



Researching Employers

Part 1: Researching Industries

This section answers the following questions:

- What are the career prospects in a given industry?
- Which occupations are in high demand in a given industry?
- Which companies and professional associations are related to a given industry?
- What are the key issues and future trends for a given industry?

1. Statistics Canada: North American Industry Classification System (NAICS) Code

<http://www.statcan.gc.ca/subjects-sujets/standard-norme/naics-scian/2007/list-liste-eng.htm>

The authoritative resource on Industry information in Canada, Mexico and the US. Each industry code is useful to identify and search for an industry profile on other websites (Industry Canada, Emploi Quebec, Scott's Directory). NAICS to replaces Standard Industry Classification (SIC) system http://www.osha.gov/pls/imis/sic_manual.html

2. Emploi Québec: Online Labour Market Information (LMI)

http://imt.emploiquebec.net/mtg/inter/noncache/contenu/asp/mtg941_accueil_angl_01.asp

Comprehensive site that includes occupational descriptions, programs of study and industry descriptions. The link "Find out about a sector or activity" provides detailed information of a given industry sector, including sector prospects, main occupations of a given sector, wages and statistics, etc.

3. Industry Canada – Information by Industry Sector

http://www.ic.gc.ca/epic/site/ic1.nsf/en/h_00066e.html

Canadian Industry Statistics <http://www.ic.gc.ca/eic/site/cis-sic.nsf/eng/home>

Canadian industry profiles by sector or category. Type of information available varies with each sector.

4. Career Guide to Industries (USA)

<http://www.bls.gov/oco/cg/>

US-based. Detailed industry information including main occupations, average earnings, job prospects, etc.

5. WetFeet – Industry and Career Information (USA)

<http://www.wetfeet.com/careers-industries>

US-based. Information on labor trends, markets, major players, and jobs in leading industry.

6. Datamonitor 360 (VPN is required)

<http://360.datamonitor.com/>

Industry profiles. Each report contains market overview, market size, segmentation, competitive landscape, leading companies and forecasts.

Industry Research Database Listing <http://www.mcgill.ca/library/library-findinfo/subjects/management/industry/>



Part 2: Company Directories

This section answers the following questions:

- List of companies in a given industry

1. Emploi Québec: Online Labour Market Information (LMI)

http://imt.emploiquebec.net/mtg/inter/noncache/contenu/asp/mtg941_accueil_angl_01.asp

Comprehensive site that includes occupational descriptions, programs of study and industry descriptions. The link “a business” provides contact information of companies of a given industry sector.

2. ICRIQ <http://www.icriq.com/en/>

Free directory of over 30,000 Québec companies, and the products or services they offer.

3. Industry Canada – Company Directories by Industrial Sector

<http://www.ic.gc.ca/eic/site/company-entreprises.nsf/eng/home>

Directory of Canadian companies by sector, NAICS code or by specialized company directories.

4. Scott’s Directory (VPN is required) <http://www.scottsinfo.com/>

Profiles of over 115,000 Canadian companies. Searchable by a variety of criteria including NAICS code, location, product, number of employees, etc. The directory gives detailed contact information, including the names of key persons.

5. Canadian Business Resource (VPN is required) <http://www.cbr.ca/Default.aspx>

A database with 2,500 of Canada's largest firms and all 3,500 TSX and TSX Venture listed firms.

6. Frasers.com <http://www.frasers.com/public/home.jsf>

Canadian companies in industrial wholesalers, manufacturers, distributors and their products and services.

7. Vault Career Online Library (VPN is required, Registration is required)

<http://www.library.mcgill.ca/cdroms/Restricted/vault.html>

Popular series of career books available for download in PDF format (e.g. Top 25 consulting firms). Over 70 titles available, including interview and CV guides, career topic guides, industry guides, internship guides, employer guides and international guides.

8. Datamonitor 360 (VPN is required) <http://360.datamonitor.com/>

Search profiles on specific international markets. Reports contain market size, value, segmentation, shares, leading companies, forecast, company SWOT profiles, etc.

9. Canada’s Information Resource Centre (VPN is required) <http://circ.greyhouse.ca/search/quicksearch>

Tool to identify relevant Canadian industry associations. Access is limited to 5-8 simultaneous users.

10. CaPS – Research Employers & Target Organizations

<http://www.mcgill.ca/caps/students/job-search/employers/>

The section “Employer Directory” has a list of employers in specific industry sectors.

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Part 3: Researching Companies

This section answers the following questions:

- What type of organization is it (public, private, non-profit, etc.) and how is it structured?
- What are the organization's goals and values?
- What are the products/services provided by a given organization?
- Who are the organization's major competitors?

1. Corporate Affiliations (VPN is required)

<http://www.corporateaffiliations.com/subscriber/quickSearch.asp>

"Who owns whom". Information includes company information, business description, competitors, parent company and subsidiaries and more. Access is limited to 1 user at a time.

