

BUSINESS MANAGEMENT CAREER SNAPSHOT



BOOST YOUR EMPLOYMENT PROSPECTS



Explore your options, clarify your career goals



Build your networks



Gain course relevant experience



Fine tune your job application skills



Show initiative, engage in extra-curricular activities and stand out

For further ideas, access the [JCU Career Action Plan](#)

Graduate Opportunities

The Bachelor of Business (Management) develops the skills required to solve complex organisational problems, plan effectively, manage people, workflow, finances and resources and direct business operations. Source: [JCU](#) retrieved 29 August, 2018.

There are a wide variety of positions that a degree in Business Management will equip you for.

Examples include working for:

- Federal, state and local government departments
- Not-for-profit organisations
- Business consultancies
- Small and medium sized enterprises
- Multinational corporations
- Freelance and startups
- Your own or a family business

Depending on your areas of interest and/or expertise and subjects selected, you may undertake a role such as*:

- General manager
- Corporate services manager

- Policy and planning manager
- Supply, distribution and procurement manager
- Advertising, public relations and sales manager
- Finance manager
- Customer service manager
- Human resources manager
- Organisation analyst
- Production manager
- Research and development manager

For further ideas, or to read the profiles on these management positions please visit [Job Outlook](#).

**Note: Not all of these positions will be available to graduates without prior experience or specific knowledge.*

LinkedIn Career Path Data

The [JCU Alumni LinkedIn page](#) provides information on over 14,000 JCU alumni who have listed 'business management' within their **LinkedIn profile**. Investigate these profiles to identify career pathways of graduates and current and past employers.

The top ten fields of employment listed on the LinkedIn profiles are:

- Business Development
- Sales
- Operations
- Education
- Information Technology
- Finance
- Community and Social Services
- Marketing
- Human Resources

The top ten organisations listed in the LinkedIn profiles are*:

- Queensland Health
- Queensland Dept of Education
- Telstra
- BHP
- Townsville City Council
- ANZ
- National Australia Bank
- Commonwealth Bank
- Crowe Horwath
- Queensland Government

* excluding universities

Source: [James Cook University Alumni LinkedIn](#) (Retrieved 28 August 2018)

Job Opportunities

Online job boards, graduate recruitment directories, employer websites, Facebook pages, LinkedIn accounts and Twitter feeds all provide information on **job opportunities** and **employer expectations**.

It is important you work towards gaining the skills, knowledge and experience you identify as in demand to ensure you are competitive when entering the graduate labour market.

Online Job Boards

- [SEEK](#)
- [JCU Careerhub](#)
- [CareerOne](#)
- [Australian Job Search](#)
- [Queensland Government Jobs](#)

Graduate Recruitment Directories

These online directories provide information on graduate jobs, graduate programs, internships and vacation programs and job application advice.

- [GradAustralia](#)
- [Graduate Opportunities](#)
- [GradConnection](#)
- [Queensland Government Graduate Portal](#)
- [Australian Public Service Graduate Programs](#)

Tap into online forums e.g. [Glassdoor](#) and [Whirlpool Forum](#) to view discussions on employers and recruitment requirements and experiences.

JCU College of Business, Law and Governance emails and [Facebook](#) posts also alert you to undergraduate and graduate opportunities.

Finally **connect with employers directly** to identify possibilities of undergraduate and graduate employment.

Enhance Your Graduate Employability

In an increasingly competitive labour market it is vital that you possess the skills, attributes, discipline knowledge and related expertise sought by graduate employers.

To enable students to gain a competitive edge, employability-related activities and initiatives are embedded within, and alongside the JCU Bachelor of Business degree using PebblePad as a key tool. Students collect skills-based evidence commencing in first year, culminating in their capstone WIL experience which involves the development of a CV ePortfolio for assessment. Actively engage in these opportunities to increase your chances of graduate success.

JCU Work Integrated Learning Experience

The JCU Bachelor of Business includes a core final year **Work Integrated Learning (WIL)** experience. Through either an **internship, group industry project or work-based project**, you can put theory into practice as part of your degree to reinforce your academic learning while developing essential employability skills.

To prepare for this experience, Bachelor of Business students undertake WIL preparation from their first year using the [JCU Career Development Program](#). Students complete prescribed online career development modules and quizzes in each year of their degree to be eligible to apply for their WIL experience in final year.

Professional Development Certificate

All JCU Bachelor of Business students, across all Campuses, have the opportunity to complete the **Professional Development Certificate (PDC)**.

The **PDC** involves the voluntary completion of a sequence of non-accredited extra-curricular activities such as volunteering, attending networking events and developing a LinkedIn profile.

Activities are completed in each year of the degree and are designed to enhance the skills and competencies highly valued by prospective employers, improving your graduate employability.

Every student enrolled in the Bachelor of Business has access to a WIL in BBus organisation on LearnJCU. More information on WIL and the PDC is available via this site.

Additional Experience

Vacation programs can often lead to graduate employment with the employer. These programs generally take place during student vacations and are often paid. If eligible for WIL, you may be able to do this as an internship for your core WIL experience.

Cadetships or employment are also available with the option of working part or full time while completing your university studies.

Professional Associations

Student membership with a Professional Association or Industry Body is one of the activities within the PDC and is an ideal way to gain valuable insight into your future profession, demonstrate interest and meet people in your field who can support you in developing your career. It is a clear signal to employers about commitment to your future profession and ongoing professional development.

Membership benefits include access to industry news and trends, professional development, advertised jobs, conferences and other networking events.

Explore your eligibility to join:

- [Australian Institute of Management](#)
- [Business Council of Australia](#)
- [Australian Chamber of Commerce and Industry](#)
- [Institute of Management Consultants](#)
- [Institute of Managers and Leaders](#)

Depending on your majors, there will be other professional bodies which you may be eligible to apply for membership e.g. [AHRI](#), [CA ANZ](#), [CPA Australia](#).

Graduate Programs

While the majority of graduates will find employment with small or medium size employers, a number of graduates may gain entry into **Graduate Programs** offered by large organisations (e.g. KPMG, PwC, Accenture) or government departments.

Graduate programs are structured professional development positions where successful applicants are provided on the job training and mentoring within the organisation.

The organisations' generally **recruit students throughout their final year of study** for commencement in the following year. Applications open as early as March.

Graduate programs are competitive, so it is important to understand what is expected and work towards ensuring you have the skills, knowledge and experience required.

Final Word

Remember, employers want to know you can offer more than your educational qualification. Be proactive, get involved and stand out from the crowd.

Keep a record of the skills you achieve through your academic learning and extra-curricular activities, and add evidence to your PebblePad Assets store and LinkedIn profile.

- Actively engage in the Professional Development Certificate
- Utilise [LinkedIn](#): develop an impressive professional profile, join job relevant groups, connect with professionals and follow employers of choice
- Further develop your business and entrepreneurial skills. Free short courses are available on [Lynda.com](#) (log in via the JCU library website) and the JCU [Developing an Enterprising Mindset](#) program
- Become a [JCU Student Mentor](#) or volunteer at the annual [JCU Careers Fair](#)
- Join your JCU Student Club e.g. [JCU Business Student Club Cairns](#), [JCU Business Society Townsville](#)
- Be involved in community activities, organisations and events. Employers value community engagement work.