

BVSH HOVSE

My future career

A career guide for business and management students

Welcome

THE **KING'S BUSINESS SCHOOL** AND **KING'S CAREERS & EMPLOYABILITY** HAVE PRODUCED THIS GUIDE TO ASSIST YOU WITH YOUR CAREER DECISIONS AND JOB APPLICATIONS.

As you will be aware, you belong to one of the world's most prestigious universities. King's College London is one of the top universities in the world with an excellent reputation among employers, both in this country and abroad. The university lies 21st in the 2016 QS world university rankings and the King's Business School is a top 10 school (*Complete University Guide, 2016*). In the last Research Excellence Framework, 82 per cent of the published research submitted for assessment was deemed to be world leading or internationally excellent. Additionally, half the school's impact case studies (demonstrating relevance to real-world problem solving), were given the top rating of 4-star (Higher Education Funding Council for England, 2014).

King's Careers & Employability is working closely with the King's Business School to help you understand what prospective employers are looking for and what skills and experiences you can offer. This guide is aimed at business and management students to help you evaluate what you have to offer and who you might want to work for. It also explains how to write a CV, how assessment centres work and the process of interviews.

There are a large number of employers who regularly come to King's to discuss career opportunities. Please make full use of our expert Careers & Employability service and draw on the advice of our professional staff. They will help you decide what you want to do and how to get there.

Professor Stephen Bach
King's Business School



Stephen Bach is Professor of Employment Relations and Head of King's Business School and he has held a variety of senior roles in the School. Before joining King's, Stephen worked at the University of Warwick Business School.

His principal research activities relate to the changing nature of employment in the public service sector and international migration of health professionals.

His research has been funded by ACAS, the ESRC, the Leverhulme Foundation, the Home office (Migration Advisory Committee), the Scottish Executive and the European Commission.

Stephen has published in leading journals and his books include, Public Service Management and Employment Relations: Emerging from the Crisis (co-edited with Lorenzo Bordogna, 2016), The Modernisation of the Public Services and Employee Relations: Targeted Change (with Ian Kessler, 2012) and he is co-editor of Managing Human Resources (with Martin Edwards, 2013).

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VOICE OF THE STUDENT

'I went for a number of interviews which resulted in two graduate job offers, but I was unable to decide which one to go for. Your help really made the decision on which job offer to accept more clear for me! Your service in helping King's students into their careers is excellent.'

Introduction

MY FUTURE CAREER IS A GUIDE FOR STUDENTS OF THE KING'S BUSINESS SCHOOL.

We have designed this guide to help you with your career decision making. It will give you an opportunity to think about which field within management or business you might want to enter, for example, consultancy or finance to working within the governmental or not-for-profit sectors. You'll discover where to find the best resources on offer, so that you can start building up your skills and employability for when you graduate.

Understanding yourself and identifying your specific niche is a lot like launching a new product. Imagine you are marketing yourself. You are the product and employers are the buyers. This guide will help you realise your particular 'product' offering, where it fits within the market and which buyers you should be targeting.

We recommend that you work through the short exercises in this guide – either on your own or with help from King's Careers & Employability, your dedicated careers service. The exercises will give you inspiration, help structure your thinking and identify gaps in your knowledge.

Case studies from graduates will show you the successful careers your peers have embarked upon, explain how they chose that career, describe how they secured the position and provide top tips to enable you to follow in their footsteps.

As a King's Business School student you benefit from the support of King's Careers & Employability throughout your time at King's and for two years after graduation.



I chose to work at Arma Partners LLP because the job itself, and the company, will enable me to properly build on previous experience and gain further knowledge.

The more you challenge yourself, the more you will learn. When I left university I had been involved in various things (eg politics, the army, insurance) which helped me understand where I wanted to go next.

King's Careers & Employability holds a large amount of relevant information which can act as a base for students starting to decide what they would like to do after university. Speaking to industry professionals is necessary to understand what you would like to do, and the Careers & Employability service can provide relevant guidance.

Regarding advice to current students, it would probably be to always make sure you do your homework – be it researching the company you want to work for, the industry you see yourself in, or the kind of work you think will develop you the most. Speaking to people whose job you effectively would like to have, will be the most rewarding preparation.

Erik Berggren
BSc Business Management, 2012
Mergers and Acquisitions Advisor
Arma Partners LLP

FIND OUT MORE

How your careers centre can help you

Page 5: *The Ultimate Career Guide: London 2017* <http://bit.ly/2k4RCRG>

Career terms explained

Pages 6-9: *The Ultimate Career Guide: London 2017* <http://bit.ly/2jtvKyD>

From Fresher to Finalist: Get Ahead of the Game

Pages 10-11: *The Ultimate Career Guide: London 2017* <http://bit.ly/2kwTVxV>

2016-17 *King's Careers & Employability Guide* <http://bit.ly/2jVnICJ>

Knowing yourself – skills and strengths

PEOPLE WHO KNOW AND UNDERSTAND THEMSELVES
FIND IT EASIER TO CHOOSE AND DEVELOP A CAREER.

There are many books and online questionnaires to help you plan your future. Take some time for self-assessment and map out your skills, interests, values and motivation. Start with what you really want from your life and identify what is important to you:

- **READ** *How to get a job you love*, by John Lees, McGraw-Hill Education, ISBN-10: 0077179544, ISBN-13: 978-0077179540 or *What Colour is your Parachute* by Richard N Bolles, Ten Speed Press, ISBN-10: 039957820X, ISBN-13: 978-0399578205
- **COMPLETE** the prospects career planner www.prospects.ac.uk/planner
- **READ** some real stories to inspire your career www.icould.com
- **DISCOVER** work that matches your strengths by visiting jobmi www.jobmi.com
- **COMPLETE** your Wheel of Life <http://bit.ly/1IDWwva>

TOP TIP

Don't forget, if it's the scholarship and research in management course which you enjoy the most, you could consider a postgraduate course in a relevant subject. King's Careers & Employability can provide information and advice on postgraduate study options and funding issues.

VOICE OF THE EMPLOYER – PWC

'We've recruited a number of students from King's on to our graduate programmes. We're interested in talented students applying to us with strong academic credentials and employability skills are also important. Applicants who stand out are those who've done research and are well prepared.'

