

un(Commons)ly Good

—

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Libraries

Why Lib Wizard?



Canvas + Commons
Active Learning
Assessment

The Plan

1 database/tutorial

Automated grading

Required + Feedback



The Module

Introduction to Business Research

Canvas + LibWizard + Commons

▾ Introduction to Business Research	✓ +
Welcome to Intro to Business Research	✓
📄 Before You Begin 1 min	✓
📄 Company Terms and Concepts 2 mins	✓
📄 Research Guides 1 min	✓
Company Research Resources	✓
📄 Mergent Intellect 1 min	✓
🔗 Mergent Intellect Tutorial 7 mins ↗	✓
📄 Business Source Complete 1 min	✓
🔗 Business Source Complete Tutorial 10 mins ↗	✓
🔗 Company Research Quiz 5 mins 10 pts	✓
Industry Research Resources	✓

Mintel: Market Research

If the database won't show on the right, open it in a new window using this direct link to [Mintel](#). If you're on or off campus, you need to log in with your 8-digit SMU ID and password to see the database, Mintel.

Note: This is a database restricted to current students only and each time you use it you must agree to the academic terms of use.

- In the search box on the left, type in airlines and wait for the autofill results to populate.
- In the list you'll see a Airlines report from Dec 2020. Select that option.
- All Mintel reports are organized the same way.
 - Overview
 - Market
 - Consumer
 - Brand/Company
 - Data
- Click into each section to see the different topics covered.
- You can also search within a report for mentions of keywords.
- Select Search this report (located above the Overview section and search on American Airlines.
 - It will list all the different areas that mention American Airlines.
- Select Major Carriers.

Next answer the question below.

In the American Airlines section, what is one way American has tried to increase their revenue? *

- codeshare agreement
- updated mobile app
- closed routes

Next Slide

If the webpage <https://login.proxy.libraries.smu.edu/login?url=https://clients.mintel.com/> is not displaying below

Open in a new window



SMU LIBRARIES

SMU Libraries

Access to SMU Library Resources and Services

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Current SMU Students, Staff, or Faculty

Login with your SMU ID

Other Users

+ Library Research Card Holders

+ SMU Alumni

+ Other Library Patrons

Need Help?

[More information.](#)



SMU

World Changers

LibWizard Report - Market Research in Mintel (Tutorial/Assessment)

Advanced Filters

Data Table

Field Analysis

Cross Tab

Live Submissions Report

✓ Live

Preview

Export CSV

Displayed Columns

Statistics

Refresh

Search Submissions by Keyword

Search

Items per page 25

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<input type="checkbox"/>			Jun 02, 2021 10:59 AM	100.00		of	codeshare agreement	Yes	66.169.193.189	Chrome (90.0.4430)
<input type="checkbox"/>			Jun 02, 2021 10:04 AM	100.00			codeshare agreement	Yes	108.222.98.60	Chrome (90.0.4430)
<input type="checkbox"/>			Jun 02, 2021 12:03 AM	50.00			codeshare agreement	No	23.240.213.60	Safari (14.0.1)
<input type="checkbox"/>			Jun 01, 2021 09:42 PM	100.00			codeshare agreement	Yes	69.231.78.188	Chrome (90.0.4430)
<input type="checkbox"/>			Jun 01, 2021 08:10 PM	100.00			codeshare agreement	Yes	172.250.51.33	Safari (13.1.2)
<input type="checkbox"/>			Jun 01, 2021 06:10 PM	0.00			updated mobile app	No	173.70.85.245	Chrome (90.0.4430)
<input type="checkbox"/>			Jun 01, 2021 11:34 AM	50.00			codeshare agreement	No	163.182.133.237	Safari (14.1)

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Questions? majohnson@smu.edu

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