

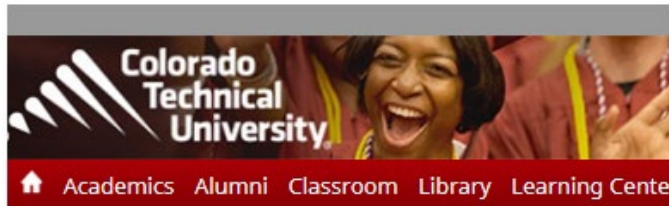
Locating a Company for the Case Study

MGMT665: MBA Capstone

U1 IP

Use the following directions to locate a company for the case study:

1. Go to CTU Library.



2. Click the **Business Source Complete with Datamonitor (EBSCO)** link in the list of databases.

Library

Search Articles and eBooks

KEYWORD AUTHOR TITLE

Search multiple databases at one time

For help searching databases, view our tutorials.

Search Individual Databases

We subscribe to individual databases you can access for articles, e-books, and images. These links will open the page in a new window/tab.

SEARCH: SORT:

A

- [ABI Inform Collection \(ProQuest\)](#)
Topics: Business, Management, Marketing, Leadership, Company and Industry Information
Materials: Scholarly Journals, Magazines, Trade Journals, Company Reports, Industry Reports
- [Academic Search Complete \(EBSCO\)](#)
Topics: Includes Most Topics
Materials: Scholarly Journals, Magazines, Trade Journals, Books, Videos
- [Accounting, Tax & Banking Collection \(ProQuest\)](#)
Topics: Accounting, Tax, Banking
Materials: Scholarly Journals, Magazines, Trade Journals
- [ACM Digital Library \(ACM\)](#)
Topics: Information Technology, Computer Science, Technology
Materials: Scholarly Journals, Conference Proceedings

B

- [Biography in Context \(Gale\)](#)
Topics: Biography
Materials: Magazines, Reference Works, Video
- [Business Market Research Collection \(ProQuest\)](#)
Topics: Company Information
Materials: Company Reports
- [Business Source Complete with Datamonitor \(EBSCO\)](#)
Topics: business, Management, Marketing, Leadership, Company and Industry Information
Materials: Scholarly Journals, Magazines, Trade Journals, Company Reports, Industry Reports, Market Research Reports

3. Click on the **Company Information** tab at top of page.

New Search Publications **Company Information** Thesaurus More ▾ Sign In

EBSCOhost Searching: **Business Source Complete** | Choose Databases

Select a Field (optional) ▾ Search

AND ▾ Select a Field (optional) ▾ Clear ?

AND ▾ Select a Field (optional) ▾ + -

Basic Search Advanced Search Search History

4. Click on the parameters from the **Search Options** section to retrieve a list of companies.

New Search Publications Company Information Thesaurus More ▾ Sign In Folder Preferences Languages - Ask

EBSCOhost Searching: **Company Information** | Choose Databases

Company Name Company Name Search ?

Search Options

Search Modes and Expanders

Search modes ?

- Boolean/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

Apply related words

Apply equivalent subjects

Limit your results

Executive Name

U.S. Company Type

Public Private

Year Founded

City

Revenue

- All
- Less than 500,000
- 500,000 to 1,000,000
- 1,000,001 to 5,000,000

Employee Number

- All
- Less than 50
- 51 to 100
- 100 to 500

Location Type

Headquarters Single Location

Zip Code

MSA Name/Code NAICS Code/Description

5. Click on the **Search** button at the bottom right corner of the page. NOTE: Navigate back to the Search Options page to do other searches with different parameters as needed. Use the **Reset** button in the top right-hand corner to clear your previous selections.

Country

- All
- Afghanistan
- Albania
- Algeria

U.S. State/Territory

- All
- Alabama
- Alaska
- Arizona

Canadian Province

- All
- Alberta
- British Columbia
- Manitoba

Plant/Facility Square Footage

- All
- Less than 2,500
- 2,500 to 5,000
- 5,001 to 10,000

Search

6. Click on the links in the **Company Name (Ticker)** column to view company profiles.

EBSCOhost Searching: Company Information | Choose Databases

Company Name Search

Page: 1
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<input type="checkbox"/>	Company Name (Ticker)	City	State	Country	Revenue (US \$)
<input type="checkbox"/>	1. Ford Motor Company (F)	Dearborn	Michigan	USA	\$160,338,000,000
<input type="checkbox"/>	2. General Motors Company (GM)	Detroit	Michigan	USA	\$147,049,000,000
<input type="checkbox"/>	3. Dow Inc. (DOW)	Midland	Michigan	USA	\$61,088,848,587
<input type="checkbox"/>	4. Penske Automotive Group, Inc. (PAG)	Bloomfield Hills	Michigan	USA	\$22,785,100,000
<input type="checkbox"/>	5. Lear Corporation (LEA)	Southfield	Michigan	USA	\$21,148,500,000
<input type="checkbox"/>	6. Whirlpool Corporation (WHR)	Benton Harbor	Michigan	USA	\$21,037,000,000
<input type="checkbox"/>	7. DTE Energy Company (DTE)	Detroit	Michigan	USA	\$14,212,000,000
<input type="checkbox"/>	8. Stryker Corporation (SYK)	Portage	Michigan	USA	\$13,601,000,000
<input type="checkbox"/>	9. Kellogg Company (K)	Battle Creek	Michigan	USA	\$13,547,000,000
<input type="checkbox"/>	10. Borgwarner Inc. (BWA)	Auburn Hills	Michigan	USA	\$10,529,600,000
<input type="checkbox"/>	11. Ally Financial Inc. (ALLY)	Detroit	Michigan	USA	\$10,466,000,000
<input type="checkbox"/>	12. Masco Corporation (MAS)	Livonia	Michigan	USA	\$8,359,000,000

7. Review the profiles and select a company for your case study.

EBSCOhost Searching: Company Information | Choose Databases

Company Name Search

Colorado Technical University Online

Detailed Record

Result List Refine Search 9 of 79

Kellogg Company

Physical Address: 1 Kellogg Sq, Battle Creek, Michigan 49017 USA
 Mailing Address: P.O. Box 3599, Battle Creek, Michigan, 49016, USA
 MSA Code: 3720
 MSA Name: Kalamazoo-Battle Creek, MI
 Phone: 2699612000
 Web Site: <http://www.kelloggcompany.com>
 Revenue: \$13,547,000,000
 Doing Business As: Kellogg
 Line of Business: Mfg Flour/Mill Products Cookies/Crackers Bread/Related Products Frozen Specialties

Global Ultimate Parent: Kellogg Company
 Domestic Ultimate: Kellogg Company
 Headquarter/Parent: Kellogg Company

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Company Data

Expand All Collapse All

Financials

Revenue:	\$13,547,000,000
Gross Profit:	\$3,293,000,000
Net Profit:	\$825,000,000

Find Related Companies
 Wheat germ manufacturing
 Soda crackers manufacturing
 Unleavened bread made in commercial bake.
 Whipped topping, frozen, manufacturing
 Wheat breakfast cereal manufacturing

Search

Find Similar Results using SmartText Searching