



HORN LIBRARY



UNDERGRADUATE SURVIVAL GUIDE

2006/2007

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Horn Library

www.babson.edu/library

Babson College
Babson Park, MA 02457
USA

Phone: 781-239-4596

Fax: 781-239-5226

E-mail: reference@babson.edu



Horn Library

The library contains resources to support research, instruction and leisure reading needs. If you have questions or need assistance, call Information Desk 1 at x4596 or visit the Library web site at <http://www.babson.edu/library>. Information Desk 1 is located at the Library's main entrance. The entire library is wireless.

Stephen D. Cutler Investment Management Center

The “Stephen D. Cutler Investment Management Center” provides Babson students, faculty, and alumni with access to state-of-the-art information resources and technology used by investment professionals in the market place. The Cutler Center is home to the Babson College Fund (BCF) and reflects Babson’s commitment to provide its students with a “real world” educational experience. Some of the market data information services available include: Bloomberg, Thomson One Banker, Compustat, Baseline, and many others. For more information about the Cutler Center’s programs and instructional offerings, please contact, Cynthia Robinson, at ext. 5257. Please visit the Cutler Center’s web site, <http://www.babson.edu/library/cutlercenter>, for additional information about the Center, investment management research guides, and recommended internet links.

Hours for Academic Year

Horn Library	Monday - Thursday	7:30 am - midnight
	Friday	7:30 am - 7:30 pm
	Saturday	8:30 am - 5:30 pm
	Sunday	9:00 am - midnight

The Cutler Center closes 30 minutes prior to the library

Hours vary with holidays, summer, and intersessions. Changes are posted:

- at the Library and Computer Center entrances
- on the [Library web site](#)
- on the telephone recording at x4265

Research Consultations with Reference Librarians	Monday - Wednesday.....	11:00am - 9:00pm
	Thursday.....	11:00am - 6:30pm
	Friday	11:00am - 5:00pm
	Sunday	1:00pm - 9:00pm

College Archives & Museum	Monday - Friday	Noon - 4:00pm or by appointment .
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To schedule an appointment please call x4570.

Library Phone Numbers

Main Number

(781)239-4596

Department	Extension (781)239-
Archives & Museums	4570
Cutler Center	5257
Information Desk 1 Circulation, Overdue Fines, Reference, Reserves	4596
Information Desk 2 Videos, DVDs, CDs, Cassettes, Software	6402
Instruction, Orientation	6482
Interlibrary Loan, Document Delivery	4574
Periodicals/Serials	4596
Reference/Research Consultations	4596



Library Web Site

<http://www.babson.edu/library>

Library Catalog

- Search for Books
- Renew your Books
- Request Books
- My Account
- Other Library Catalogs

Electronic Resources

- A-Z
- Off-campus

Research

- Course Guides
- Guides A to Z
- Guides by Topic
- Class Readings/Reserves
- Copyright Information
- Citing Sources
- Getting Help
- Faculty

Find Information on...

- Companies
- Industries
- Countries
- Books
- Articles

Find Online Journals

Interlibrary Loan

Stephen D. Cutler Center for Investment Management

Archives & Special Collections

Contact Us

How Do I...

- Ask a Question?
- FAQs
- Cite my sources?
- Print?
- Research for law cases?

Services for...

- Undergraduates
- Graduate Students
- FastTrack & Lucent
- Executive Education
- Faculty & Staff
- Alumni
- Visitors

Library Hours

News & Events

Favorite Resources

WEBnet Library Catalog

The **WEBnet Library Catalog** lists the books, videos, audiocassettes, and films owned by the **WEBnet Library Consortium** member libraries.

Consortium Members	Collection Strengths
<p>Babson College Horn Library Babson Park, MA 02457 (781)239-4596 www.babson.edu/library</p>	<p>entrepreneurship, business ethics, applied statistics, E-commerce, international trade and economics, organizational psychology, consumer marketing, competitive intelligence, leadership, product design, corporate strategy, industry studies</p>
<p>Bentley College Solomon Baker Library 175 Forest Street Waltham, MA 02452 (781)891-2318 ecampus.bentley.edu/dept/li/</p>	<p>accounting, taxation, law, information technology, philosophy, E-commerce, biotechnology, cross-cultural studies, alternative medicine</p>
<p>Olin College of Engineering Library 1735 Great Plains Avenue Needham, MA 02492 (781)292-2393 library.olin.edu</p>	<p>science, engineering, photography, art</p>
<p>Pine Manor College Annenberg Library 400 Heath Street Chestnut Hill, MA 02467 (617)731-7081 www.pmc.edu/library/library.html</p>	<p>American and English literature, women's studies, art history, interior design, children's/young adult literature, psychology, biology</p>
<p>Regis College Library 235 Wellesley Street Weston, MA 02493 (781)768-7300 regisnet.regiscollege.edu/library/</p>	<p>religion, philosophy, ethics, art, women's studies, literature, nursing, psychology, sociology, social work, education curriculum, holocaust studies</p>