As a leading employer of graduates, we recognise the important role played by King's Careers & Employability and their professional skills programme in producing high-calibre, motivated individuals who are ready to enter the world of professional services.'



What you have to offer

A marketing professional needs to know their market and the product they are selling, so do you. Your product is you and your market is your next employer. Consider what your unique selling points (USPs) are by identifying your key skills. Why will a 'buyer' or employer choose you over the competition?

Skill	Example
Communication	Written and verbal communication: Are you able to communicate your ideas clearly? Have you had to explain specialist information? Can you adapt your approach for different audiences? What type of communication are you experienced with? (eg presentation, reports, brainstorming, formal discussion).
Customer service	Providing a service for the general public or internal clients: Do you have an aptitude for sales? Do you understand the needs of internal and external customers? Can you persuade or negotiate effectively? Can you empathise with customers?
Teamwork	Working effectively with others: How do you handle conflict? Can you assume different roles? Do you know how to define your role as part of a team?
Planning and organising	Managing time, resources and priorities: Have you set timelines, co-ordinated tasks for yourself and with others? Can you adapt plans to cope with unexpected changes? Have you collected, analysed and organised information? Have you planned or organised events?
Management/leadership	Your ability to plan, assume responsibility, delegate tasks, take action and achieve set targets, demonstrate foresight and set direction: Can you organise people's activities and time? Can you resolve conflict? Can you make maximum use of people and resources to achieve objectives? Have you coached staff or provided constructive feedback?
Time management	Working to deadlines, balancing competing priorities: Can you organise your work and prioritise tasks? Can you produce work to deadlines? Can you effectively balance study and part-time work?
Analytical/problem solving	Identify and critique problems, create strategies and develop creative, innovative or practical solutions: Have you identified problems and found a solution? Have you used budgeting or financial management to solve problems? Do you test assumptions taking the context of data and circumstances into account? Have you resolved concerns in relation to complex projects or issues?
Self management	Your ability to evaluate and monitor your own performance: Have you identified your weaknesses and addressed them? Are you able to articulate your ideas and visions? Do you take responsibility for your development?
Technical	Technical knowledge of tools of your profession: Are you skilled in using specialist tools? Do you have knowledge and experience of IT systems, programmes and languages?
Initiative and enterprise	Adapting to new situations, developing a strategic, creative, long term vision: Have you identified opportunities not obvious to others? Can you translate ideas into action? Can you generate a range of options or initiate innovative solutions?
Interpersonal	Building and maintaining effective professional relationships: Can you relate to other people? Can you mix well with a broad range of individuals and groups?



How to evidence your skills, interests and behaviours

Having considered what you have to offer, the next step is to work out how to evidence your skills, strengths and behaviours during an interview. Many recruiters assess candidates by matching their skills or competencies with the skills the role requires; this is called ‘competency or strength-based recruitment’. Throughout the recruitment process an employer will look for evidence that you have demonstrated those particular skills.

You might be tempted to simply tell the employer all about what you have learnt on your course but, in reality, they will be looking for more. By introducing diverse practical examples, such as extra-curricular activities, voluntary work, part-time work, society involvement, hobbies, achievements and so on, this helps strengthen your evidence for applications and interviews.

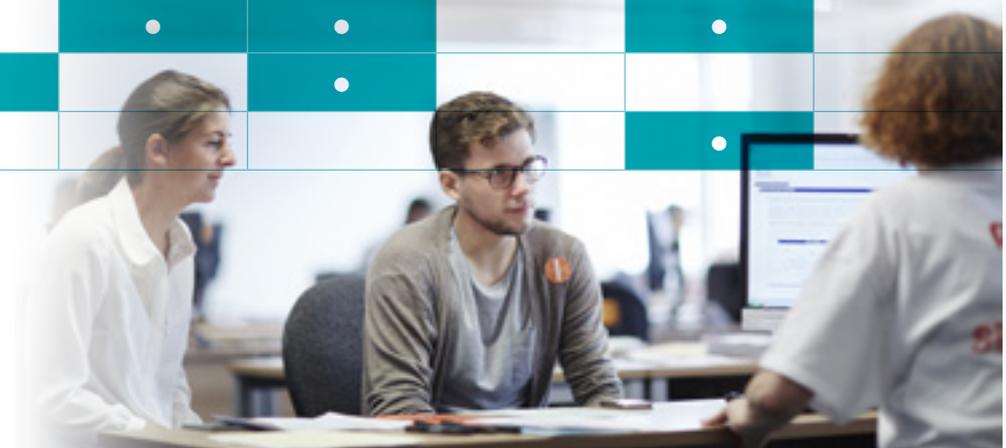
Use the table below to capture your range of experiences and the competencies these demonstrate.

Get involved

Take advantage of the range of opportunities at King’s to develop your skills and strengths. For example, you could take part in the King’s Leadership & Professional Skills Award. The award programme allows you to deploy a variety of employability skills such as project management, networking and problem solving, as well as facilitating valuable interactions with employers.

You could learn a language, take up a new sport or join a club such as King’s College London Business Club or one of the many Students’ Union societies. The choice is yours – challenge yourself, create memories and do something that helps you stand out from the crowd.

