

**MALCOLM BALDRIGE
SCHOOL OF BUSINESS
UNDERGRADUATE
HYPERGUIDE**

WHAT IS A LIBRARY GUIDE?

A library guide, also known as a pathfinder, is a reference sheet of one or two pages that helps kick-start a research project. By highlighting just a sampling of helpful websites, books, journals, media, and specific databases that are all related to your research topic and available through the library, a library guide can be an excellent resource for students.

WHAT IS A LIBRARY “HYPER” GUIDE?

Post University’s Traurig Library developed these library hyper guides with our main campus and online students in mind. In addition to listing useful websites, books, journals, media, and databases for your course of study, we’ve also included *hyperlinks!* Use these links to navigate through the library guide; once you find a resource you like, *just point and click!*

Post University’s library hyper guides provide “Table of Contents” links that take you directly to the discipline of your choice, “Helpful Websites” links that take you to useful webpages, “Databases” links that take you directly to the Blackboard login page (where you can access discipline-specific databases under the “Library” tab), and links that automatically take you into our library catalog to see if a book or DVD is available!

HOW DO I GET STARTED?

Scroll down to the table of contents and click on the program/discipline of your choice. From there, you can browse the sampling of resources available under that program/discipline, and then click-through to use your selected resource!

Remember, if you need more resources or any library assistance (help with databases, research, APA/MLA citations, etc.) please feel free to ask a librarian at Library@Post.edu or 203-596-4560.

Happy researching!

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THE MALCOLM BALDRIGE SCHOOL OF BUSINESS

B.S. in Accounting
(Main Campus, Online, Evening & Weekend)



Helpful Websites

- o *Accounting Coach's Accounting Dictionary*:
<http://www.accountingcoach.com/terms/accounting-dictionary.html>
- o *American Institute of Certified Public Accountants*: <http://www.aicpa.org>

Reference Book (Located on the reference wall in Traurig Library on Main Campus)

- o *Accounting Trends & Techniques* ([Call Number: REF HF5681.B2A35 2009](#))

Books (Located in the stacks at Traurig Library on Main Campus)

- o *Corporate Fraud: Case Studies in Detection and Prevention*, by J. D. O'Gara ([Call Number: HV6691.O43 2004](#))
- o *Real Numbers: Management Accounting in a Lean Organization*, J. E. Cunningham ([Call Number: HF5657.4.C86 2003](#))

- o **Databases (Located online under the "Library" tab on your Blackboard)**

Connecticut Virtual Library: iConn ([Login through Blackboard](#))

- o *Credo Reference* ([Login through Blackboard](#))
- o *EBSCOhost* has the following: ([Login through Blackboard](#))

- o *Academic Search Complete*, which includes...
 - o *Journal of Academic Research in Economics*
 - o *World of Accounting Science*
- o *Business Source Complete*, which includes...
 - o *Journal of Accounting Research*
 - o *Journal of Business Finance & Accounting*
- o *eBooks*, which include...
 - o *Accounting Best Practices*, by Steven Bragg
 - o *Ultimate Accountants' Reference*, by Steven Bragg
 - o ...and much more!
- o *Regional Business News*
- o *Research Starters: Business*
 - o *Eagles E-Search* ([Click Here](#))
 - o *Encyclopedia Britannica Online* ([Login through Blackboard](#))
 - o *Gale Business Insights Global*([Login through Blackboard](#))
 - o *IBIS World*([Login through Blackboard](#))
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 - o *VAST Academic Video Online* ([Login through Blackboard](#))

THE MALCOLM BALDRIGE SCHOOL OF BUSINESS

B.S. in Business Administration
(Main Campus, Online, Evening & Weekend)



Helpful Websites

- o *Business USA*: <http://business.usa.gov>
- o *U.S. Small Business Administration*: <http://www.sba.gov>



Reference Book (Located on the reference wall in Traurig Library on Main Campus)

- o *American Big Businesses Directory* ([Call Number: REF HF5035.A44 2005](#))
- o *Anatomy of a Business Plan* ([Call Number: REF HD30.28 .P5 1996](#))
- o *How to Start Your Own Business* ([Call Number: REF KF1659.J374 2006](#))