Materials from consortium members may be obtained by:

- requesting the items online at the library's website by connecting to the [Library Catalog](#) and logging in using your Babson OneCard "LIB" number and a PIN number (see below). You will be notified by e-mail when the item that you requested arrives.
- calling Information Desk 1 at 781-239-4596 to request the item.
- visiting the above consortium member libraries to check out materials with your Babson OneCard. Directions and maps to the colleges are available at Information Desk 1. Check with each library for its hours of operation.

Books in the circulating collection are checked out for three weeks. Books in the consortium's libraries are arranged by the **Library of Congress Classification System**. For an outline of the LC system, see lcweb.loc.gov/catdir/cpsol/lcco/lcco.html.

PIN Numbers

Using the "LIB" number on your Babson OneCard and a library PIN number you can log into your Library Catalog account to:

- find out what materials you have checked out,
- renew books online, and
- request books from other WEBnet libraries.

To obtain your library PIN, stop by Information Desk 1 or request one via email (library@babson.edu).

Electronic Resources

Horn Library provides campus-wide and off campus access to a wealth of electronic services: encyclopedias, company directories and financials, and full text newspapers, journals, and magazines. A complete list of services is available on the Library web site under [Electronic Resources](#).

Most resources are available off-campus with your Babson network username and password. Log in from the individual [Electronic Resources](#) pages. If you have problems, refer to [troubleshooting tips](#) on our web site. Below is a *sampling* of resources available on and off campus:



Selected Resources	Content
Full Text Newspapers, Magazines and Journals	
<u>EBSCOhost</u>	1,040 journals covering business, management, & economics, including the <i>Harvard Business Review</i>
<u>ProQuest</u>	4,000 business and liberal arts academic and trade journals including the <i>Wall Street Journal</i> . Historical <i>WSJ</i> and <i>New York Times</i> are also online.
<u>InfoTrac Web</u>	Best starting place for your research! Full text of articles on all topics, literary criticism, book reviews, and biographical information.
<u>Factiva</u>	9,000 newspapers, magazines, news wires, and trade publications plus Hoovers and Media General company reports. Includes the full text of the archives of the <i>Wall Street Journal</i> and <i>Financial Times</i> .
<u>JSTOR</u>	Great source for liberal arts topics in scholarly journals.
U.S. and International Company Information	
<u>Thomson One Banker</u>	Public financial reports for U.S. & international companies plus Worldscope and Compact D/SEC databases
<u>Mergent Online</u>	Histories, as-reported financials, institutional holdings, long-term debt, etc., for US & international companies, plus global industry reports
<u>Investext Plus</u>	Brokerage house reports from investment banks, trade associations and consulting firms
Electronic Books and Reference Sources	
<u>Britannica Online</u>	Encyclopedia covering all topics. An excellent place to start your research for background information.
<u>ebrary</u>	Large collection of electronic books on many topics.
<u>NetLibrary</u>	Large collection of electronic books on many topics.
<u>Oxford English Dictionary</u>	Historical dictionary of the English language

Looking for a Specific Newspaper, Journal or Magazine?

Have a citation and need to find the electronic full text of the article? Wondering what online database to choose to find full text of your favorite journal or newspaper? Check the [Find Online Journals](#) link on our library web site.

Course Support

Librarians assist and instruct students in the identification, use, and evaluation of information sources through:

- orientations and [project specific research guides](#) during in-class instruction sessions
- open workshops ([InfoBytes, IME Clinics & Role of Information in Investment Management Series](#))
- certification programs
- [Brief topic](#) and in-depth [research guides](#)
- individual and group research consultations (sign up at Information Desk 1)

Library Instruction & Seminars

Horn Library offers various seminars to help you learn how to access and use library resources. Sessions usually last one hour.

Sessions offered include:

- Market & Industry Research
- Conducting Global Industry Research
- Introduction to the Bloomberg Financial Markets Workstation

Research Guides

Babson College librarians have prepared a series of research guides. The A-Z list of existing guides on the library's website under Research includes guides covering topics such as [E-Commerce](#) and [Business Plan Research](#). Customized [Course Research Guides](#) are also available. They list materials in print, on the web, and resources available through library subscriptions relevant to a specific class.