What employers are looking for	Examples you could use					
	Your degree and tutorial presentations	Student societies, part-time/ voluntary work and careers workshops	Summer internship	Being an elected student representative	Fund raising for a local charity	Student football team captain
Research ability, analytical skills and problem solving	•					
Communication skills, ability to present, persuade and be diplomatic	•	•		•		•
Team working and interpersonal skills		•	•		•	
Organisational skills	•		•			
Commercial awareness					•	



FIND OUT MORE

Choosing what’s next after graduation, see guide in www.kcl.ac.uk/careerkit

Thinking about your future

Pages 14-15: *The Ultimate Career Guide: London 2017* <http://bit.ly/2k4S0Q8>

Demonstrate your skills and competencies

Pages 29-31: *The Ultimate Career Guide: London 2017* <http://bit.ly/2j8fK6I> and see guide in www.kcl.ac.uk/careerkit

King’s Leadership & Professional Skills Award www.kcl.ac.uk/klpsa

Modern Language Centre www.kcl.ac.uk/mlc

King’s College London Business Club www.kclbc.com

King’s College London Students’ Union www.kclsu.org

King’s Experience – Student learning opportunities and awards www.kcl.ac.uk/experience-awards

Participate in an interactive game and/or business challenge www.kcl.ac.uk/competitions-bis-games

Career options

Exploring your options

During your time at King's you will develop many of the skills and strengths that employers look for in graduates. You can also use this period to explore the wide range of industries and professions open to you. The career you succeed in will most likely be in the area which you most enjoy; so start exploring your options by:

- attending the Management Professional Skills Programme sessions and meet a range of employers;
- paying a visit to the careers centre and pick up some of the sector handouts;
- visiting one of the careers fairs during the Autumn term, such as the Finance, Technology and Consulting Fair;
- talking to a careers consultant;
- researching what alumni from your course have gone on to do.

Don't forget that employers who visit King's represent just a small proportion of the organisations that employ graduates. You'll need to carry out your own research and use your own contacts, networks, professional bodies and LinkedIn to understand the full range of opportunities available to you.

Getting to know the market

Here are just some of the potential sectors you could enter upon graduation:

Accountancy and tax

Chartered accountants provide professional financial advice. If you enjoy interpreting numbers and providing explanations and advice, learning and using technical expertise, then maybe a career in accountancy or tax is for you.

Buying, selling and retailing

Retail is one of the most varied of sectors you can join as a graduate, with positions in finance, distribution, logistics, sales and marketing representing just a few of the roles open to you. It can be a rewarding career path, with additional opportunities to work in an area of personal interest, such as fashion or music.

Human resources and recruitment

A career in HR can be very fulfilling. Enjoying face-to-face contact with people and having an interest in organisational development are key assets. Roles in this sector cover anything from HR management to learning and development, recruitment and contracts, compensations and benefits and employee wellbeing.

Consultancy

Consultants provide an external perspective to help companies solve their most pressing business issues. Enjoy variety, teamwork, analysing information, client-facing work and forming recommendations? These skills are vital to a successful consultant. Consulting offers the chance to keep learning as you work on various projects in different industries to unravel different operational and strategic challenges.

Banking and finance

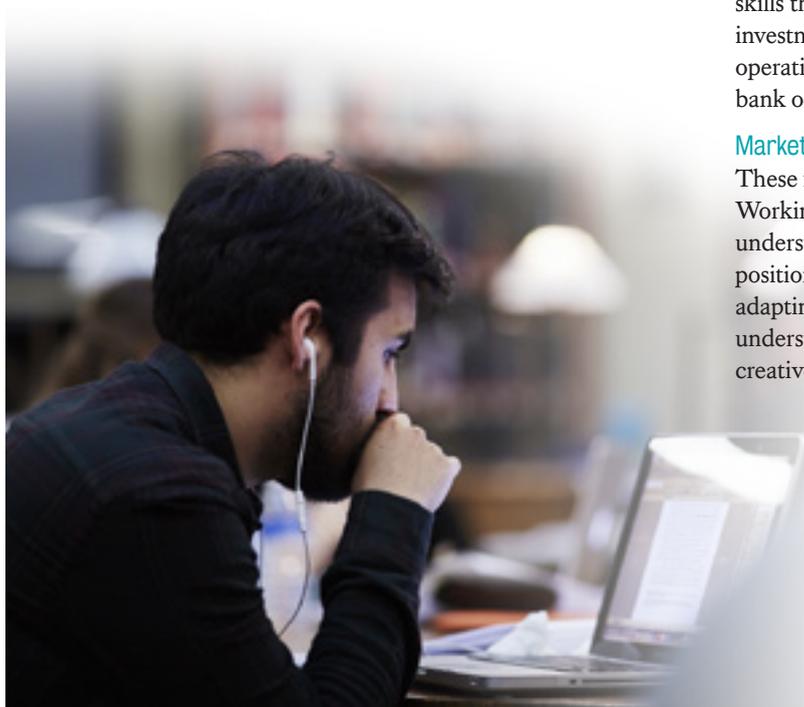
Banking and finance career options are diverse and you are likely to be working in a dynamic, fast-paced environment. Potential roles draw on a wide variety of skills – from numerical and analytical skills through to relationship building and sales. Options include investment and retail banking, sales, trading, research, IT and operations. You may find yourself working in a large multi-national bank or for smaller boutique hedge-fund organisations.

Marketing, advertising and PR

These functions are critical to the growth and longevity of businesses. Working in this sector involves helping companies build their brand, understanding and connecting with the audiences and securing their position in the market. If you enjoy analysing trends and information, adapting approaches to changing needs, thinking strategically and understanding the wider landscape, alongside delivering innovative, creative solutions – then this could be the career option for you.

VOICE OF THE STUDENT

'I had my interview yesterday with a top executive search firm and, thankfully, it went really, really well! Honestly, about half the questions they asked me were ones that you asked me a week ago – so for that I thank you as my thorough preparation was undoubtedly down to you.'





Entrepreneurship

HAVE YOU GOT A GREAT IDEA THAT YOU WANT TO TAKE TO MARKET? ARE YOU LOOKING TO RUN A BUSINESS ALONGSIDE YOUR STUDIES? (LOTS OF STUDENTS DO!), OR DO YOU JUST DREAM OF BEING YOUR OWN BOSS?

VOICE OF THE STUDENT

'Thank you so much for these very helpful, suggestions and advice! I will proceed as you advised me, I feel already so much more confident about my 'job seeker profile', and it is all thanks to you!'

The Entrepreneurship Institute is the King's dedicated entrepreneurship hub. It offers activities and initiatives designed to help students, staff and alumni of up to seven years meet inspiring and entrepreneurial people, develop entrepreneurial skills and share and enhance their own experiences.

