

The Language of Business

United States Securities and Exchange Commission (SEC)

The US federal agency empowered to regulate US financial markets in order to protect investors. All quoted American companies have to comply with SEC rules and regulations, including the filing of quarterly results statements.

Global Investor Glossary <http://www.finance-glossary.com/terms> <March 1, 2007>

Public Companies

A company registered as a public company which has an unlimited number of shareholders, and can offer its shares to the public.

Global Investor Glossary <http://www.finance-glossary.com/terms> <March 1, 2007>

Private Companies

A limited partnership with no more than 35 participants that is not registered with the SEC. The company is solely owned by the participants. Stocks in the company do not exist.

Global Investor Glossary <http://www.finance-glossary.com/terms> <March 1, 2007>

Standard Industry Code (SIC)

Classification system for U.S. industries by the U.S. Department of Labor.

U.S. Department of Labor <http://www.osha.gov/pls/imis/sicsearch.html> <March 1, 2007>

NAICS Codes

The North American Industry Classification System (NAICS) has replaced the U.S. Standard Industrial Classification (SIC) system. NAICS was developed jointly by the U.S., Canada, and Mexico to provide new comparability in statistics about business activity across North America. It was developed as part of NAFTA.

U.S. Department of Census <http://www.census.gov/epcd/www/naics.html> <March 1, 2007>

Annual Reports

A company's financial year has little to do with either the calendar year (1st Jan to 31st Dec) or the tax year (6th April to 5th April).

Chief Executive Officer (CEO)

This position is responsible for the financial growth of the company, i.e. the company is making money for the stockholders, and is therefore responsible for the overall day-to-day operations of the organization. This position reports to the Board.

Chairman of the Board

The Chairman is the top position in the organization. The CEO reports to this position.

Stockholders

Any individual or organization that pays to own "stock" in the company.

Philanthropy

When a company donates some of their profits or resources to nonprofit organizations.

OhioLINK Research Databases

Business Source Complete is a scholarly business database providing bibliographic and full text content. *Business Source Complete* provides full text journals in all disciplines of business, including marketing, management, MIS, POM, accounting, finance and economics. Additional full text, non-journal content includes financial data, books, monographs, major reference works, book digests, conference proceedings, case studies, investment research reports, industry reports, market research reports, country reports, company profiles, SWOT analyses and more. *Business Source Complete* contains indexing and abstracts for the most important scholarly business journals back to 1886, searchable cited references for many journals, and detailed author profiles for the most-cited authors in the database. Updated Daily.

Business and Company Resource Center from Gale is a comprehensive research tool that meets core curriculum requirements in undergraduate and graduate case study work as well as the business research needs of the job seeker or casual investor. It offers dynamic, accurate, and up-to-date company and industry intelligence on thousands of global companies. The Business & Company Resource Center provides business and industry content in the following areas: Periodical articles, news articles, and press releases Detailed information for domestic and international companies and associations, including information on corporate hierarchical structures Investment reports Corporate chronologies and company histories Brands and product information Industry and company rankings Financial Overviews Industry Overviews HR Law Case Digests. Covers 1980 to date. (4 simultaneous users)

Carlson Library Business Reference Collection

Encyclopedia of Consumer Brands. **HF 5415.3 E527**

D&B Million Dollar Directory: America's Leading Public & Private Companies **HC 02.D8 2005**

International Directory of Company Histories **HD 2721.I63**

Ward's Business Directory of U.S. Private and Public Companies **HG 4057.A3 W375x**

Dictionary of business terms **HF1001.C68 1999**

Encyclopedia of Business and Finance **HF1001 .E466 2007**

Web Evaluation

Authority

- Who is responsible for the contents of the page?
- Do they indicate their qualifications for writing on this topic? What are their credentials? Do they have expertise or experience with the topic?
- Who are they affiliated with? Does the source suggest a reputable affiliation with regard to the topic—personal or official site?

Objectivity/Bias

Objectivity:

- Is the purpose and intention of the site clear, including any bias or particular viewpoint? Are the person's biases clearly stated? This is measured by examining:
 - If the purpose and scope are stated?
 - Who is the intended audience?
 - Is the information clearly presented as being factual or opinion?
 - What criteria are used for inclusion of information?
- Does this document reside on the Web server of an organization that has a clear stake in the issues at hand?
 - If you are looking at a corporate Web site, assume that the information will be presented in a positive light.
 - If you are looking at products produced and sold by a corporation, are looking at an advertisement?
 - Does this document reside on a Web server of an organization that has a political or philosophical agenda?

Bias and Point of View:

- Bias and point of view reminds us that information is rarely neutral. Because data is used in selective ways to form information, it generally represents a point of view. Every writer wants to prove their point, and will use data and information to assist them in proving their point of view.
- When evaluating information found on the Internet, it is important to examine who is providing the "information" you are viewing, and what might be their point of view or bias.

Accuracy

- Are the facts documented or well-researched?
 - Are the facts similar to those reported in related print or other online sources?
 - Does the document rely on other sources that are listed in a bibliography or includes links to these documents?

Coverage

- Are the purpose and objectives of the page clear?
- Is it a comprehensive resource or does it focus on a narrow range of information? Is it clear about this focus?

Currency

- Is it clear when the information was published?
- When was it last updated? Is this the most recent version?
- If there are links to other Web pages, are they current?