Research Help

The Information Assistants at Information Desks 1 and 2 can help you:

- find specific research guides
- use the [WEBnet Library Catalog](#)
- locate and use books, journals, and microfilm
- search for print, and download information from databases
- operate computers, printers, and microfilm machines
- answer basic Internet questions

Reference librarians provide in-depth research assistance. They can help you with:

- research for your papers and term projects
- online database searching
- mentor and internship projects
- career resources

To make an appointment, call x4596 or sign up at Information Desk 1.

Reference by E-Mail

Reference questions submitted to reference@babson.edu or the [online form](#) are answered within one business day.

Evaluating Web Resources

The Internet is a volatile, continually changing environment and contains a huge amount of unevaluated information. When evaluating a site keep in mind the following:

Is the information accurate?

Is the information consistent with what you have found in other sources? Is it well written, well organized, logically presented, and free from spelling and grammatical errors?

Is the author an authority on the subject?

Can you easily determine the information's author? If an author is not given, consider the site's creator. Sites without this information should be considered questionable.

Does the author exhibit any biases in posting the information?

Can you determine the author's purpose in posting the information? If the author's or the location's purpose is to persuade or to sell to you, judge the information accordingly.

Is the information current?

Has this information already been evaluated?

Search for a subject expert who has posted information or links to evaluated information

- Select a few "best hits" from search results and follow the links on those pages
- Subject indexes: [Yahoo](#) or [About.com](#)
- [Google](#) or [Alltheweb](#) relevance rankers
- Search scholarly, refereed journals on services to which Babson subscribes ([ProQuest](#), [InfoTrac Web](#))
- [Research guides](#) at the Library web site

Citing Sources

Check our [Citing Electronic Resources](#) web page for information on how to cite your sources.

The main purpose of footnotes and bibliographies is to acknowledge ideas and information from other sources and enable the reader to easily locate the original source. There are three major styles for formatting footnotes and bibliographies:

- **MLA** – Modern Language Association
- **APA** – American Psychological Association
- **Chicago** – from *A Manual of Style*, published by the University of Chicago Press

Check your course syllabus or research paper instructions for the style preferred by your professor. References are indicated with the author and cited page in parentheses at the appropriate places (author, page) and the full citation at the end of the paper or at the bottom of the page.

MLA Style Example for Factiva Article:
Latour, Almar. "Pen and Paper Work E-Magic." <u>Wall Street Journal Europe</u> 8 June 2000: 29. Dow Jones & Reuters. <u>Factiva</u> . Babson College Horn Lib., Babson Park, MA. 8 July 2003 < http://global.factiva.com >.
For an EBSCOhost Article:
Bellmann, Matthias. "Freeing Managers to Innovate." <u>Harvard Business Review</u> June 2001: 32-33. <u>Business Source Elite</u> . EBSCO. Babson College Horn Lib., Babson Park, MA. 8 July 2003 < http://search.epnet.com/direct.asp?an=6510123 >.
For additional MLA examples, see http://www.mla.org/ . Our Citing Resources web page has additional examples.

Ethical Use of Information: Scenarios

Can we use Library subscription services (such as Forrester) for consulting projects?

Some databases, such as [Forrester](#), are available at academic institutions at deeply discounted prices. Consequently, there may be restrictions on use. Each of our database instruction pages will indicate restrictions in the Scope note. For example, the Forrester database instruction web page states *Access Restrictions: Academic research only – (see above); alumni, walk-in visitors may not use.* “Academic research only” generally means for course-related and not for job-hunting, internships or other employment settings. The “see above” refers to additional details that should be reviewed before use.

I used some facts and figures from a Forrester Research report for an EPS paper. Do I need to cite them and if so how?

You may use portions of any copyrighted work but you must provide proper credit for the work using citations. Citations generally include the source of the information, title, date, pages or web address, etc. We have examples of how to cite resources at the bottom of each of our Electronic Resources instruction pages so please refer back to the Forrester instruction page. For more information on citing sources, see our web page [Citing Electronic & Print Sources](#).

I am working on a SWOT analysis for a group class project. After we prepare the final report, we are going to present our ideas to an outside company as part of a consulting project. As part of my analysis of the competitive environment, I plan to call some of the competitors to assess their market position. Can I say that I am working on a consulting project?