These include:

- Inspirational events and activities featuring leaders entrepreneurs and Startups.
- Workshops on idea generation, pitching and business planning skills.
- The Idea Factory competition – King's College London's flagship idea generation competition which aims to discover the biggest and best ideas from across the university that have the potential to grow into ventures.
- King's Enterprise Award – a non-credit bearing award that introduces students to entrepreneurship and instills key capabilities including networking, communication, teamwork and leadership.

The Institute helps people at King's build their ventures and runs an accelerator programme. It can also provide endorsement for the Tier 1 (Graduate Entrepreneur) visa.

The Entrepreneurship Institute is student-led and Presidents and Vice Presidents of student societies can join the Student Advisory Board and apply for the Entrepreneurship Support Fund.

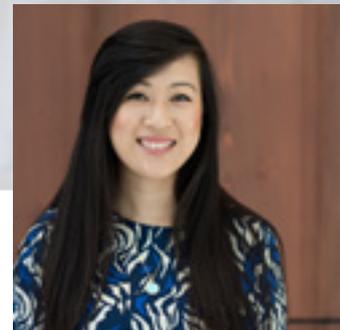
The Entrepreneurship Institute also has a virtual learning environment on KEATS – see course 0ZLS1102
<https://login-keats.kcl.ac.uk>

Take a look at the Entrepreneurship Institute Start! magazine <http://bit.ly/2ko1vYr>

EXERCISE: ACTIVITY CHECKLIST

Find out more about yourself, improve your range of experiences, and maybe learn some new skills. Have you:

- Been employed on work experience or an internship? see <http://bit.ly/2jVevoh>
- Learnt a language? see www.kcl.ac.uk/modernlanguages
- Taken part in sport? see www.kcl.ac.uk/campuslife/sport
- Had a part-time job? see www.kcl.ac.uk/part-time-experience
- Been a student representative? see www.kclsu.org/studentreps/
- Taken part in the King's Leadership Award? see www.kclsu.org/leadership/
- Taken part in a King's Experience Award? see www.kcl.ac.uk/experience-awards



Further study

Not every graduate will go straight into employment when they leave King's. Many will want to gain further qualifications, perhaps to increase their employability for a particular career.

Master's and PhD

An MSc or MA programme is generally a one year full-time commitment. Master's programmes are useful for students who want to become more specialised, change the focus of their studies, or gain more technical expertise.

If you are on track for a 2:1 or a first and have a strong interest in a career in academia, you may consider applying for a PhD. Some four-year PhD places include an equivalent of a master's year, with taught components. Others require you to have completed a master's degree.

Choosing to embark on further study is a big decision, so talk to a careers consultant to see if it's right for you.

Stitch & Story was born out of my desire to support the UK's crafts market in offering handmade products that retain an artisanal ethos.

Our knitting kits are stocked online, as well as in over 20 John Lewis stores and in the iconic Liberty store. Stitch & Story are winners of the Gift of The Year 2016 Customer's Choice award sponsored by Notonthehighstreet.com. We are currently seeking a first round of investment to support our growth plans.

I never thought I'd have the guts to start and run my own business and a big part of this is owed to my experiences at King's.

Studying Business Management not only gave me a good grounding on the principles of business but on a more personal level, it allowed me to develop leadership skills I never thought I had.

One of my greatest achievements was having the honour of meeting HRH Prince Charles at a business event to promote sustainability in knitting. Not only was I able to showcase Stitch & Story to the patron for the 'campaign for wool' but I was also given a once-in-a-lifetime opportunity to knit Prince George some baby booties and a royal bunny!

Being an entrepreneur has enabled me to benefit from the freedom of thinking creatively and, together with my love for business, my experiences at King's helped provide me with the right tools and mindset.

I loved the inspirational guest speakers on the course, along with the quality and friendly careers service at King's.

My top tip for anyone who's thinking of becoming an entrepreneur is to never be afraid to embrace a path that's less traditional in order to achieve your dream – even if it's something out of the ordinary like knitting! Try it out and if it works, immerse yourself in it!

Jenny Lam
BSc Business Management 2013
Co-Founder of Stitch & Story



FIND OUT MORE

King's Entrepreneurship Institute www.kcl.ac.uk/entrepreneurship-institute

Consider taking part in 'Idea Factory', King's College London's flagship idea generation competition www.kcl.ac.uk/ideas-competition

Check out the King's College London Entrepreneurs Society www.kcle.co.uk and King's College London Business Club www.kclbc.com

For information on Entrepreneurship and Working for yourself, see guide in www.kcl.ac.uk/careerkit and www.kcl.ac.uk/entrepreneurship-employability

Tips on gaining work experience in Experience Matters Pages 12-13: *The Ultimate Career Guide: London 2017* <http://bit.ly/2k7KtjE>

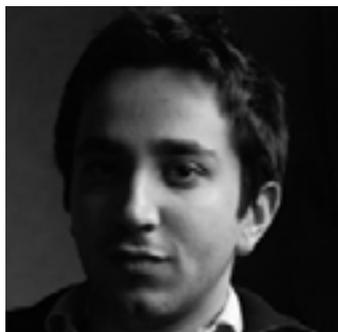
Start with your own business or social enterprise Page 18: *The Ultimate Career Guide: London 2017* <http://bit.ly/2j8Qa1p>

Considering further study? Visit www.prospects.ac.uk/postgraduate-study for more information from Prospects, the UK's official graduate careers website

Talk to your tutor about the activities you're involved in at King's and outside of university, or check www.kclsu.org for ideas

Talk to employers about what they're looking for – see www.kcl.ac.uk/careers/events for opportunities to meet with employers on campus

Getting experience



Choosing a career was not a straightforward experience and one that I will never forget. In the penultimate year of my course, I was noticeably drawn to and felt most exhilarated during finance based classes.

With the internet and King's Careers & Employability providing an abundance of information of various career paths, I made a well-informed decision to pursue a career in Investment Banking.

I started applying for internships within Investment Banking in my penultimate year. Meanwhile, I kept up to date with financial markets and current affairs as well as joining KCLSU societies.

After attaining an internship at Citi, I applied to several investment banks in the beginning of my third and final year and was, finally offered an analyst role at Goldman Sachs.

I am now running my own technology investment company. My advice to students is to be focused on a particular career as early as possible and then to be persistent with job applications.

