



# RE-EVALUATING YOUR SEARCHING SKILLS IN ENT301 WORKSHOP

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EDU

# WELCOME !

## Please Note

- **Classroom seating arrangement:**  
please seat together in pairs with another member of your group
- Use the desktop computer to **login into library databases**
- Please login, open the library databases page and be **ready to start searching on the databases**
- If you need any assistance, please ask the course instructor or librarian

## LEARNING AND TEACHING

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- e-Bridge (Student Information System)
- Core (Online Learning and Teaching System)
- Learning Mall Homepage
- Attendance Management System (AMS)
- Timetable (For Staff)
- Connect @ XJTLU (Campus Portfolio)
- Survey @ XJTLU (Online Surveys)
- BOX (Campus Cloud Storage)
- Library Digital Site**
- Library OPAC (Online Public Access Catalogue)
- Utalk (Chinese Culture Teaching Forum)
- Mediasite
- Campus Printing by Web for [SIP](#) / [Taicang](#) / [Log](#)

<https://guide.xjtu.edu.cn/>

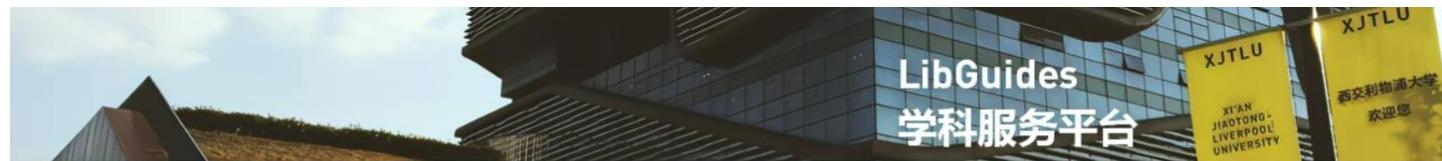
<https://libguides.lib.xjtu.edu.cn/az.php>

# AGENDA

- This workshop will contain two parts
  - **Part 1:** types of information, and the processes involved in identifying, utilizing, managing and communicating business information in ENT301TC', by Jean-yves Le Corre, EDU Unit -**30mns**
  - **Part 2:** e-resource retrieval overview & demo 'how to retrieve information through the database/platform ' ( by XJTLU librarians), Xiaoying WEI, Data Service Librarian, - **30mns**
  - **After the session**, you will have the opportunity to meet with the librarian for **one-to-one consultation by end of today**. Please register and book an appointment with the course instructor at the end of the session

# FINANCIAL DATABASES

- Financial Databases can be found at:  
[https://libguides.lib.xjtu.edu.cn/financial data](https://libguides.lib.xjtu.edu.cn/financial_data)
- If you have not registered for a WRDS account yet, please refer to the course instructor for further arrangements



[XJTLU Library](#) / [LibGuides](#) / [Financial Data Databases](#) / [WRDS](#)

## Financial Data Databases

WRDS
Databases accessed via WRDS
Other financial databases
By content type



**WRDS (Wharton Research Data Services)** is a web-based data research service from The Wharton School of the University of Pennsylvania. The data available are mainly related to business and finance and WRDS hosts the major numeric data sets used by academic researchers. WRDS provides access to financial, accounting, banking, economics, marketing, and public policy databases through a uniform, web-based interface. Strengths include deep archives of historical data, a common web interface for access to all WRDS databases, and a variety of output file formats.

**WRDS is only available to current XJTLU's full-time students, staff and faculty members.**

# LIBRARY RESEARCH SKILLS

The question of planning research activities in your group and allocating research tasks, organising information is critical in the preparation of the business plan

The first step in the '5 steps to effective library research' is to plan your search.



[Introduction - Planning your search - LibGuides at University College London, Global \(ucl.ac.uk\)](#)

# SEARCHING SKILLS IN CAPSTONE MODULE

In the Capstone Project, students' teams develop assumptions as regarding their business plan, make assumptions on information and data, test and refine assumptions through a cycle

**Make Reasonable Assumptions** to support decision-making in complex scenario  
Use **library databases (qualitative/ quantitative)** or (business/financial) to develop your assumptions  
Use **data visualization** to support decision marking and underlying assumptions

Example:

Product quality is a main driver of sales growth  
Production costs can be constrained to 4-5% of sales

**Challenge Assumptions and make alternative decisions**

Use databases to give **justification** to strategic decisions  
Use analytical tools to **test your assumptions**. Use data visualization to support your arguments

Example:

Sales revenue will grow 11-12% per year  
Number of complaints from customers will be 20% lower than competitors

**Revise your assumptions and make better informed decisions**

Use databases to give **present and explain your decisions** as regarding the **main assumptions of your business plan**  
Use data visualization to support decision-making in a complex and uncertain environment

Example:

Our business model should focus on quality to create a sustainable competitive advantage. **Production costs can be constrained to only 2-3% of sales**

