Creating Subject Profiles & Resource Guides Using LibGuides
Library Guides: A brief History

- Bibliographic pathfinders, online tutorials. Subject guides, web guides
- Late 1960s and 1970s: proliferation in print & introduction of computers, MIT started INTRX program
- 1980s & 1990s libraries began building text and graphic based websites
- Online pathfinders evolved into many formats showing diverse capabilities of the Internet which included, HTML text based pathfinders, interactive tutorials and other multimedia presentations.
- The term pathfinder began to be antiquated and “research guide”, “Subject guide “ and “online tutorial” were more commonly used.
Need for Creating Subject Guide

- Complexity in maintaining and updating websites is cumbersome
- Integrating web 2.0 tools paved the way for new interactive and participative guides
- Librarians started using content management systems to accommodate such design in creation of guides.
- Several open source alternatives were patronized: Subject plus from Ithaca college and Library a la carte from University of Oregon.
Launched by Springshare in 2007 now used by more than 4000 libraries across the world

Uses WYSIWYG editor, inclusion of third party widgets and knowledge of basic HTML appealing for libraries

Used as a teaching tool that supports

- Synchronous use in classroom teaching
- Asynchronous use as an independent learning tool for studies to support assignments and course outcomes
- Incorporate leaning theories such as metacognition, chunking, cognitive load, scaffolding and working memory.

### Learning Theories

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to resources</td>
<td>Search tips and other aids are available</td>
</tr>
<tr>
<td>Research Skills</td>
<td>Users can succeed at research based on resources included in the guide</td>
</tr>
<tr>
<td>Information Literacy</td>
<td>User can identify potential sources of information</td>
</tr>
<tr>
<td>Scaffolding</td>
<td>Examples provided are relevant</td>
</tr>
<tr>
<td>Blended Learning</td>
<td>Professor, course or department is recognized when appropriate</td>
</tr>
</tbody>
</table>
LibGuides: Features for Creating LibGuide

Customizing the guide layout:
- Guide Setting
- Alert Boxes
- Guide look & feel
- Add/edit pages

Change Colour and shapes:
- Layout/colours
- Shapes of the content boxes
- Columns

Content Boxes:
- Rich Text Boxes
- Links & Lists
- Simple Web Links
LibGuides: Advance Features for Creating LibGuide

Adding advanced content:
- RSS Feeds
- Podcasts
- Video clips
- Document and File
- Links to your library Catalog
- Books from Catalog
- Remote Script
- Guide List
Library Websites

Get started!

- Venus → [http://iimb-cpp.iimb.ernet.in/Library/index.htm](http://iimb-cpp.iimb.ernet.in/Library/index.htm)
- IIMB Site → [http://www.iimb.ac.in/newlibrary](http://www.iimb.ac.in/newlibrary)
- SARVAM → [https://iimberpportal.iimb.ernet.in/ep/home/displaylogin](https://iimberpportal.iimb.ernet.in/ep/home/displaylogin)
- RemoteXs → [http://iimb.remotexs.in/user/login](http://iimb.remotexs.in/user/login)
Updated Regularly!
Tools to Locate Resources

- Databases: 75
- E-books: 2,000,000
- Journals: 10,000
- Catalogue: 2,600,000

Check for these icons and wizard on Library Services at Venus
Creating Company and Industry Guide in IIMB

**Design**
- Identifying key concepts on Company, Industry and Country Research
- Steps to Access Database various databases on searching these key concepts
- Integrating other content
- Illustration with handouts
- Ready reckoner table to serve as a brief guide to identify databases
- Feedback
- Ask us
- Key contacts with email and telephone numbers for further assistance
Home Page: IIMB Library Resources
## Ready Reckoner Table: Company Research

### Quick Links

- Profiles
- Key Financials
- Merger & Acquisition
- Swot Analysis
- Market Share/Competitors
- Listed Companies
- Unlisted Companies
- Private/Local Companies
- NAIC/SIC Code
- Force Analysis
- Annual Report
- News

### Ready Reference Table - Company Research

|---------------|----------------------------------|-----------|------------------|---------------------|--------------------------|-----------------------|------------------------|-------------------|---------------------|-----------------|---------|--------------------------|----------------|--------------------------|
Company Profiles: EMIS

EMIS provides country data from local and international sources. Provides Company profiles, financial analysis and research and Industry analyses, research, statistics, top companies in a selected industry. EMIS financial score reflects the company position with the internal financial strength.