Swaneet Singh

BSc Business Management, 2008
CEO of Eros Investments Limited

Work experience and internships

A really good way to find out more about particular roles and sectors is through work experience in a relevant industry. Sometimes, employers run their own formal schemes at certain points in the year, often treating these as on-the-job interviews for their graduate schemes. However, internships can also run throughout the year, dependent on the employer. Think about organising your experience early on as it can often take some time to sort out.

For smaller firms, start-ups and other sectors, such as not-for-profit and creative industries, you can try and set up your own internship or work experience. When thinking about work experience, ask yourself how much time you have to commit to it.

Make sure that the employer gives you a particular project or responsibility to do yourself, so that you have something you can draw upon on your CV. Use the experience afterwards to assess what you thought about the industry or company.

King's Careers & Employability can help you with your search, applications and interviews.

King's Internships & Global Internships Programme

King's Internships offer a range of interesting and challenging opportunities across a variety of different sectors, exclusively for students and recent graduates from King's College London.

King's Internships not only help you to gain valuable work experience and develop transferable skills, but also provide the opportunity for you to contribute tangibly towards project objectives and enhance your career prospects.

King's Careers Connect and JobOnline'

Check the Opportunities section of King's Careers Connect to see full-time and part-time opportunities posted by employers looking for King's students.

Our online jobs board, JobOnline, includes current vacancies and is updated throughout the day with new opportunities so that you can find the very latest posts. You can use JobOnline to search for internships as well as graduate positions and full and part-time work.

King's Talent Bank

Through a partnership with King's Talent Bank and King's Careers & Employability, you can find work at one of the King's campuses, or elsewhere, to work flexibly around your lectures and classes. Register with King's Talent Bank to browse vacancies.

FIND OUT MORE

Job hunting tactics

Page 23: *The Ultimate Career Guide: London 2017* <http://bit.ly/2k8MU11>

Inside Careers www.insidecareers.co.uk

Target Jobs www.targetjobs.co.uk

Financial careers Student Centre <http://bit.ly/2kAdFMR>

King's Internships www.kcl.ac.uk/kingsinternships

King's Global Internships Programme www.kcl.ac.uk/gip

JobOnline www.kcl.ac.uk/jobonline

King's Talent Bank www.kingstalentbank.com

KCLSU www.kclsu.org/workforus



Networking

IF YOU ARE TARGETING A SPECIFIC INDUSTRY FOR YOUR JOB SEARCH, CREATE A LIST OF ORGANISATIONS WORKING IN THE SECTOR THAT YOU WOULD LIKE TO ENGAGE WITH.

TOP TIP

Visit the 2-hour job search by Steve Dalton – www.2hourjobsearch.com for advice on prioritising your targets.

VOICE OF THE STUDENT

'I went into my interview confident of my ability to articulate my story and career choices. This has resulted in me being offered the role, so I am grateful to your careers consultant and the wider support team for your fantastic service.'

For each target company, try to identify if someone in your network works there, find out a little bit about that person's background as that will help you build a relationship with them. Make use of the King's alumni network and engage with the mentoring programme. Go to www.kcl.ac.uk/alumni for more information.

Make sure you regularly scan the press (including industry magazines) for articles connected with the companies on your target list. This may enable you to source an appropriate contact name, as senior people are often quoted in articles. Other places to find the names of senior executives include:

- new job appointments are often announced in the press and in the magazines related to your target sector
- the company's annual report
- the company's website
- speaker lists from industry conferences.

Once you have found the appropriate contact within your network, be sure to explore as much as possible and investigate the issues facing the company so you can work out how to position yourself. Do your research before the meeting to prepare some good questions. For example:

- what advice would you give someone who wants to get into this industry?
- what are the main challenges facing your industry today?
- how do you see the organisation developing over the next five years?
- what attracted you to this profession?
- what keeps you working at your organisation?

Always follow up after the meeting with a letter or email to thank them for their time. Depending on the content of the meeting you might want to mention the issues you covered, write a short proposal on how you could work for them or, if appropriate, reiterate how your experience could assist them.

Top tips for successful networking:

- Do your homework – research as much as you can about your target organisation.
- Be realistic – it can take time to build relationships; do not be too pushy.
- Be friendly and polite – show genuine interest in the other person, listen carefully to their advice and ensure they remember you by being friendly and helpful.
- Look the part – dress to leave a positive first impression.
- Be sincere – don't disregard people if they can't immediately help you with a job or an interview. You never know how they may be able to help you in the future.
- Sell yourself and be confident – revisit your self-assessment work, remind yourself of your USPs and consider where the match is between your strengths and the organisation's needs.
- Be ready – to network, anytime and any place – you never know who you might meet on a flight, train or at the gym!
- Show your true personality – remember that people buy from people they like.
- Ask good questions – gather as much information as you can about the organisation as this will help you to tailor your applications and respond to interview questions.
- Enjoy getting to know new people.



Go digital

As with nearly everything else, the internet is a useful tool for job hunting, especially if you are targeting specific sectors including business, consulting and management. You will probably be using various job boards and company websites to look for current opportunities, but have you tried some of the increasingly popular ways of finding work using the internet?

Twitter

Twitter is great for finding out about the very latest job openings straight from the organisation itself. A simple search for 'management jobs' can find opportunities in all the large and hundreds of smaller companies.

Here are some other management Twitter accounts you might be interested in:

[@Kingscareers](#)
[@Prospects](#)
[@FT](#)
[@GraduatejobsUK](#)
[@FinanceJobsUK](#)
[@cmi_managers](#)
[@ConsultantJobUK](#)
[@KCLManagement.](#)

LinkedIn

Make sure you use LinkedIn to its full potential. Keep everything professional and up to date and try to make as many relevant professional connections as possible! Be sure to follow your LinkedIn groups of companies of interest and click the 'jobs' or 'careers' link at the top of their page.

For useful LinkedIn interest groups, select and search for the following:

- ♦ [Office, Administration and Management Careers, Networking and Jobs](#)
- ♦ [Banking Careers](#)
- ♦ [Professional Services Management Careers.](#)

TOP TIPS

If you apply for a job and state that you saw the job posted on their Twitter feed, they'll know that you keep up to date with new technologies and that you've been proactive in finding their Twitter and targeting them specifically!

