Employers will often regard ‘Commercial Awareness’ as a key element in a good candidate.

‘They want people who are not just technically competent but are interested in business, who can relate to clients and – above all – can contextualise their advice.’

‘All you need to know about Commercial Awareness’. 2007/8 Ed.

WHERE DO I START?

Start by using resources from the Careers Service:

- Search the employer database on ‘JobsLive’ (The Careers Service events & vacancy system at [www.imperial.ac.uk/careers/jobslive](http://www.imperial.ac.uk/careers/jobslive)), there are hundreds of employers listed there, and many of them advertise jobs with the Careers Service. You can also follow the link in the ‘JobsLive’ employer directory to the company’s official website and take a look around. This can be useful for learning about the company’s aims for the future, the development opportunities within the company and more about their products or services.

In order to get the most out of the system it is important to register your profile, which includes entering your contact details, what sort of work you are interested in, and specifying your email settings to ensure that you are alerted when we receive job vacancies that match your requirements. You will also receive details of events such as company presentations and careers fairs that can help you find out more about employers.

- Follow us on Twitter, our Twitter feed will give you regular updates on upcoming events and resources as soon as they are open or available. Our handle is '@imperialcareers'

- Listen to the audio from our events, many of our employer-led Careers talks are recorded and the audio uploaded to our website, meaning you can still benefit from the event even if you weren’t there in person.

- Use the INDEX in the ‘Company Information’ section in the Careers Library to find the resources below: Employer Interview Feedback. Located in the ‘Company Information’ section of the Careers Library you can find employer interview feedback from Imperial College students and alumni on interviews and assessment centres with many organisations.

Company Literature. We maintain a large selection of company brochures, arranged alphabetically.

Employer Visit Reports. Located in the ‘Company Information’ section of the Careers Library. Careers staff are regularly invited to visit companies to improve their professional knowledge on their culture and recruitment processes. Their findings are presented in employer visit reports.

ONLINE RESOURCES

Below are some useful sources available through the Imperial College Libraries website:

General Information - The resources in this section will help you to access mostly qualitative information on companies including: company histories, descriptions of major products and services, SWOT (strengths, weaknesses, opportunities and threats) analyses, brief biographies of high level staff and more.

EBSCO (Business Source Complete) - Provides company profiles (by Datamonitor), country reports, industry profiles and market research reports. Useful for:

- Gaining a thorough knowledge of the issues surrounding the company at present
- Understanding the marketplace in which a company operates
- Researching the business climate of a particular country or economic area.

Financial Information - The links in this section will help you access quantitative information on companies, including balance sheets and financial reports.

- Amadeus - a source of balance sheets and financial reports for European companies.

- Factiva - brought to you by Dow Jones & Reuters, this is a comprehensive site that allows for quick information gathering of company information. Under ‘company quick search’ you can get basic information on the company, press reports, company press releases and a list of their competitors. Updated daily with Full-text access to over 10,000 news and business publications worldwide including broadsheet newspapers Business 2.0 and MIT Technology Review. It also contains regional and industry publications.
• FAME - a source of balance sheets and financial reports for British and Irish companies.

Market Research - Market research reports can provide you with a good idea of a company's status in its industry and an insight into the challenges it faces.
• Business Insights offers full-text interactive reports on specific industries from Reuters global reports portfolio, covering energy, consumer goods, finance, healthcare and technology.
• Mintel contains market research reports from the UK Retail, Leisure and Market Intelligence series.

Company Press Coverage -
• FT.com contains a 5 year archive of FT news and comment as well as breaking stories in the business world.

Additional Company Press Coverage (non-subscription) -
• Reuters - international business news website uk.reuters.com
• BBC News - impartial provider of world business, science, politics and technology news www.bbc.co.uk/news
• Businessweek - international world and business news website run by Bloomberg www.businessweek.com
• The Guardian - website of national British newspaper containing information on world business, science and technology news www.guardian.co.uk
• The Economist - website of international business magazine providing business, science and technology news www.economist.com

OTHER USEFUL SOURCES OF INFORMATION

City Business Library - The City Business Library is a resource for business information located in 'The City' of London, EC2. Its information is used by researchers from many of the top companies. Visit the website at www.cityoflondon.gov.uk/libraries and follow the link to the Reference Libraries section for further information.

Vault Online Careers Library - The Vault provides an up-to-date 'snapshot' of many of the largest companies as well as forums used by both current and prospective employees of specified companies for frank and honest discussion (as objective an opinion as you are likely to get on a potential recruiter!). Accessible online at www.vault.com (there may be a charge for registration)

Wetfeet Online Careers Library - WetFeet provides useful 'Insider Guides' on aspects of the application & selection process as well as on different industry sectors. The Careers Service has a subscription accessible from www.imperial.ac.uk/careers/wetfeet

10 minutes with... - 10 minutes with hosts video interviews from people working for a range of employers, in a number of different industries, providing an insight into the role, employer and sector. Available from www.imperial.ac.uk/careers/10minutes

For information on the disclosure of disability or specific learning difficulty such as dyslexia please see information on the Careers Service website:
www.imperial.ac.uk/careers/disclosure