Hoover's Company Records (VPN is required)

<http://search.proquest.com/hooverscompany/index?accountid=12339>

Profiles of more than 40,000 companies, 600 industries, and 225,000 key executives. Information includes company history, competitors, financial summary, top officers, and related industry information.

2. Mergent Online (VPN is required)

<http://www.mergentonline.com/basicsearch.php>

Profiles of international companies. Information includes include company financials, company history, news, and major competitors. Access limited to 3 simultaneous users.

3. Datamonitor 360 (VPN is required)

<http://360.datamonitor.com/>

Profiles of international companies. Company profiles including company description, history, products and services, key employees, leading competitors, daily market share, SWOT analysis and news links.

Company Research Database Listing <http://www.mcgill.ca/library/library-findinfo/subjects/management/company/>

Part 4: Researching Occupations

This section answers the following questions:

- What is the current job market situation?
- What are the job prospects, by occupation and sector, for the next several years?
- What is the average wage and employment rate for a given occupation?
- What skills should be highlighted in a résumé or interview?

1. National Occupational Classification (NOC) Code

<http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/OccupationIndex.aspx>

The authoritative resource on occupational information in Canada. Each occupational code is useful to identify and search for an occupation on other career exploration websites. This includes Career Cruising, Emploi Québec LMI, and Working in Canada.

2. Career Cruising

<http://www.careercruising.com/Default.aspx>

Username: mcgill. Password: careers.

Interactive career exploration site. In-depth occupational profiles, including interviews with professionals.

3. Emploi Québec: Online Labour Market Information (LMI)

http://imt.emploiquebec.net/mtg/inter/noncache/contenu/asp/mtg941_accueil_angl_01.asp

Comprehensive site that includes occupational descriptions, programs of study and industry descriptions. The link “Explore a trade or occupation” provides detailed information of a given occupation, including job prospects, wages, etc.

4. Working in Canada

<http://www.workingincanada.gc.ca/>

Canada-specific occupational information. Information includes salary, prospects and unemployment rates. Users can enter a NOC code or an occupational title to retrieve information.

5. Occupational Outlook Handbook (USA)

<http://www.bls.gov/oco/>

US-specific occupational information such as salary, job outlooks, working conditions and more.

6. O*NET Online (USA)

<http://www.onetonline.org/>

The Occupational Information Network is a database with information on nearly 1,000 occupations. Searchable by occupation or by skills.

7. The Globe and Mail – Top Employers

<http://www.theglobeandmail.com/report-on-business/careers/top-employers/>

Top employers in Canada.

8. CNN Money Best Jobs in America <http://money.cnn.com/magazines/moneymag/best-jobs/>

Listing of occupations with the most growth, highest pay, and highest rated quality of life.



Part 5: Job Search Resources

1. *MyFuture* – Career Resources <https://csm-caps.mcgill.ca/students/>

To access *the Career Resources*, login using your McGill email address:

Click the link “Documents/View Career Resources” -> Click the link “Career Resources” again -> In the “Keywords” field, enter the keyword “subscription” -> Click the button “Apply Search” to see a list of resources. The resources include:

- Artsboard: Employment and training e-bulletin for arts graduates
- Big Guide Online: Global career guides and job boards
- Canada Employment Weekly: Job opportunities from across Canada
- Current Jobs in the Liberal Arts: Employment bulletin for liberal arts professionals across the US and Canada
- Devex: International development job opportunities
- Going Global: Country specific career and employment resources
- International Career Employment Weekly: International career positions
- The Bridge – Worldwide Music Connection: Music-related postings
- TIE - The International Educator: International teaching opportunities
- University Affairs: Canadian higher education and academic jobs

2. Service Canada

Job Bank <http://www.jobbank.gc.ca/intro-eng.aspx>

Other Job Sites <http://www.jobbank.gc.ca/othsite-eng.aspx>

Canada’s one-stop job listing website.

3. Jobbankone.com

<http://www.jobbankone.com/>

A directory of employment resources in Canada. Links to major job banks.

4. CaPS - Mentor Program

<http://www.mcgill.ca/caps/students/services/mentor/>

A tool for students seeking career path advice from successful and experienced McGill alumni and staff.

5. Commission des normes du travail Québec: Labour standards

<http://www.cnt.gouv.qc.ca/en/home/index.html>

Information on standards for wages, leaves and absences, end of employment and more.

6. CaPS – Academic and Non-Academic Careers

<http://www.mcgill.ca/caps/students/grad-students/>

Academic career job websites and resources for alternative career paths.

7. CaPS – General Job Listings Page

<http://www.mcgill.ca/caps/students/job-search/jobs/>

Links to job websites.

VPN (Virtual Private Network) – What is it and How to set up

<http://kb.mcgill.ca/kb/?ArticleId=1212&source=article&c=12&cid=2#tab:homeTab:crumb:7:artId:1212>