Books (Located in the stacks at Traurig Library on Main Campus)

- o *100 Great Businesses and the Minds Behind Them*, by E. Ross
([Call Number: HF5386.R665 2006](#))
- o *Business Continuity Guideline: A Practical Approach for Emergency Preparedness, Crisis Management and Disaster Recovery*, by ASIS International
([Call Number: HD61.5.B875 2005](#))
- o *The Challenge of Remaining Innovative: Insights from Twentieth-Century American Business*, by S. H. Clarke ([Call Number: HC110.T4C47 2009](#))
- o *The Complete E-Commerce Book: Design, Build & Maintain a Successful Web-Based Business*, by J. Reynolds ([Call Number: HF5548.32.R49 2004](#))



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- o *Dun & Bradstreet's Key Business Ratios* ([Login through Blackboard](#))
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 - *Academic Search Complete*
 - *Business Source Complete*
 - *eBooks*, which include...
 - *Business Guide to Sustainability*, by Darcy Hitchcock
 - *Regional Business News*
 - *Research Starters: Business*
- o *Eagles E-Search* ([Click Here](#))
- o *Encyclopedia Britannica Online* ([Login through Blackboard](#))
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- *Black Enterprise*
- *Bloomberg BusinessWeek*
- *Business and Society*
- *Business History Review*
- *Business Review*
- *Connecticut Economy*
- *Entrepreneurship Theory & Practice*
- *Forbes*
- *Fortune*
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- *Health Management Technology*
- *HR Focus*
- *International Organization*
- *Journal of Business Research*
- *Journal of Global Marketing*
- *Journal of International Business Studies*
- *Journal of International Financial Markets*
- *Journal of Management*
- *Management International Review (MIR)*
- *Public Administration Review*
- *Public Manager*
- *Quality*
- *Security Management*
- *Selling Power*
- *Strategy & Leadership*

THE MALCOLM BALDRIGE SCHOOL OF BUSINESS

B.S. in Finance
(Main Campus & Online)



Helpful Websites

- o Association for Financial Professionals: <http://www.afponline.org>
- o Investopedia's Dictionary of Financial Terms:
<http://www.investopedia.com/dictionary>
- o U.S. Securities and Exchange Commission: <http://www.sec.gov>
- o Wall Street Journal Online: <http://online.wsj.com/home-page>



Books (Located in the stacks at Traurig Library on Main Campus)

- o *Freefall: America, Free Markets, and the Sinking of the World Economy*, by J. E. Stiglitz ([Call Number: HB3722.S842 2010](#))
- o *Mathematical Techniques in Finance: Tools for Incomplete Markets*, by A. Cerný ([Call Number: HG106.C47 2004](#))
- o *Puzzles of Finance: Six Practical Problems and Their Remarkable Solutions*, by M. P. Kritzman ([Call Number: HG4529.K75 2000](#))



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 - Business Source Complete
 - eBooks, which include...
 - *Handbook of Risk Management*, by Philippe Carrel
 - ...and much more!
 - Regional Business News
 - o Research Starters: Business
- o Eagles E-Search ([Click Here](#))
- o Encyclopedia Britannica Online ([Login through Blackboard](#))
- o Gale Business Insights Global ([Login through Blackboard](#))
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- o CFO
- o *Financial Times*
(NEWSPAPER)

- O *Economic Policy Review*
- O *Federal Reserve Bulletin*

- o *Money*
- o *Strategic Finance*

THE MALCOLM BALDRIGE SCHOOL OF BUSINESS

B.S. in Management
(Main Campus & Online)



Helpful Websites

- o 12Manage's Management Dictionary:
http://www.12manage.com/management_dictionary.html
- o American Management Association: <http://www.amanet.org>



Books (Located in the stacks at Traurig Library on Main Campus)

- o *And Dignity for All: Unlocking Greatness Through Values-Based Leadership*, by J. Despain ([Call Number: HD9710.4.U62D48 2003](#))
- o *Breaking Through Culture Shock: What You Need to Succeed in International Business*, by E. Marx ([Call Number: HD58.7.M3747 2001](#))
- o *Business Continuity Guideline: A Practical Approach for Emergency Preparedness, Crisis Management and Disaster Recovery*, by ASIS International
([Call Number: HD61.5.B875 2005](#))
- o *Democratic Management: The Path to Total Quality With Total Liberty and Equality*,
([Call Number: HD30.65.S46 2003](#))



