might be helpful in your Business Writing course.

CITING SOURCES

It is important to give credit to the sources you

ASK QUESTIONS

Librarians can be reached at UPLibrary-ref@lonestar.edu OR
use in writing your paper. Citation formats to help you can be found in the library web pages, including this [MLA guide](#). Pick up a paper copy in the library.

Link to [Student Success online course](#) for more about researching for college papers.

281.401.5390. CHAT whenever the library is open. You will see this icon on the library pages to connect to the CHAT line:

![Chat With The Librarian](#)

Library 281-401-5390 | [UPLibrary-ref@lonestar.edu](mailto:UPLibrary-ref@lonestar.edu) | [lonestar.edu/library](http://lonestar.edu/library) | [UPTutor@lonestar.edu](mailto:UPTutor@lonestar.edu)

Betty Rugh, 9/2012