LinkedIn Learning

MyUniHub > MyStudy > MyLibrary > Databases

Leading online learning platform to help you learn business, software, technology and creative skills. Contains thousands of courses, playlists and video tutorials including professional and employability skills.

1. Click on ‘Browse’, then ‘Creative’ to see Learning Paths relevant to Design students (click on ‘See All’ for a full listing) including ‘Stay competitive using design thinking’, ‘Become an Industrial Designer’ and ‘Design a logo’ etc.

2. To discover employability/career development skills tutorials, click on ‘Business’ (in ‘Browse’ as above) and select ‘Career Development’ or ‘Professional Development’ (under ‘Subjects’). Skills include e.g. ‘Time management fundamentals’, ‘Communicating with confidence’, ‘Writing a resume’, and ‘Becoming a thought leader, ‘Networking’ etc.

3. Use the ‘Search’ box to find topics of interest e.g. CVs, online business, social media marketing, innovation, presentations, launching a new product, elevator pitch or a specific software such as ‘Rhino’, ‘Solidworks’ etc.
British Library Business and IP Centre

https://www.bl.uk/business-and-ip-centre

Help and support for entrepreneurs and innovators to launch, run and develop a business.

1. **Start your business:** Online articles and guidance including ‘How to develop a market positioning strategy’ and ‘What is market research’.
2. **Protecting your ideas:** Find out about intellectual property including patents, trademarks, copyright and registered designs.
3. **Grow your business:** Online guidance and advice including ‘Know your elevator pitch’ and ‘What is SWOT analysis?’.
4. **Mentoring:** The Business and IP Centre offers two mentoring programmes.
5. **Workshops and events:** Information about business related courses and training (some free) at the British Library in London.
6. **Articles:** A complete listing of all the online articles available from the British Library including ‘An introduction to YouTube copyright’ and ‘Defining a new product development process’.
1. Use the **search box** to search for a specific standard (e.g. BS EN 62209-2) or for Standards covering particular topics such as ‘hand held devices’ or ‘thermal performance’. Some maybe available as full-text documents. If not see below.

2. Please note that Middlesex University’s subscription to British Standards Online enables full-text access to up to 150 Standards of our choice. If the Standard you require is not in our subscription, then email Vanessa (v.hill@mdx.ac.uk) and ask for it to be added.
1. **Company Profiles**: Click on ‘More’ > ‘Company profiles’ and then search for a company e.g. Bosch
2. To find ‘Country reports’ and ‘Country Reviews’ select ‘Country Report’ from ‘Publication type’ drop-down menu plus add country name and year in search box e.g. United Kingdom 2018.
3. To find a **profile of a particular industry** use the same drop-down menu (‘Publication type’), select ‘Industry profile’ and add relevant search terms in the search box at the top of the page e.g. Household appliances United kingdom.
4. Find a **SWOT report** (Strengths, weaknesses, opportunities and threats) by selecting SWOT analysis from the drop-down menu (‘Publication type’) and adding company name to the search box at the top of the screen e.g. Electrolux.
5. You can also search for a **subject** using the search box at the top of the page e.g. “Product pitch” (use “quotation marks” to search for words as a phrase) or Product design marketing.
Trend forecasting and product design tool for the home, interiors and industrial design markets across numerous product categories including furniture, lighting, textiles, interiors and garden design.