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 - Contemporary Management Quarterly
 - Contemporary Management Research
 - Total Quality Management
 - Business Source Complete, which includes...
 - International Journal of Management & Innovation
 - Management: Journal of Contemporary Management Issues
 - Review of International Comparative Management
 - eBooks, which include...
 - Armstrong's Handbook of Management and Leadership, by Michael Armstrong
 - International Management, by Richard Mead
 - ...and much more!
 - Regional Business News
 - Research Starters: Business
- o Eagles E-Search ([Click Here](#))
- o Encyclopedia Britannica Online ([Login through Blackboard](#))
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- o *Business and Society*
- o *Business History Review*
- o *Business Review*
- o *Connecticut Economy*
- o *Entrepreneurship Theory & Practice*
- o *Forbes*
- o *Fortune*
- o *Harvard Business Review*
- o *Health Management Technology*
- o *HR Focus*
- o *International Organization*
- o *Journal of Business Research*
- o *Journal of Global Marketing*
- o *Journal of International Business Studies*
- o *Journal of International Financial Markets*
- o *Journal of Management*
- o *Management International Review (MIR)*
- o *Public Administration Review*
- o *Public Manager*
- o *Selling Power*
- o *Strategy & Leadership*

THE MALCOLM BALDRIGE SCHOOL OF BUSINESS
B.S. in Marketing
(Main Campus & Online)



Helpful Websites

- o American Marketing Association: <http://www.marketingpower.com>
- o American Marketing Association's Marketing Dictionary:
[http://www.marketingpower.com/ layouts/Dictionary.aspx](http://www.marketingpower.com/layouts/Dictionary.aspx)



Books (Located in the stacks at Traurig Library on Main Campus)

- o *Being Direct: Making Advertising Pay*, by L. Wunderman
([Call Number: HF5810.W86A3 2004](#))
- o *Business to Business Internet Marketing: Seven Proven Strategies for Increasing Profits Through Internet Direct Marketing*, by B. Silverstein
([Call Number: HF5415.1265.S535 2002](#))
- o *Buzzmarketing: Get People to Talk About Your Stuff*, by M. Hughes ([Call Number: HF5827.95.H84 2005](#))
- o *E-Commerce Marketing*, by B. Kleindl ([Call Number: HF5415.1265.R43 2005](#))
- o *International Marketing and Export Management*, by G. Albaum ([Call Number: HF1416.I617 2002](#))
- o *Strategic Marketing: An Applied Perspective*, by K. J. Alsem ([Call Number: HF5415.13.A435 2007](#))



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- o Credo Reference ([Login through Blackboard](#))
- o Dun & Bradstreet's Key Business Ratios ([Login through Blackboard](#))
- o EBSCOhost has the following: ([Login through Blackboard](#))
 - Academic Search Complete
 - Business Source Complete
 - Regional Business News
 - Research Starters: Business
- o Eagles E-Search ([Click Here](#))
- o Encyclopedia Britannica Online ([Login through Blackboard](#))
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- o *Advertising Age*
- o *Journal of Advertising*
- o *Journal of Consumer Research*
- o *Journal of Marketing*
- o *Journal of Marketing Research*
- o *Psychology and Marketing*

THE MALCOLM BALDRIGE SCHOOL OF BUSINESS

B.S. in Sport Management
(Main Campus & Online)



Helpful Websites

- o 12Manage's Management Dictionary:
http://www.12manage.com/management_dictionary.html
- o American Management Association: <http://www.amanet.org>
- o North American Society for Sport Management: <http://www.nassm.com>



Books (Located in the stacks at Traurig Library on Main Campus)

- o *And Dignity for All: Unlocking Greatness Through Values-Based Leadership*, by J. Despain ([Call Number: HD9710.4.U62D48 2003](#))
- o *Democratic Management: The Path to Total Quality With Total Liberty and Equality*, ([Call Number: HD30.65.S46 2003](#))