Coverage:
This database covers about 20 emerging markets and 1.4m+ Companies (around 100 unlisted companies). It includes financial statements. Annual statements, Interim statements, 5,40,000+ research reports every year (Broker research and Non-broker research reports), 3,000+ News Publication, 2,700+ Research Publication and 25,000+ news articles everyday.

Access: Campus Wide Multiuser.

Example: How to Access EMIS

Step 1. Go to the IIMB Library website: http://www.iimb.ernet.in/newlibrary or Venus site http://iimb-cpp.iimb.ernet.in/Library/index.htm >> select Databases tab >> A to Z >> EMIS Intelligence

Step 2. Click on Client log in >> Select My full subscription >> Continue >> Type Company Name “Wipro Ltd” >> Search

Step 3. Select Report from the left side of the window >> Click on file to download or click on ‘Add to My EMIS’ to add to the dashboard.
Key Financials of Companies

- Ace Analyser
- ACE Knowledge portal
- Capitaline
- Eikon
- Prowessdx
- ProwessIQ
- Doin Insight
- EMIS
- Factiva
- Marketline
- LexisNexis Academic
Annual Reports

Digital annual reports are available for listed and unlisted companies from 2000 which can be downloaded directly.

Steps: Open ACE Research portal—Go to Company—Select Digital Annual Report from left side—Type Company Name (Ex: Wipro)—Search—Click any company branch to access the report.
# Ready Reckoner Table: Industry Research

## Company/Industry/Country Data: Industry Research

### Quick Links
- Agriculture Industry
- Airline Industry
- Automobile Industry
- Banking Industry
- Healthcare Industry
- Energy Industry
- Industry Sectoral Reports
- Industry Statistics
- News

### Ready Reference Table - Industry/Market Research

<table>
<thead>
<tr>
<th>Database Name</th>
<th>Coverage</th>
<th>Industrial Classification</th>
<th>Company Profiles &amp; Rankings</th>
<th>Industry News</th>
<th>Statistics for Industry Research</th>
<th>Industry Ratios</th>
<th>Swot Analysis</th>
<th>Finding Articles on Companies &amp; Industries</th>
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</thead>
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<tr>
<td>ABI Inform</td>
<td>Global</td>
<td>Available</td>
<td>NA</td>
<td>Available</td>
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<tr>
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<td>Indian</td>
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<td>Available</td>
<td>NA</td>
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<td>Available (Indian)</td>
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<td>Available (Indian Sector Information)</td>
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<tr>
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<td>NA</td>
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<td>Business Source Complete</td>
<td>Global</td>
<td>Available</td>
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<td>Available</td>
<td>NA</td>
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<tr>
<td>eMarketer</td>
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Airline Industry Resources (1/2)

Industry Data: Airline Industry

This guide will provide industry related data.

**CAPA**

CAPA includes 2500 airline and 90 airline group profiles including news, analysis & data of the airline sector. It covers over 57000 aircraft including values, lease rates, and hours/cycles data, profiles of the major global suppliers across all industry sectors. It provides data on industry data tools which cover capacity, traffic, rankings, fleet, LCCs, Financials, Start up, Code Sharing and Alliances.

**How to export Fleet data from CAPA database?**

Steps: Log-in CAPA database>>Click on Data tab>>Select Fleet>>Select Result Range from the left side>>Click on Search>>Click on Export to export the data>>you may select particular columns to export the data.

Please note: you may filter fleet data country wise with the variables like Operator, Ownership, Aircrafts, Engines, APU and others.

**Access:** Two concurrent access on IIMB LAN

To access CAPA, Please contact to librarylt@iimb.ac.in

**E-Books**

- DEREGULATION AND COMPETITION IN THE AIRLINE INDUSTRY
- GLOBAL AIRLINE INDUSTRY
- Strategic Direction
Usage statistics of LibGuide Content

- Synchronous channel like Online Reference / chat service
- Asynchronous channel like Ask Us/user feedback
- Evaluation, learning outcomes, & assignment/quizzes
Thank You

Any Questions?

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