# WORKING WITH YOUR COACH

- Your coach can help you **develop** your assumptions on information and data, by giving you ideas and challenging your assumptions
- It is recommended you **share your key findings on data with your coach** as well as sources of information
- **Be prepared:** challenge yourself before you become challenged by your coach
- **IMPORTANT:** your coach will not gather data and information for you, but can provide advice on data and information you may need through the library databases

4	Tutorial 1	March 6-7th See Table below	Writing Secondary data + Exploration
5	Field Work 1	March 8th	Consistency check on compet + secondary+ exploration
6	Tutorial 2	March 13-14th See Table below	Prototyping, validation
7	Seminar 2	Mo March 20th 1:00pm - 3:00pm	Business model theory and how to create it
8	Tutorial 3	March 27-28th See Table below	Writing Business strat, mktg, ope, HR, & Constit
9	Field Work 2	March 29th	Consistency check on prototyping + business model
10			
11	Seminar 3	Mo April 10th 1:00pm - 3:00pm	Check the costs of the business model
12	Seminar 4	Mo April 17th 1:00pm - 3:00pm	Transfer to numbers: cash validation
13	Field Work 3	April 19th	Consistency check on financials vs market vs business model
14	Tutorial 4	April 24-25th See Table below	Conclusions + Exec summary + Pitch instructions
15	Seminar 5	Mo May 1st 1:00pm - 3:00pm	No class
16	Tutorial 5	May 8-9th See Table below	Pitch Rehearsals
17	Field Work 4	May 10th	Consistency check on business plan complete + pitch