Ask your tutor for a Recommendation on LinkedIn so they can write a paragraph or two personalised to you. It gives your profile a little bit more credibility for employers who view it!

FIND OUT MORE

Why events are essential

Page 24: *The Ultimate Career Guide: London 2017*
<http://bit.ly/2ksyDxR>

Networking and asking people about their jobs

<http://bit.ly/2jw8z0>

Networking and events – see guide in

www.kcl.ac.uk/careerkit

Speculative job hunting

Page 39: *The Ultimate Career Guide: London 2017*
<http://bit.ly/2k93v97>

Make the most of social media and getting LinkedIn with employers

Page 26: *The Ultimate Career Guide: London 2017*
<http://bit.ly/2jwBqHS>

LinkedIn your career starts here <http://bit.ly/1ff38NI>

Effective use of LinkedIn & Social Media – see guide in www.kcl.ac.uk/careerkit



Applications, CVs, letters and interviews

DIFFERENT BUSINESSES WILL ALL USE DIFFERENT APPLICATION PROCESSES, THOUGH THERE ARE SOME COMMON THEMES YOU CAN LEARN THAT WILL HELP YOUR ENTRY INTO THE RECRUITMENT MARKET.

Application forms

Application forms might seem easy, but they're more complex than just filling in your contact details and employment history. There are likely to be questions asking you about your motivation to work for that organisation and others testing your evidence around the required competencies.

Example questions might be:

- Provide an example of when you have used your communication skills to negotiate a solution to a problem.
- Give evidence to show when you have been self motivated.

You can build your answers to these questions by providing the context of the situation, the actions you took and the result. If you would like help and feedback on your application, book an appointment to talk to one of our application advisors at King's Careers & Employability.

CVs

In your CV you need to provide evidence that you have the skills and competencies to carry out the role you are applying for. It needs to be clearly laid out, appropriately ordered and tailored for the specific role advertised. It is an informational document, yet it has to be persuasive in order to sell yourself to the employer.

In the UK, some sectors have different CV formats; make sure you do your research before starting on your CV. If you are using a CV to apply for a job in another country, you should research the appropriate format for that country and information typically required.

Your CV is essential in the application process and should summarise and highlight the most positive and relevant aspects about you and your experiences. The primary purpose of your CV is to get you an interview. An employer may only scan your CV briefly, so it is essential that the format and the layout enable them to quickly understand what you have to offer.

Marketing yourself requires you to be positive and upbeat; it is about persuading an employer to share your view of yourself. Your CV should help the employer to distinguish between you and the other applicants, therefore it must be an honest and individual document that tells your story; and not that of anybody else.

Top tips:

- Assess your skills and abilities – know yourself and what you have to offer.
- Decide what type of CV you want to write and how you are going to use it.
- Make it lean, clear, concise and targeted to the job or occupational field for which you are applying.
- Research the employer and gather information about the vacancy and understand what the employer is looking for.
- Present information in terms of benefits to the employer, not the benefits you want.
- Prioritise your information stating the most important and most relevant first.
- Target your strengths, skills, experience and accomplishments to match the employer's requirements.
- Ensure that information is set out clearly and is free from spelling mistakes.

Cover letters

When applying for a job with a CV, a covering letter is often required to accompany it. In the letter you will need to outline your motivation for the role you are applying for, why you want to work for the organisation and provide evidence that you have the skills required. Use the cover letter to demonstrate your enthusiasm for the position and organisation.

The purpose

- It introduces you.
- Demonstrates how your background and experience fits the needs of the employer.
- Convinces the employer you have something valuable to contribute.
- Creates a desire for the employer to interview you.

The format

- One page only
- Business letter format
- Aligned to the left hand margin
- Single line spacing
- One blank line between each section.

A good cover letter

- Pays attention to the employer's needs/ selection criteria.
- Presents your key attributes in a relevant and interesting way.
- Reflects your motivation and interest in the position.
- Demonstrates how your background links with the company and the requirements of the position.
- Provides examples of specific results you have achieved, contributions made, and states or implies you can make similar contributions to the role you are applying for.

Structure

Think of your cover letter as a 'mini-essay'. The main topic is: 'What makes me a great fit for this job'. Each paragraph should form a meaningful section of the overall argument.

Introduction

The first paragraph clearly identifies:

- The job you are applying for
- Where you saw it advertised, or how you know about it
- Why you are interested in that organisation and/or position.

To customise your letter you can use a personal contact or specific company knowledge.



If it is a letter of enquiry, it should clearly explain what you are writing about.

Main statement

This comprises one to three paragraphs, each paragraph should:

- Have a clear topic which focuses on how your qualifications, interests, knowledge or skills are relevant to the areas that *this* employer is interested in.
- Provide examples of how you have demonstrated that skill or knowledge.
- Show how that makes you a positive candidate for the position.

Conclusion

In the final paragraph:

- Demonstrate your knowledge of the organisation and reaffirm your interest in the position.
- Let your research show!
- Indicate a willingness to provide further information, let the employer know you have included your resume and any other requested documents.
- State your interest in attending an interview and, if relevant, the dates you will be available for work.

If it is a letter of enquiry, it should compel the reader to action by specifying a date on which you will follow up with a call.

Interviews

As daunting as they are, if you're confident and prepared enough, interviews are the perfect opportunity to win your employer over. In the same manner as application forms, talk about your experience by describing the context, actions you took and the result.

King's Careers & Employability offer practice interviews, giving you the opportunity to refine your technique and get feedback.

Telephone interviews

Organisations are using telephone interviews more and more, but this form of interview is daunting for both the candidate and assessor.

Prepare in the same way as you would for a face-to-face interview. Have your questions ready – you will be given the chance to ask them and give some thought to the events in your education and/or career that you will use to illustrate your answers.

I successfully got through each stage of the lengthy application process and got an offer from RBS to join their internship programme in 2012. After an intensive 10 week programme I was challenged to present my individual project to a panel of senior directors from the corporate banking division. I subsequently got offered a place on the graduate scheme on the condition that I received a 2:1 at King's.

