

# Engineering 195 - Entrepreneurship Science & Engineering

## Spring 2004

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As you complete assignments for this course, you will become familiar with a range of information products and resources. This handout will introduce you to some appropriate research strategies and resources to assist you in conducting research on entrepreneurship and developing new products and provide some hints to expedite and make more efficient the research process. You have two major assignments and you will be conducting research both independently and sharing information with classmates as part of a group project.

**Individual Project:** Term paper to introduce concepts of entrepreneurship

**Background:** Selected Course Textbooks and recommended readings and classroom lectures

**Resources:** Books about entrepreneurship and innovation are found in the Langson Library in call number ranges HB 615 on the 4<sup>th</sup> floor - you can browse on Antpac (<http://www.lib.uci.edu/antpac>) for UCI holdings by keyword (results or output in most recent order first) or by LC call number range

**UCI Library Homepage** - use <http://www.lib.uci.edu> as a source of departure for access to library resources

**Subject Pages** - the Management Subject Guide at <http://www.lib.uci.edu/online/subject/manag.html> and the Engineering Subject Guides for each department are at <http://www.lib.uci.edu/online/subject/engineering.html> - these will direct you to the indexing and abstracting sources and appropriate reference tools in the area. Specialized resources will be noted below.

**Final Project:** Part of this assignment allows you to develop a Business Plan

## DOING RESEARCH

**Finding Information** - you will likely use the Langson Library (LL) resources but there will also be resources for you to consult at the Science Library (SL). ANTPAC is the online catalog for UCI and MELVYL includes ANTPAC and also covers all 8 other UC campuses.

**Connecting from off-campus** - make sure that your computer has been configured to acknowledge you as a UCI student - there are different ways to do that which are explained at <http://www.lib.uci.edu/services/how/connect.html>

1. Virtual Private Network (VPN)

## 2. Internet Proxy

If you have difficulty, contact NACS at 824-2222. Please note that for some resources there are limited access ports - if you can not get in try again in a few minutes.

**Reference Tools** (LL= Langson Library Reference - 1<sup>st</sup> floor; SL = Science Library Reference - 2<sup>nd</sup> floor)

### **Venture Capital**

1. Pratt's Guide to Venture Capital - LL Ref HG 65 G83
2. Venture Capital Yearbook - LL Ref HG 4027.7 V467
3. National Venture Capital Association Yearbook - LL Ref HG 4961 N382

### **Demographics - Population**

1. American FactFinder - online resource highlight census data - remember that the last US Census was conducted in 2000  
<http://factfinder.census.gov/home/saff/main.html?lang=en>

**Article Databases** - Indexing & Abstracting Tools - there are several sources that identify journal and newspaper articles that will be appropriate - much of the content indexed is available full-text either re-keyed or in pdf format or via links to UCI eLinks to the original content.

1. ABI Inform - a source covering the business, management and trade journal literature
2. Business Source Premier - a product we have on trial - located on the Library website under "What's New" on the left column, and then under "New Trials" and then by "Business Source Premier" - lots of scholarly content
3. Compendex - major indexing source for all engineering coverage
4. Factiva - Full-text news covering business world from media and "non-scholarly" publications
5. Inspec - covers computer science, electrical engineering, math and physics and related subject disciplines - technical database with eLinks to a great deal of full-text
6. Lexis Nexis - News Section for media, newspaper and wire services; Business section for access to trade and industry publications
7. PubMed - if you are looking at innovations in the biomedical arena this database covers the clinical and administrative medical literature

**Business Plans** - there are some resources in the Langson Reference collection (do not circulate); other resources are in the circulating collection - selected recommended sources include these noted on the Management Subject Page at

<http://www.lib.uci.edu/online/subject/manag.html#plans>

- **Anatomy of a Business Plan: A Step-by-Step Guide to Building a Business and Securing Your Company's Future**  
Call number: Langson Reference HD30.28 .P5 2001

- [Bplans.com](http://Bplans.com)  
Choose from a list of over 60 free sample business plans.
- [BRS Center for Business Planning](#)  
Access to over 25 example business plans. Find guidelines on how to analyze a business strategy.
- **Business Plans Handbook**  
Call number: Langson Reference HD62.7.B865
- [CCH Business Owner's Toolkit](#)  
Tips on how to create a successful business plan.
- **The Prentice Hall Encyclopedia of Model Business Plans**  
Call number: Langson Reference HD30.28.C76 1998
- [SmallBizManager](#)  
Over 40 sample business plans for 13 industries/markets.

**Patents** - UCI is not a Patent Depository (in California there are 3 at Sunnyvale Public Library, Los Angeles Public Library and San Diego Public Library) but we have access to several databases that cover patent application submissions and licensed patents for United States coverage:

[U. S. Patent and Trademark Office](http://www.uspto.gov/) - <http://www.uspto.gov/>

Official source for U.S. patents and trademarks in full text from 1976 (full page images available since 1790) with links to the Library of Congress for copyright information. Definitions, application forms and instructions, handbooks, notices, and patent attorney directory are just a few of the products provided. Includes design patents and reissued patents as well as patents currently in application process (coverage starts March 2001). Full-text searching is available.

[LexisNexis Academic Universe](http://web.lexis-nexis.com/universe) - <http://web.lexis-nexis.com/universe>

Under "Legal Research" is a Patent Research section for searching of Patents (1971 to date), by individual category of Design Patents, Plant Patents or Utility Patents. Can also search by keyword, assignee, inventor, patent number, classification, and lawyer.

For more global coverage, please review the following list of sources from Japan, Europe, etc. <http://www.lib.uci.edu/libraries/collections/govinfo/uspat.html>

**Competitive Intelligence for Company and Industry Information** - to determine market size, volume and demand in marketplace for proposed innovation you may want to consult these resources and others listed on the Management Subject Guide under "Company & Industry"

1. S&P Net Advantage - <http://www.netadvantage.standardandpoors.com/NASApp/NetAdvantage/index.do>
2. MarketResearch.com - <http://www.academic.marketresearch.com/>
3. Reuter's Business Insight - <http://www.reutersbusinessinsight.com/autologin.asp>

4. Euromonitor World Consumer Market - <http://www.euromonitor.com/wcm/>
5. Datamonitor Business Information Center - <http://dbic.datamonitor.com>

### Recommended Websites on Entrepreneurship in Engineering:

1. National Dialogue on Entrepreneurship - <http://www.publicforuminstitute.org/nde/>
2. Stanford Technology Ventures Program - <http://stvp.stanford.edu>
3. MIT Entrepreneurship Program in Technology - <http://entrepreneurship.mit.edu/>
4. Collegiate Entrepreneurs Organization - CEO - <http://www.c-e-o.org/>

### **HINTS for ease & success:**

1. Read assignments carefully
2. When working in groups, take responsibility for specific areas and make sure that you do that and share information widely with team-mates
3. Don't procrastinate
4. Consider using outlines - for the project and for individual contributions - so that you can determine what information is still needed
5. Cite sources consistently - make sure that you know where you found information - record the sources as you find them
6. When searching the Internet via a search engine, evaluate information carefully - determining audience, authority, purpose, objectivity, currency, coverage, accuracy and relevance
7. For additional information, consider scheduling an appointment for a Reference Consultation at the Langson Library or use Ask-a-Librarian <http://www.lib.uci.edu/services/ask/ask.html> for remote reference assistance.