How to look up industries using the Business Source Complete (BSC) database

Of the databases we have currently, BCS is the best one for obtaining industry-data.

First, access the BSC database. You can get to the database by visiting the Business research guide here: [http://libguides.uttler.edu/business](http://libguides.uttler.edu/business) and hover your cursor over the “Additional Resources” tab. A dropdown menu will appear; click on the option labeled “Industries” to be taken to the Industries page. Click on the “Business Source Complete” link in the “Databases” section.

Once you are logged in, you will be taken to the BSC search screen. There are several ways to get industry-level data, but I am only going to show you one. On the search screen, type in the NAICS code you want in the first search field—it must be a full six (6) digit NAICS code. If you don’t have a NAICS code of six digits, your search will not work. Then, change the adjacent dropdown menu to “IC NAICS Code or Description.” In the below example, I’ve used the 622110 General Medical and Surgical Hospitals NAICS code. See Figure 1.

**Figure 1**

Further down on the screen under the “Limit Your Results” section, there are two boxes you need to tick for sure, and a third one is optional. See Figure 2.

1. “Full Text”
2. “Industry Profile” (found under “Publication Type”)
3. “Market Research Report” (found under “Publication Type”) – OPTIONAL!
The “Full Text” and “Industry Profile” boxes are essential to tick. “Market Research Report” is optional. Both the Industry Profiles and Market Research Reports will provide you with lots of information about the industry NAICS code searched, but you may want to start with Industry Profiles first and add Market Research Reports later, if desired.

When ready, click the Search button at the top to retrieve results.
On the results screen, you'll notice a long column on the left side labeled “Refine Search.”

You'll see the number of results obtained from your search. If this number is large, you might consider narrowing your results using several limiters.

If needed, you can narrow your results using the options available. For example, you can narrow by “Publication Date” to get information from the most recent years. Simply click the field containing the earliest year (1979 in this example) and a small window will pop up. In the pop-up window, enter in the year you want to reflect how far back you want to go and click the Update button.

You can narrow by “Subject: Thesaurus Term” to pinpoint particular aspects of the NAICS code searched. Simply click on that section to expand it and click the small “Show More” link. A pop-up window of related subject terms will appear. Click the ones that best fit what you're looking for and click the Update button.

You can narrow by “Geography” if interested in a specific country, region, or U.S. state. Simply click on that section to expand it and click the small “Show More” link. A pop-up window of geographic areas will appear. Click the ones that best fit the geographies that interest you and click the Update button.