I'd like to share some key factors which enabled me to secure my role at RBS:

- Gain work experience within the desired industry early on in your degree.
- Internships can significantly help graduates to get offered a graduate role.
- Develop competency based skills which the employer is looking for; evidenced through extra curriculum, part time jobs, work experience etc.
- Focus your applications to a few desired roles – do not lose sight of university work.

I visited the careers fairs in my first and second year which gave me a flavour for graduate programmes, inspiring me to pursue this route.

Rachel Clarke
BSc Business Management 2013,
Strategy and Commercial Manager
RBS Banking

VOICE OF THE STUDENT

'I really appreciate the mock interview practice and advice you gave me. It helped me to be more confident in interviews where I have had very positive feedback from interviews and now waiting to hear from Citi Bank about an internship.'

FIND OUT MORE

King's Careers & Employability offer practice assessment exercise through the year and in the Management Professional Skills Programme. Go to www.kcl.ac.uk/careers/events and click on Assessment Centres for sessions and information and check out the Careers & Employability page for Management on KEATS.

We also have a number of resources on writing application forms, CVs and cover letters. Email us at careers@kcl.ac.uk, or check out:

The 'resources' section on our website www.kcl.ac.uk/careers/resources

Three common application errors Pages 38-30: *The Ultimate Career Guide: London 2017* <http://bit.ly/2k93v97>

Writing effective covering letters Pages 36-37: *The Ultimate Career Guide: London 2017* <http://bit.ly/2kMjB6H>

Creating a winning CV Pages 34-45: *The Ultimate Career Guide: London 2017* <http://bit.ly/2kMq0Pm>

Impress at interview Pages 40-43: *The Ultimate Career Guide: London 2017* <http://bit.ly/2k8iU5H>

Be my interviewer www.jobsite.co.uk/bemyinterviewer

Glassdoor www.glassdoor.co.uk/interview

Prospects interview tips <http://bit.ly/29z5Bat>

Target jobs inside buzz <http://bit.ly/2kaw1XV>

Wikijobs www.wikijob.co.uk

Assessment and exercise centres

Depending on the employer, an initial interview (or possible phone or video interview) may be followed up by an invitation to an assessment day. This is usually a day where you, along with the other candidates, complete a number of exercises in groups and or individually. Here's some insight into some of the activities:

Group exercise

- These give you the chance to show off your communication skills: listening, responding to points made and getting your own opinions known.
- Employers tell us the best candidates make sure they complete the task given, rather than spending the time 'scoring points' off each other.

Case study

- Case studies test your ability to analyse and synthesise data. They are used to see how quickly you can pick out the major points, identify trends and recognise implications.
- Use a structure (perhaps think of a business's departments) to work systematically through the problem. Use evidence to back up your opinions, which will be tested in the Q&A.

Psychometric tests

- These are used either to test your abilities in numeracy and critical thinking, or to discover how you would cope with specific situations. You may find them used at any point of the application.
- Don't try to 'outthink' the test and allow sufficient time to complete as many of the tasks as possible. Practise beforehand to get used to the format and to brush up your skills.

E-tray exercises

- Some employers use these exercises to test your ability to prioritise tasks that come into an imaginary email inbox. They will also see your written communication ability.
- Try to work out which pieces of information are the most relevant. Some of it might be there just to confuse you. Are other people involved? You might be able to delegate to them.

FIND OUT MORE

All about assessment centres
<http://bit.ly/2ksvZbq>

Prospects overview of assessment centres
<http://bit.ly/1Q75ixK>

Targetjobs guide to assessment centres
<http://bit.ly/1PQ5ZIV>

Psychometric Test Resources
www.kcl.ac.uk/psychometric-tests

Grad Diary free practice numeracy tests
www.graddiary.com/numerical-reasoning-tests

Numerical reasoning online
www.numericalreasoningtest.org

Practice aptitude tests
<http://bit.ly/2jjQ3uE>

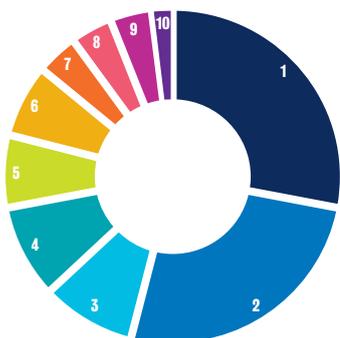
Saville Consulting
www.savilleassessment.com/practicetests

Prospects Psychometric Tests
<http://bit.ly/2b3UPvW>

Graduate destinations

HOW TO IDENTIFY WHAT JOB YOU WANT TO DO, AND WHO YOU WANT TO WORK FOR

Top 10 employment sectors for King's Business School Undergraduates



1. Retail and wholesale **28%**
2. Accountancy and financial **26%**
3. Banking and investment **9%**
4. HR and recruitment **9%**
5. Construction, the built environment and property **7%**
6. Consultancy **7%**
7. Administration and support services **4%**
8. Hospitality, leisure and tourism **4%**
9. Performance and creative arts **4%**
10. Academic research and higher education **2%**

Postgraduates



1. Accountancy and financial services **19%**
2. Manufacturing **17%**
3. Retail and wholesale activities **16%**
4. Banking and investment **10%**
5. IT, technology and telecoms **8%**
6. PR, advertising, marketing and communications **7%**
7. Construction, the built environment and property **6%**
8. Policy and government **6%**
9. Health and social care **5%**
10. Hospitality, leisure and tourism **5%**

In reality, the career in the area you most enjoy, will most likely be the one that you succeed in. If you are happy to go to work every day, it will show and you'll soon rise to the top.

Similarly, if you are particularly good at a certain course module, think about a career in which you can put these skills to good use. For example, if you achieved your highest grades in Consumer Behaviour in year two, perhaps a career in market research or consumer strategy is the one for you. Use the wide range of employers at campus career fairs to discuss what jobs are on offer.

Remember to be proactive and widen your career search. Connect with special interest groups, and attend seminars and talks that match your skills and areas of interest. For example, there are special interest groups on LinkedIn and free talks run by organisations that might provide opportunities.