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 - Business Source Complete, which includes...
 - Management: Journal of Contemporary Management Issues
 - Regional Business News
 - Research Starters: Business
 - SPORTDiscus with Full Text, which includes...
 - International Journal of Sport Management, Rec. & Tourism
 - Journal of Sport Administration & Supervision
 - Journal of Sport Management
 - Sport Management Review
 - ...and much more!
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- o *Business and Society*
- o *Business History Review*
- o *Harvard Business Review*
- o *HR Focus*

- o *Business Review*
- o *Forbes*
- o *Fortune*
- o *Journal of Management*
- o *Management International Review (MIR)*
- o *Strategy & Leadership*

THE MALCOLM BALDRIGE SCHOOL OF BUSINESS

A.S. in Accounting

(Main Campus, Online, Evening & Weekend)



Helpful Websites

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<http://www.accountingcoach.com/terms/accounting-dictionary.html>

o *American Institute of Certified Public Accountants*: <http://www.aicpa.org>



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o *Accounting Trends & Techniques* ([Call Number: REF HF5681.B2A35 2009](#))



Books (Located in the stacks at Traurig Library on Main Campus)

o *Accountant's Guide to Fraud Detection and Control*, by H. R. Davia

([Call Number: HF5668.25.M36 2000](#))

o *Corporate Fraud: Case Studies in Detection and Prevention*, by J. D. O'Gara

([Call Number: HV6691.O43 2004](#))

o *Real Numbers: Management Accounting in a Lean Organization*, J. E. Cunningham

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- *eBooks*, which include...
 - *Accounting Best Practices*, by Steven Bragg
 - *Ultimate Accountants' Reference*, by Steven Bragg
 - ...and much more!
- *Regional Business News*
- *Research Starters: Business*

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- o *CFO*
- o *Economic Policy Review*
- o *Federal Reserve Bulletin*
- o *Financial Times*
- o *(NEWSPAPER)*
- o *Money*
- o *Strategic Finance*

THE MALCOLM BALDRIGE SCHOOL OF BUSINESS

A.S. in Management
(Online & Evening & Weekend)

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 - *Contemporary Management Research*
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 - *Business Source Complete*, which includes...
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 - *Management: Journal of Contemporary Management Issues*
 - *Review of International Comparative Management*
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 - *Armstrong's Handbook of Management and Leadership*, by Michael Armstrong
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 - *Journal of Global Marketing*
 - *Journal of International Business Studies*
 - *Journal of International Financial Markets*
 - *Journal of Management*
 - *Management International Review (MIR)*
 - *Public Administration Review*
 - *Public Manager*
 - *Selling Power*
 - *Strategy & Leadership*

THE MALCOLM BALDRIGE SCHOOL OF BUSINESS

A.S. In
Marketing
(Online)



Helpful Websites

- o American Marketing Association: <http://www.marketingpower.com>
- o American Marketing Association's Marketing Dictionary:
[http://www.marketingpower.com/ layouts/Dictionary.aspx](http://www.marketingpower.com/layouts/Dictionary.aspx)



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- o *Buzzmarketing: Get People to Talk About Your Stuff*, by M. Hughes ([Call Number: HF5827.95.H84 2005](#))
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- o *Advertising Age*
- o *Journal of Advertising*
- o *Journal of Marketing*
- o *Journal of Marketing Research*

THE MALCOLM BALDRIGE SCHOOL OF BUSINESS

Certificate in Accounting: Post-Baccalaureate
(Online)



Helpful Websites

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<http://www.accountingcoach.com/terms/accounting-dictionary.html>
- o *American Institute of Certified Public Accountants:* <http://www.aicpa.org>



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Print Journals (Located in the periodicals section of Traurig Library on Main Campus)

- o *CFO*
- o *Economic Policy Review*
- o *Financial Times*
- o *(NEWSPAPER)*
- o *Money*

THE MALCOLM BALDRIGE SCHOOL OF BUSINESS

Certificate in Finance
(Main Campus & Online)