Extract: module handbook ENT301TC

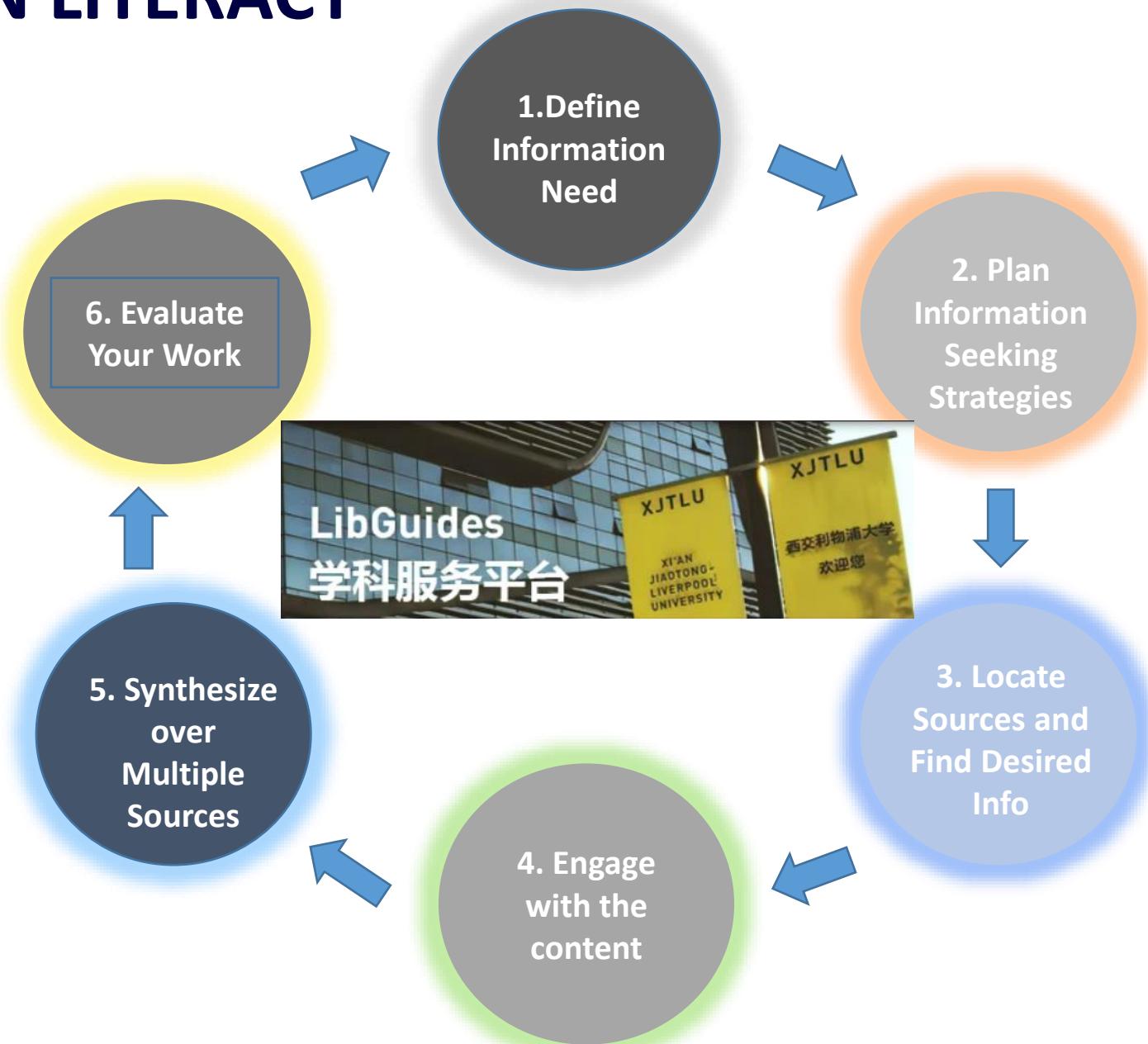
# 5E'S OF INFORMATION SEARCH

5E stage (Bybe)	Information search and resource management tools
Explore	<p>Students in the team conduct internet searches or library databases searches and business databases</p> <p>Students collect data via the financial databases to develop key assumptions</p>
Explain	Refer back to collected sources to write up explanations on main assumptions
Explain	Share assumptions and sources with your coach
Elaborate	Students' teams discuss an action plan for analyzing results and writing report, reformulate assumptions if necessary
Evaluate	Students team reflect on their work and data and information collected. Are we ready to explain and present our results in a confident and simple manner ?

Source: **Source:** Dabbagh, N., Marra, R.M., & Howland, J.L. (2018). Meaningful Online Learning: Integrating Strategies, Activities, and Learning Technologies for Effective Designs (1st ed.). Routledge

# THE BIG 6 INFORMATION LITERACY PROCESS

- Library services or other support services can help you develop your information literacy skills
- **After the session**, you will have the opportunity to meet with the librarian for one-to-one consultation **by end of today**



# SEARCHING SKILLS IN CAPSTONE MODULE

Where does your team stand now on each the three steps below in the preparation of your business plan ?

**Make Reasonable Assumptions** to support decision-making in complex scenario

Use **library databases (qualitative/ quantitative)** or (business/financial) to develop your assumptions

Use **data visualization** to support decision marking and underlying assumptions

Example:

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Use databases to give **present and explain your decisions** as regarding the main assumptions of your business plan

Use data visualization to support decision-making in a complex and uncertain environment

Example:

Our business model should focus on quality to create a sustainable competitive advantage. **Production costs can be constrained to only 2-3% of sales**

## CASE EXAMPLE

**Imagine you are making your business plan on a company in the plastics manufacturing industry**

- Going through the 3 steps of exploration – integration - resolution
- What would be objectives for each of the three steps ?
- What types of data and information would you seek for at each step
- Which library databases would you use at each of the three steps ?

# STAGE 1: EXPLORATION

Make assumptions  
or refine  
assumptions  
(reformulate?  
Rethink ?)

Example:

- *Product quality is a main driver of sales growth*
- *Production costs can be constrained to 4-5% of sales*

Which types of information and data ?

- Competitors reports
- *Market Surveys (market line ?)*
- *Business Information*
  - *Analysts Reports*
  - *Investors Reports*
- *More qualitative / exploratory and less quantitative ?*

Which library databases ?  
(examples)

- Proquest..
- Market line...

Others (Please provide suggestions and submit in mentimeter

<https://www.menti.com/al3ckxjdvn43>



**It is better to focus on a few 'key assumptions' which are core to your business model and business plan**

# STAGE 2: INTEGRATION

## Challenge Assumptions and make alternative decisions

Example:

- *Sales revenue will grow 11-12% per year*

*Number of complaints from customers will be 20% lower than competitors*

Which types of information and data ? (examples)

- *Operational and financial data*
- *Performance metrics*
- *Financial reports*
- Analysts reports*

Which library databases ?

WRDS

ABI/INFORM,

Business Source Ultimate

Wanfang Data ....

Others (Please provide suggestions and submit in mentimeter

<https://www.menti.com/a13ckxjdvn43>



It is better to focus on a few 'key assumptions' which are core to your business and business plan

# STAGE 3: RESOLUTION

Revise your assumptions and make better informed decisions

Example:

*- Our business model should focus on quality to create a sustainable competitive advantage.*  
**Production costs can be constrained to only 2-3% of sales**

Which types of information and data ?  
(examples)

- Press
- Videos
- Interviews
- Summaries..

Which library databases ?  
(examples)

Others Economist,  
Harvard Business Review,  
Fortune, Forbes ..

Others (Please provide suggestions and submit in mentimeter

[https://www.menti.com/  
al3ckxjdvn43](https://www.menti.com/al3ckxjdvn43)

It is better to focus on a few 'key assumptions' which are core to your business model and business plan



# WE APPRECIATE YOUR FEEDBACK

Thank you for your participation today in this workshop

Please answer the questionnaire online to participate in the feedback survey

Scan the weechat code or type in your browser

<https://www.surveymonkey.com/r/HCMW8JF>



# BREAK TIME



VISIT US

[WWW.XJTLU.EDU.CN](http://WWW.XJTLU.EDU.CN)

**XJTLU | ILEAD**  
领导与教育前沿院



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 Xi'an Jiaotong-Liverpool University  
西交利物浦大学

# THANK YOU

Meeting with the  
EDU Educational  
Development Unit  
Taicang

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