Students from King's Business School find positions in a variety of different sectors and roles after graduating. Like other UK universities, King's surveys its graduates to find out what sort of employment they are in six months after graduating. 93.2% of King's Business School graduates were in graduate roles or postgraduate study within six months of graduation.

Get to know the market

Here are some of the firms that have recruited King's Business School students in the recent past:

FINANCIAL & INSURANCE	PROFESSIONAL, SCIENTIFIC & TECHNOLOGY
Commerzbank	David Chipperfield Architects
Coutts and Co.	Deloitte
Credit Europe Bank	EY
Exim Bank	Grant Thornton
Goldman Sachs	KPMG
Numil Securities	Only Lyon
SFM Europe	PwC
Stable	SAS
Talbot Underwriting	Specle
UBS	Western Union
INFORMATION & COMMUNICATION	MANUFACTURING
Accenture	Fermentich
ACKTED	Heineken UK
IRIS Software	Henker
Sapient	Poggenpohl
Soft Tech Group	Printech
The Sandpit	Surya Foods
Walt Disney	
REAL ESTATE	PUBLIC ADMINISTRATION & DEFENCE
Global Realty	Financial Services Authority (FSA)
Jones Lang LaSalle	
HEALTH & SOCIAL WORK	
Emmas	
Rockland Group	

KEY FACT

93.2%

of King's Business School graduates were in graduate roles or postgraduate study six months after they graduated.

97.3% for undergraduates and 90.3% for postgraduates

WHAT WILL I EARN AS A GRADUATE?

It very much depends on the role you take and the sector in which you work, but the average starting salary for graduates of King's Business School is:

£26,500

VOICE OF THE STUDENT

Thanks again for the very helpful practice interview last week for an internship at King's. I'm very happy to let you know I got the job, so thank you for helping me get it!

King's Careers & Employability



As a student, I tried as many sectors and career opportunities as possible, so that I could decide what I enjoyed the most.

After having done internships in banking (HSBC in London) and ecommerce (Rocket Internet in Malaysia), I eventually decided to start working for Procter & Gamble (P&G).

I first became interested in P&G at the careers fair in my first year; when the company representatives showed me a list of ten very famous CEOs who had all started their careers at P&G.

This sparked my interest, I went to King's Careers & Employability several times and received invaluable help to improve my CV, my interview skills and even did a mock assessment centre. Therefore, when I applied for P&G's summer internships in my second year; I felt extremely confident and was offered a place in the European HQ in Geneva. I liked the culture and the role a lot, so I decided to join P&G full-time as soon as I graduated.

My main advice is to try out many different things first, decide on what you like the most and then do everything in your power to make it happen.

Bo-Erik Abrahamsson

BSc Business Business Management, 2012
Financial Analysis Manager at P&G

TAKE ADVANTAGE OF ALL THAT KING'S CAN OFFER TO MAKE SURE YOU FIND THE RIGHT CAREER FOR YOU.

From one-to-one advice to connecting you with mentors and prospective employers, there is a wealth of support available to you from King's – right from day one.

King's Careers & Employability

Make sure you get in contact with King's Careers & Employability, it's right on your doorstep and it's exclusively for you. Appointments and activities are available across all King's College London campuses.

How to find out what's on and book

Use King's Careers Connect to see careers events and workshop listings. You can reserve your place, book one-to-one appointments and see what job opportunities there are on offer, including UK and overseas internships and permanent roles. Login to CareersConnect with your King's credentials at: <https://kcl.targetconnect.net>

What we offer

Careers consultants	Events	Job opportunities	Careerstagged.co.uk
Book an appointment to talk one-to-one about career ideas, applications, interview techniques – or any other career issues you might have.	King's Careers & Employability host a number of events throughout the year, including careers fairs and insight panels which give you the chance to meet top employers who work closely with King's.	Use King's Careers Connect and JobOnline to find part-time or full-time work in a number of fields, many of which are exclusive to King's students like you.	CareersTagged is your database of everything you need to know about finding and starting a career. Look online and search for the info you need to get a head start.

Locations

Strand Campus	Guy's Campus	Waterloo Campus
The Bridge, Level 1 Macadam Building Strand London WC2R 2LS	Student Services Henriette Raphael Building Guy's Campus London SE1 1UL	Library Franklin Wilkins Building London SE1 9NH
Opening hours: Monday – Thursday 9.30-17.00 Fridays 12.00-17.00	Opening hours: Monday – Friday 9.30-17.00 Please note there is no reception desk	Opening hours: Wednesday afternoon appointments in the library. Many workshops and employer events take place at this campus.

Advice for international students

We offer many services focused on international students' needs. These include:

- Workshops and events designed for international students.
- A KEATS module designed for international students.
- A comprehensive online careers resource, GoinGlobal, detailing millions of jobs and internships, and information on employment culture in dozens of countries.
- Joint workshops with the International Student advisers, focused on navigating their career plans, with an emphasis on visa regulations.

Advice for PhDs and post-doctoral researchers

If you decide to carry on with further study, then there is more careers advice available for your support. The graduate school has specialist careers consultants working to advise PhDs and research staff with their decision-making either one-to-one or through the Researcher Development Programme of workshops and courses.

FIND OUT MORE

Telephone +44 (0)20 7848 7134

Email careers@kcl.ac.uk

Website www.kcl.ac.uk/careers

Twitter [@kingscareers](https://twitter.com/kingscareers)

Facebook page [/kingscareers](https://www.facebook.com/kingscareers)



King's Business School was ranked 8th amongst all universities in Britain for the quality of its research, with almost all of its submitted impact case studies being classified as 4-star*. This is world-leading in terms of the originality, significance and rigour of the research. The School prides itself on its commitment to achieving the highest quality in both teaching and research. We are continuing to invest in systems and resources to fully support students.

We work closely and proactively with our Careers & Employability consultants to provide a service to ensure our graduates are seen by prospective employers to be job ready and high performing as they step into their chosen careers.

**Higher Education Funding Council for England, 2014*

Careers & Employability

King's College London, The Bridge, Level 1, Macadam Building, London WC2R 2LS