Helpful Websites

- o Association for Financial Professionals: <http://www.afponline.org>
- o Investopedia's Dictionary of Financial Terms:
<http://www.investopedia.com/dictionary>
- o U.S. Securities and Exchange Commission: <http://www.sec.gov>
- o Wall Street Journal Online: <http://online.wsj.com/home-page>



Books (Located in the stacks at Traurig Library on Main Campus)

- o *Freefall: America, Free Markets, and the Sinking of the World Economy*, by J. E. Stiglitz ([Call Number: HB3722.S842 2010](#))
- o *Mathematical Techniques in Finance: Tools for Incomplete Markets*, by A. Cerný ([Call Number: HG106.C47 2004](#))
- o *Puzzles of Finance: Six Practical Problems and Their Remarkable Solutions*, by M. P. Kritzman ([Call Number: HG4529.K75 2000](#))



Databases (Located online under the "Library" tab on your Blackboard)

- o Connecticut Virtual Library: iConn ([Login through Blackboard](#))
- o Credo Reference ([Login through Blackboard](#))
- o Dun & Bradstreet's Key Business Ratios ([Login through Blackboard](#))
- o EBSCOhost has the following: ([Login through Blackboard](#))
 - Academic Search Complete
 - Business Source Complete
 - eBooks, which include...
 - *Handbook of Risk Management*, by Philippe Carrel
 - ...and much more!
 - Regional Business News
 - Research Starters: Business
- o Eagles E-Search ([Click Here](#))
- o Encyclopedia Britannica Online ([Login through Blackboard](#))
- o Gale Business Insights Global([Login through Blackboard](#))
- o IBIS World([Login through Blackboard](#))
- o Lexis Nexis([Login through Blackboard](#))
- o Mergent Key Business Ratios ([Login through Blackboard](#))
- o Reference USA([Login through Blackboard](#))
- o RIA Checkpoint([Login through Blackboard](#))
- o PBS Video Collection [Login through Blackboard](#))
- o Proquest Central ([Login through Blackboard](#))
- o PsychiatryOnline ([Login through Blackboard](#))
- o VAST Academic Video Online ([Login through Blackboard](#))



Print Journals (Located in the periodicals section of Traurig Library on Main Campus)

- o CFO
- o Economic Policy Review
- o *Financial Times*
(NEWSPAPER)
- o Money

o *Federal Reserve Bulletin*

o *Strategic Finance*

THE MALCOLM BALDRIGE SCHOOL OF BUSINESS

Certificate in Forensic Accounting
(Main Campus & Online)



Helpful Websites

- o *Accounting Coach's Accounting Dictionary*:
<http://www.accountingcoach.com/terms/accounting-dictionary.html>
- o *National Association of Forensic Accountants*: <http://www.nafanet.com>



Reference Book (Located on the reference wall in Traurig Library on Main Campus)

- o *Accounting Trends & Techniques* ([Call Number: REF HF5681.B2A35 2009](#))



Books (Located in the stacks at Traurig Library on Main Campus)

- o *Corporate Fraud: Case Studies in Detection and Prevention*, by J. D. O'Gara ([Call Number: HV6691.O43 2004](#))
- o *Forensic Accounting and Fraud Investigation for Non-Experts*, by H. Silverstone ([Call Number: HV8079.F7S55 2004](#))
- o *Real Numbers: Management Accounting in a Lean Organization*, J. E. Cunningham ([Call Number: HF5657.4.C86 2003](#))



Databases (Located online under the "Library" tab on your Blackboard)

- o *Connecticut Virtual Library: iConn* ([Login through Blackboard](#))
- o *Credo Reference* ([Login through Blackboard](#))
- o *EBSCOhost* has the following: ([Login through Blackboard](#))
 - *Academic Search Complete*, which includes...
 - o *Journal of Academic Research in Economics*
 - *Business Source Complete*, which includes...
 - o *Journal of Accounting Research*
 - o *Journal of Financial Reporting & Accounting*
 - *eBooks*, which include...
 - o *Accounting Best Practices*, by Steven Bragg
 - o *Ultimate Accountants' Reference*, by Steven Bragg
 - o ...and much more!
 - *Regional Business News*
 - *Research Starters: Business*
- o *Eagles E-Search* ([Click Here](#))
- o *Encyclopedia Britannica Online* ([Login through Blackboard](#))
- o *Gale Business Insights Global* ([Login through Blackboard](#))
- o *IBIS World* ([Login through Blackboard](#))
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- o *Mergent Key Business Ratios* ([Login through Blackboard](#))
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- o *RIA Checkpoint* ([Login through Blackboard](#))
- o *PBS Video Collection* ([Login through Blackboard](#))
- o *Proquest Central* ([Login through Blackboard](#))
- o *PsychiatryOnline* ([Login through Blackboard](#))
- o *VAST Academic Video Online* ([Login through Blackboard](#))



