Welcome!

Library Workshop

Martin Weidinger, Librarian
Fall Semester 2020
What we will talk about:

• Library facts & rules
• How to search our print content online (OPAC)
• How to access and search our e-content
THE ONLY THING THAT YOU ABSOLUTELY HAVE TO KNOW, IS THE LOCATION OF THE LIBRARY.

ALBERT EINSTEIN

MU Library is located on level 4
MU Library Facts:

• Reference library – books can be used in the library and should mostly stay there

  but

• Weekend loan (= Friday to Monday!)
• 1 Week loan for BBAs & BScs writing their theses and for all MScs
Library

... what you get

• Library Reading room (Main library room)
• Library Work room (Group work)
• Copy machine = printer = scanner (via Kuario app)
• 3 PC stations
• Books
• eResources
• Librarians
Opening Hours

• Monday to Thursday: 9 A. M. - 6 P. M.
• Friday: 9 A. M. – 5 P. M.

Holidays: Shorter opening hours or closed – please check our website, the facebook community group or just give us a call!

01/320 35 55 - 180
Library Rules

• Please DO...
  ... turn off your phone
  ... speak in a low voice and avoid any unnecessary noise

• Please DO NOT...
  ... eat or drink in the library
  ... damage books
Librarians

Claudia Buchmayer
Martin Weidinger

We are here to help you find the materials you are looking for (books and online materials) – never hesitate to ask for our support!
How to find the books you need:

Library

Search for Books Available at the Library
MU Library Online Catalog

Search for Electronic Resources

Online Catalog

Opening hours (during term)
- Monday - Thursday 9 am - 6 pm
- Friday 9 am - 5 pm

Library Rules
Online Catalogue

Further Information
- About the library

Electronic Resources
- EBSCOhost (business database BSP – partly with fulltext)
- Science Direct (e-journal platform, over 800 journals subscribed)
- UNWTO e-library (World Tourism Organization publications in fulltext)
- Statista (statistics about anything you can think of)

You will have direct access to subscribed resources on campus. If you want to access from home, please follow the instructions for setting up a VPN-connection. You find them on your Modul Intranet under "My Download Area" or "MBA Downloads".

Other useful catalogues
- Vienna University of Economics and Business
- Vienna University
- Austrian Library Network
- TU Wien

phone: +43 (0) 320 35 55-180 | library@modul.ac.at | www.modul.ac.at
# Easy Search

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<th>Rank</th>
<th>Title</th>
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The number on the spine of the book: 2/04/Ex.701

The shelf where you can find the book:

Is the book available at the moment?
Check out the book

Now you can

... use the book in the library

... check out the book at the librarians‘ desk

... make a reservation in case the book is already taken out by someone else for this you have to sign in into your library account
Advanced Search

Boolean operators
Boolean Operators

Boolean logic is about relationships between entities:

• **AND** each citation contains ALL the search terms = *less results*  
  (e.g. marketing AND management = hits include BOTH terms)

• **OR** you will find documents that contain AT LEAST ONE of the specified search terms = *more results*  
  (e.g. marketing OR management = hits include either term)

• **NOT** you EXCLUDE terms from your search = *less results*  
  (e.g. marketing NOT management = hits that include marketing only when it doesn’t include management)

➡️ Be careful what you exclude so you don’t lose valuable hits!
# Refine

## Results 1 - 10 of 291 for Modul University Vienna

### Sorted by: Relevance

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### Refining Options

- **Medium**
  - Book (289)
  - Dissertations (13)
  - E-Book (3)
- **More options**

### Creation Date
- **From**
- **To**
- **Refine**

### Languages
- **English** (282)
- **German** (10)

### Author/Creator
- **Kotler, P.** (10)
- **Aaker, D.** (9)
- **McDaniel, C.** (4)

### Subject
- **Marketing** (150)
- **Allgemeine Betriebswirtschaftslehre** (131)
- **Spezielle Betriebswirtschaftslehren** (81)

### Genre
- **Aufsatzsammlung** (38)
- **Lehrbuch** (26)
- **Hochschulschrift** (13)

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Modul University Vienna
Sign in into your account

User-ID: Your User-ID is the combination of signs, letters and numbers printed on the back of your Student ID (starting with $YEM).

Password: The password is identical to your User-ID. Please change your password after first logging in!

Login

Modul University Vienna
Other catalogues

- **Further Information**
  - About the library
- **Electronic Resources**
  - EBSCOhost (business database BSP - partly with fulltext)
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- Vienna University of Economics and Business
- Vienna University
- Austrian Library Network
- TU Wien
Electronic content

• A few key terms
• Access to our electronic resources
• What these resources contain and
• How to search in them
Bibliographical database

Indexes and contains references to original sources of information

You do not get the text itself but information where to find it.
Google Scholar

Google Scholar is a freely accessible web search engine that indexes the full text or the metadata of scholarly literature across an array of publishing formats and disciplines.
E-Journals

E-Journals are either “born digital”, or they started out as print journals which have evolved to have an electronic version in addition or as replacement. There has been an enormous growth in the number of E-journals, most are still subscription journals for which access has to be purchased by libraries, organisations, or individuals.
Open Access Journals

One form of E-Journals are Open Access journals, which offer free access to their content. Open access journals in high quality are listed in the Directory of Open Access Journals.
Access to all of MU's electronic resources

Search for Books Available at the Library

MU Library Online Catalog

Search for Electronic Resources

- **EBSCOhost** (business database BSP - partly with fulltext)
- **ScienceDirect** (e-journal platform, about 500 journals subscribed)
- **Statista** (business data platform)
- **UNWTO e-library** (World Tourism Organization publications in fulltext)
- SAGE journals: Cornell Hospitality Quarterly, Journal of Travel Research, Tourism Economics

*If you want to connect to EBSCOhost and ScienceDirect from outside MU, please follow the instructions for setting up a VPN-Connection under "Download" in the right column.*
Access to all of MU’s electronic resources:

Find the links on [Library homepage](#)

- **On campus**: no need to log in but useful!
- **Off campus**: via VPN connection (see “download area” on the [library website](#) for details)
Electronic Resources – a few tips

• Register and save queries so you only have to do them once. Next time you can use the permalink and get an up to date version with new results.

• Use the help sections of the databases as they get updated quite often!
EBSCO Business Source Premier is a widely used business research database that includes bibliographical data, E-Books, full-text articles, market studies, reports on countries, companies, and sectors. It also includes SWOT Analyses.
Science Direct

• **SD** is a platform of peer-reviewed scholarly literature containing material of only one publisher, Elsevier.

• You can use it to get full text articles from journals we have subscribed to or from Open Access Journals, or you can also use it as a reference platform to see what other articles might be interesting for you.
UNWTO E-Library

The UNWTO Elibrary is an online service from the World Tourism Organization (UNWTO) with a broad coverage of tourism and related subject areas.

You find books, journals, statistics, reports... all things tourism. The subject areas include, among other, ecotourism, sustainable development, finance and investment, risk and crisis management, market research, tourism statistics and poverty alleviation.
Statista

• **Statista** is one of the biggest statistics databases offering information from market- and opinion research institutes, official statistics, economic data.

• Their range of topics and industries is extremely broad, covering tourism as well as coronavirus, coal mining, the film industry and almost anything in between.
Questions?

Please do not hesitate to contact your library team if you have any questions!

Let us know if we can help you with using the online resources or our own library OPAC (=the online catalogue) – we will try our best to support you!

library@modul.ac.at
+43 1 320 35 55-180
Thank you for your attention!