# **Database User Manual**

# Sage Business Cases

SAGE Business Cases is our robust digital collection of business cases tailored to library needs – providing faculty, students and researchers with unlimited access to more than 4,850 authoritative cases from over 120 countries. SAGE curates interdisciplinary cases on in-demand subjects such as entrepreneurship, accounting, healthcare management, leadership, social enterprise, and more.



Remark: For off-campus access, please set your computers with BU VPN

Library and Learning space
Bangkok University

#### **Database access**

1. Go to: library.bu.ac.th

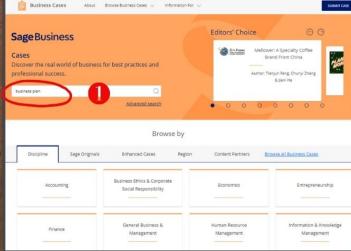
2. Choose: Resources --> online databases

3. Log in : Username และ Password

4. Choose: Sage Business Cases

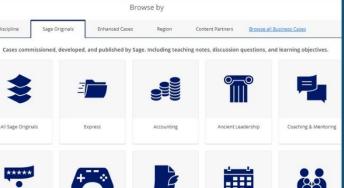
## Search method

Search for the name you want.

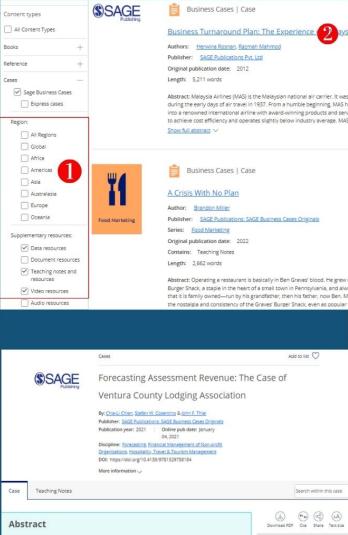


#### Search from cases

Customer Experience



## Search Results



This case examines the financial reports for a tourism improvement district and discusses its need

identified an opportunity to more effectively manage a large cash reserve account and the expected revenue it may collect moving forward. Students are provided with the resources to develop revenue forcest scenarios using tourism district and hotel performance benchmarking data.

to develop a revenue forecast. Assessment revenue is collected by tourism improvement districts and is used to fund destination marketing initiatives. The Ventura County Lodging Association has

Case

On this page

Case

Introduction