Print Journals (Located in the periodicals section of Traurig Library on Main Campus)

- o *CFO*
- o *Economic Policy Review*
- o *Federal Reserve Bulletin*
- o *Financial Times*
(NEWSPAPER)
- o *Money*
- o *Strategic Finance*

THE MALCOLM BALDRIGE SCHOOL OF BUSINESS

Certificate in H.R. Management
(Online, Evening & Weekend)

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Helpful Websites

- o 12Manage's Management Dictionary: http://www.12manage.com/management_dictionary.html
- o American Management Association: <http://www.amanet.org>
- o HR Marketer's Glossary of Human Resource Terms: http://www.hrmarketer.com/home/hcm_glossary.php
- o Society for Human Resource Management: <http://www.shrm.org>

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Books (Located in the stacks at Traurig Library on Main Campus)

- o *And Dignity for All: Unlocking Greatness Through Values-Based Leadership*, by J. Despain ([Call Number: HD9710.4.U62D48 2003](#))
- o *Breaking Through Culture Shock: What You Need to Succeed in International Business*, by E. Marx ([Call Number: HD58.7.M3747 2001](#))
- o *Business Continuity Guideline: A Practical Approach for Emergency Preparedness, Crisis Management and Disaster Recovery*, by ASIS International ([Call Number: HD61.5.B875 2005](#))
- o *Democratic Management: The Path to Total Quality With Total Liberty and Equality*, ([Call Number: HD30.65.S46 2003](#))
- o *International HRM: Managing Diversity in the Workplace*, by M. H. Albrecht ([Call Number: HF5549.5.M5I58 2001](#))
- o *A Shameful Business: The Case for Human Rights in the American Workplace*, by J. A. Gross ([Call Number: KF3455.G76 2010](#))

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Databases (Located online under the "Library" tab on your Blackboard) o

- o Connecticut Virtual Library: iConn ([Login through Blackboard](#))
- o Credo Reference ([Login through Blackboard](#))
- o EBSCOhost has the following: ([Login through Blackboard](#))
 - Academic Search Complete
 - Business Source Complete
 - Regional Business News
 - Research Starters: Business
 - SocINDEX with Full Text
- o Eagles E-Search ([Click Here](#))
- o Encyclopedia Britannica Online ([Login through Blackboard](#))
- o Gale Business Insights Global ([Login through Blackboard](#))
- o IBIS World ([Login through Blackboard](#))
- o Lexis Nexis ([Login through Blackboard](#))
- o Mergent Key Business Ratios ([Login through Blackboard](#))
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- o PsychiatryOnline ([Login through Blackboard](#))
- o VAST Academic Video Online ([Login through Blackboard](#))

✓ **Print Journals (Located in the periodicals section of Traurig Library on Main Campus)**

- o *Black Enterprise*
- o *Bloomberg BusinessWeek*
- o *Business and Society*
- o *Business History Review*
- o *Business Review*
- o *Connecticut Economy*
- o *Entrepreneurship Theory & Practice*
- o *Forbes*
- o *Fortune*
- o *Harvard Business Review*
- o *Health Management Technology*
- o *HR Focus*
- o *International Organization*
- o *Journal of Business Research*
- o *Journal of International Affairs*
- o *Journal of International Business Studies*
- o *Journal of International Financial Markets*
- o *Journal of Management*
- o *Management International Review (MIR)*
- o *Public Administration Review*
- o *Public Manager*
- o *Selling Power*
- o *Strategy & Leadership*