When you call a company, you need to represent yourself accurately. If you are working on a class assignment, then you are a Babson student who is doing a class project. The company’s public relations department should be accustomed to getting inquiries from students who are studying the company; they are often receptive and willing to provide information. If you are consulting to a company, then you are in essence working for that company, and need to represent yourself as such. In fact, if you are working on a class assignment that is part of a consulting project, your consulting company may place restrictions on what they want you to say. You should check with the guidelines for your project, such as IMC, or MCFE, to see if you should be following a particular protocol for making this sort of contact with an outside company.

I found the perfect article for our team project. Can I share copies of the article with my team members and MCFE company?

Yes, to your student group members, either by sending them a link to the article or by emailing the article directly from the web site where you found it. However, as our database licenses are for academic use only, you may not share the article with your company or any others outside of Babson. The idea is that the article web site provider needs to count how many people use the article.

Can I place trades in the Cutler Center?

No, neither the [Cutler Center](#) nor the Babson network can be used for the exchange of non-educational or non-Babson related business content.



Copyright Information

Copyright law limits the right of a user to copy, edit, or transmit electronically another's intellectual property without permission. This includes written materials, images, sounds, music, and performances, *even in an educational context*.

In most cases the licenses for our electronic services restrict redistribution of electronic material, *even for educational purposes*. Also, photocopies and other materials should be kept within your team, and not passed on to internship, consulting and business mentor companies.

Babson College Student Copyright Manual: <K:\perm\library\copyright\student.doc>.

Library Reserves

Reserve materials are found in three places:

- Information Desk 1 (Library): supplemental course readings, popular reference books, and high demand periodicals such as *Newsweek*, *Business Week*, and *Harvard Business Review*
- Information Desk 2 (Computer Center): videos, DVDs, audiocassettes and software
- Electronic Reserves via your [Blackboard](#) Courses, under *Course Readings*

All print reserve materials are checked out for 2 hours and must be used within the Horn building. For a list of materials on reserve, click the Reserve Desk link in the [WEBnet library catalog](#).

Videos, DVDs and Audiocassettes

Videos, DVDs and laserdiscs (also called videodiscs) can be checked out from Information Desk 2 near the Computer Center entrance. All visual multimedia items may be checked out for 4 hours to use in the library. Viewing equipment is available next door in Horn 164. To use the playback equipment in Horn 164, check out a room key at Information Desk 2. A mobile, larger screen VCR/videodisc station can also be checked out and used in any group study room. Most audiocassettes can be checked out for 3 days from Information Desk 2. Reserved audiocassettes, CDs and listening equipment are checked out for 4 hours.

Interlibrary Loan (ILL) Services/ Document Delivery

Students may request books and photocopies of periodical articles from other libraries. Use the [Interlibrary Loan System](#) to request these items. [FirstSearch WorldCat](#) database with its Send Request to Babson ILL feature and Internet bookstores are helpful for identifying books not held by our WEBnet consortium.

All books borrowed through ILL must be returned on or before the date listed on the book's label. All paperwork attached to the books must be left on and returned with the books. Renewals must be requested before the due date and are granted at the discretion of the lending library. Charges for items not returned are the cost of replacement, as determined by the lending library, plus a \$20 handling fee.

Group Study Rooms

Rooms in the Horn Library and Computer Center:

- Accommodate 2 to 8 people
- Maximum of two consecutive hours per group
- Reservations can be made in a sign up book at Information Desk 1 up to one week in advance

The 3rd floor of Horn Library is reserved for *quiet study*.

Printing and Photocopying

Horn Library is equipped with networked laser printers and copiers. They are located in Horn 101 near the library entrance. You must log into your Babson account before printing. After printing, your job will be put in a queue at the printers in Horn 101. You will need to go to the printer and choose your job before it will actually print out. For tips on printing, consult the [IT web site's Printing page](#).

A copy machine is also available in Horn 101. Add value to your Babson OneCard and use it as a debit card for copying. The copy room contains a Danyl machine where you can add up to twenty dollars or buy a blank card for \$1.

Technology enabled meeting rooms

Sign up for a room at Information Desk 1. Then use your Babson OneCard to check out the key for two hours. Here is a list of rooms that have added technology available:

Room Number	Technology
103	40" LCD screen, speaker phone, VCR
104	40" LCD screen
105	42" Plasma screen, speaker phone, VCR
106	42" Plasma screen, speaker phone, VCR
201	50" Plasma screen, speaker phone, VCR
202	40" LCD screen, speaker phone, VCR
204	42" flat screen, speaker phone, VCR