



Careers resources and research

MIRC Update

This guide is intended as a quick introduction to the online careers resources available at Cranfield School of Management as well as other services that may be useful. Unless they provide life-long accounts, your access to most of these will end when you finish your degree so start your research early!

Workmaze:

Workmaze currently provides access to a selection of in-depth MBA and Masters recruitment guides including *Top 100 MBA Recruiting Companies*, *MBA Recruitment in India*, *Top 100 Banking, Finance and Investment Companies*, and *International Business, Engineering and Energy*. The guides provide access to top recruiter profiles in these industries, with named contacts where available, and key dates for applications. These are updated twice annually and downloadable as pdf documents from the Workmaze site. [For off-campus access: Use the MIRC pages on the University extranet].



MBA-Exchange:

MBA Exchange is a service devoted to helping MBA students and alumni to build their careers. Create your own life-long account to access more than 25,000 live MBA jobs from employers worldwide and sign up for job alerts matching your profile and requirements. Access information on MBA development programmes in leading international companies and participate in 'MBA Career Days', real-time online recruitment events where you can interact with recruiters to explore careers, companies and opportunities in a range of industries. [Access MBA-Exchange from anywhere. Registration is free to Cranfield MBAs].



Vault Career Intelligence:

Vault is a comprehensive online resource providing access to downloadable research, surveys, articles and much more. Vault is particularly strong in finance and consultancy but covers many other industries and functions. From their site you can download Vault's specialist guides e.g. *Vault Guide to the Case Interview* and *Vault Guide to Engineering Jobs*. You can also search current job vacancies, get advice on cover letters, resumes and



interviews. *You will need to create your own account, but once it is set up you will be able to access it from anywhere on and off campus.*

Other information sources

Remember that other MIRC resources can contribute towards your job search by using them to research companies, industries, markets etc. Major sources are listed below. Ask in MIRC if you need more help to use them.

Company profiles:

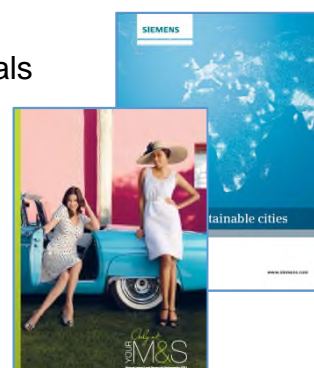
Company profiles will generally include an overview and key facts, information on structure and strategy, major products and services, sales, prospects etc. These are essential reading for your application and interview preparation. Various databases contain company profiles, including:

- *MarketLine Advantage* – Includes 31,000 profiles across 23 sectors worldwide. Profiles are fairly detailed (around 25 pages) and most include a SWOT analysis.
- *Factiva* – Although essentially a newspaper database, Factiva also contains 'company snapshots' for major companies. Access these via the 'Companies/Markets' option on the top menu bar and search by company name. Snapshots include business descriptions (from Datamonitor and Reuters), key facts and financials, performance / segment information, a Dow Jones peer group comparison and links to latest news. This can all be downloaded to pdf – or you can create a custom report tailored to your requirements. (Off-campus users must login first via the Extranet).
- *IBISWorld* – Industry reports show the major companies in each market.
- *BMI Research* – Profiles are updated quarterly and give both a local and global perspective.

Financial information:

Company reports can be extremely useful for preparing an application. Reports give an insight into company structure and both short- and long-term goals in addition to financial performance.

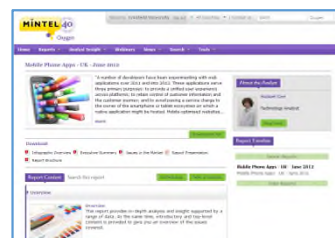
- *Fame* (UK and Irish companies) and *Bankscope* (banking industry worldwide) - for up to 10 years of company financials and ownership information. Data only. No analysis provided.
- *Perfect Filings* – full-text filings and annual reports for listed international companies. View annual reports and filings as distributed to shareholders.
- *Factiva* – Key financials are available for listed companies within Company Snapshots. Click on the link to Financial Results for 5 years of financials – including key ratios – from Reuters. This can be downloaded into Excel.



- *Thomson One* – International company financials for listed companies. Also includes access to detailed financial analyses and brokers' reports. (Off-campus users must login first via the Extranet. Please note this service only works with Internet Explorer).

Market information:

For a broader view on an industry, its size, value and performance; knowledge of competitors, brands and trends in the market, it is worthwhile having a look at some of the following services...



- *IBISWorld* – for UK, US and global industry reports covering a wide range of sectors. (Off-campus users must login first via the Extranet).
- *Mintel* – UK market research in financial, industrial, retail, leisure and consumer markets. In addition to market reports, Mintel also provides links to related news items and market updates on the right-hand-side of the screen.
- *Passport* – 21 sectors in international consumer and service markets. Links to related reports and statistics are always displayed on the right-hand-side of the screen.
- *BMI Research* – International strategy and forecasts in 25 major industries worldwide. (Off-campus users must login first via the Extranet).
- *MarketLine Advantage* – 3,000 industry profiles – international coverage.

News coverage and current events:

Knowing about current developments in your industry or company is essential to prepare well for your application or interview. Ensure that you regularly scan some of the following services for updates on the companies and industries of your choice...



- *Factiva* – News and business information from over 10,000 national and regional sources in 152 countries. Search by company or industry. (Off-campus users must login first via the Extranet).
- *BMI Research* – Daily analysis on a wide range of industry sectors. (Off-campus users must login first via the Extranet).
- *EBSCO Business Source Complete* – Contains full-text content from a large number of practitioner journals and general business periodicals, alongside academic and scholarly content. Search these for recent developments in your company or industry. Journal databases will allow you to limit your search to recently published articles.
- *ABI/Inform via ProQuest* – Like EBSCO (see above), ABI is a journal database containing academic, trade and general business publications.

Careers books

MIRC has a small book collection covering a range of careers topics. The collection can be found close to the Issue Desk and are marked with green stickers on the spine. Some of the main areas covered are psychometric and other assessment tests (including practice tests and answers), job hunting guides, CV writing and interview techniques. All the books in the collection are available to borrow on our normal two day loan period.

Also remember that some careers topics are covered by our eBook collections. Check the library catalogue for your industry to view what is available.

Any questions?

For careers advice tailored to your requirements, drop into the Career Development Service. For research-related enquiries, feel free to ask any member of the MIRC staff.

Contacting us

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