1. Click on Lifestyle or Interiors (or All Markets to see both together) to look at ‘Future trends’ (e.g. Autumn/Winter 19/20) or a ‘Category’ (e.g. Experience Design) etc.
2. Use the search facility to find content on a particular topic e.g. Robots or Sustainability.
3. Click on ‘All Markets’ and select Trendlink (under ‘Research’ heading) to browse current and evolving trends that share a common denominator grouped in categories such as ‘Portable’ or ‘Wearable Technology’.
4. Click on City by City to see city guides and other related content.
1. Use **Search** box to look for industry reports e.g. Clothing UK or Biotechnology UK.
2. Use to browse manufacturing/industry categories available e.g. **UK Industry Reports > Manufacturing > Electric Lighting Equipment Manufacturing in the UK**
3. **Industry Insider:** for the latest ‘trending insights’ from Industry experts and analysts e.g. Effects of Brexit on International trade, Autumn budget and UK industry.
WARC
(World Advertising Research Centre)
MyUniHub > MyStudy > MyLibrary > Databases

Combines current new thinking and trends with best practice, featuring access to over 6,000 award winning case studies, in-depth trend analysis and research reports.

1. Use **Search Box** to search for a topic or brand e.g. Bosch, Sustainability or Robots.
2. Select ‘**Case Finder**’ to find case studies of advertising campaigns in a structured way.
3. Use ‘**Topics**’ for guidance and best practice on key marketing topics such as ‘Brand Positioning’ or ‘Creative Briefing’.
4. Select ‘**Tools**’ and then ‘**Pitch Support**’ to access WARC’s Pitch Builder and New Business Guide which can help you be organised about how you proceed in new business and a pitch, get briefed on the 4Cs, gather evidence to back your proposals etc.
5. Use the ‘**Strategy Toolkit**’ to develop your skills as a marketing strategist.
COBRA
(Complete Business Reference Advisor)
MyUniHub > MyStudy > MyLibrary > Databases

Provides practical information for starting up a small business in the UK, especially useful for smaller niche sectors and for market information in specific areas of the UK.

1. **Business Opportunity Profiles** to discover qualifications needed; market issues and trends; trading, commercial and legal issues etc e.g. Design Agency.
2. **Business Information Factsheets** e.g. ‘Controlling costs’, ‘Profiling your target audience’, ‘Choosing and registering an Internet domain’ and ‘GDPR’.
3. **Sector Guides > Sector updates** for latest industry news and developments e.g. Crafts and Creative Industries.
4. **Local Area Profiles** to discover the range of business support available for start-ups and small firms.
5. **Business Legal Library** for legal information e.g. Intellectual Property.
6. **Sources of Business Information** including business support; information and statistics; professional and trade associations; regulators and government departments; and skills and training.
7. **Business Events** such as New Designers and Surface Design Show.
1. Use the ‘Search Box’ to search for a topic e.g. ‘Millennials’ or ‘Brand loyalty’ and then select either ‘Statistics’ or ‘Analysis’.
2. Click on Industries for reports and data on categories such as ‘Packaged Food’ or ‘Personal Accessories’.
3. Click on Companies for a detailed company profile e.g. Electrolux.
Trendhunter

https://www.trendhunter.com/

Trendhunter is the world’s largest trend community fuelled by a global network of 200,000 contributors and updated daily with curated content including ideas, insights and trend reports.

1. Click on ‘Log In’ to create an account so that you can contribute to Trendhunter. Register for a weekly update by clicking on the (next to ‘Log In’) icon.
2. Click on the ‘Search’ icon to search for a topic e.g. Wellbeing.
3. Select the categories such as ‘Fashion’, ‘Tech’ and ‘Design’ to see themed trend reports.
Mintel is the World’s leading market intelligence agency who cover 38,000 product launches a month, gather public opinion and track consumer spending.

Market intelligence consists of data, market research, market analysis, competitive intelligence, and product intelligence which are expertly combined into reports available on Mintel. Covers Europe and America particular.

1. Use ‘search box’ to search for a subject e.g. brand loyalty.
2. Select ‘Schedule’ to locate reports i.e. ‘Select Group’ e.g. UK > ‘Select subscription’ e.g. Health and Wellbeing > Select a report e.g. Managing Health and Wellbeing UK.
3. Click on ‘Trends’ and select from the following categories: Trends (patterns in consumer behaviour), Observations (trends in action) or Explore (by sector, demographic, theme or region).