

# BUSINESS 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

Employment options for JCU Bachelor of Business graduates are many and varied. The degree develops the skills required to solve complex organisational problems, plan effectively, manage people, workflow, finances and resources and direct business operations. Source: [JCU Bachelor of Business](#) Retrieved 29 August, 2018.

Students can major in Accounting, Banking and Finance, Business Intelligence and Information Systems, Economics, Financial Management, Governance, Business and Society, Hospitality and Tourism Management, Human Resources Management, International Business, Management, Marketing, and Sports and Events Management. Students can also build employability by studying a joint degree.

Job opportunities depend on the majors and minors a student decides to specialise in. Potential careers could include\*:

- Accountant (working in the fields of forensics, tax, litigation, business or management)
- Business Intelligence Analyst, Information Security Analyst, IT Project Manager, Business Intelligence Consultant

- Economist
- Business Development Manager, Strategy Manager
- Analyst, Investment Analyst, Stockbrokers or Financial Researcher
- Governance Consultant, Policy Advisor, Stakeholder Management Officer, Strategic Planner, Public Affairs Leader, Government Relations Officer
- Events Manager, Tourism Officer, Marketing Officer, Market Researcher, Social Media Marketer, Brand Manager, Public Relations Officer
- Human Resource Manager

Source: [JCU Bachelor of Business](#)  
Retrieved 5 November, 2018.

*\*Note: Not all of these positions will be available to graduates without prior experience or additional training.*

## Identifying Opportunities

**Online job boards, graduate recruitment directories, employer websites, Facebook pages, LinkedIn accounts and Twitter feeds** all provide information on the range of positions and industries available to Bachelor of Business students and graduates.

Job vacancy listings will give you an understanding of employer expectations on the knowledge, skills and attributes required.

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

### Online Job Boards

- [SEEK](#)
- [JCU Careerhub](#)
- [CareerOne](#)
- [Australian Job Search](#)
- [Queensland Government Jobs](#)
- [Queensland Government Graduate Portal](#)
- [Australian Public Service Graduate Programs](#)

### Graduate Recruitment Directories

The following sites provide information on graduate jobs, graduate programs,

internships, vacation programs and job application advice.

- [GradAustralia](#)
- [Graduate Opportunities](#)
- [GradConnection](#)

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

**JCU Careers Facebook** posts also alert you to undergraduate and graduate opportunities.

The [JCU Alumni LinkedIn page](#) provides information on over 12,000 JCU alumni who have listed 'Bachelor of Business' within their **LinkedIn profile**. Investigate profiles to identify career paths and current and past employers of JCU Bachelor of Business graduates.

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 organization on LearnJCU. More information on WIL and the PDC is available via this site.

## Professional Associations Industry Bodies

Students are encouraged to investigate Professional Associations or Industry Bodies relevant to their major to gain greater awareness of developments and opportunities within their future industry area.

**Examples of Associations and Industry Bodies to explore:**

[Business Council of Australia](#)  
[Australian Chamber of Commerce and Industry](#)

**Accounting**

[Certified Practising Accountants Australia \(CPA\)](#)

[Chartered Accountants Australia and New Zealand \(CAANZ\)](#)

**Human Resources**

[Australian Human Resources Institute](#)

**Banking and Finance**

**Financial Management**

[Australian Financial Markets Association](#)

[Financial Planning Association](#)

[Financial Services Institute of Australasia \(FINSIA\)](#)

**Business Intelligence and Information Systems**

[DAMA \(Data Management Association\)](#)

[Institute of Analytics Professionals of Australia](#)

[Institute of Analytics Professionals of Australia](#)

**Economics**

[The Economic Society of Australia](#)

**Governance, Business and Society**

[Governance Institute of Australia](#)

**Hospitality and Tourism Management**

**Management**

[Queensland Tourism Industry Council](#)

**Human Resource Management**

[Australian Human Resources Institute](#)

[Australian Institute of Training and Development](#)

[Development](#)

**International Business**

[Australian Chamber of Commerce](#)

**Management**

[Australian Institute of Management](#)

[Institute of Management Consultants](#)

**Marketing**

[Australian Marketing Institute](#)

**Sports and Events Management**

[Sport Management Association of Australia & New Zealand](#)

[Business Events Council of Australia](#)

**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, develop skills, demonstrate interest and meet people in your field who can support you in developing your career.

## 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.

## Graduate Programs

Graduate programs are paid structured professional development positions offered by large organisations (e.g. KPMG, PwC, Accenture) or government departments. Successful applicants are offered on the job training and mentoring.

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.

## Starting a Business

The Queensland Government [Starting a Business](#) site provides information and advice on how to set up your own business or start up in Queensland. Information includes: planning a business, costs, finance and banking, business types and legal structures, licensing, registrations, legal obligations, IT requirements etc.

## Stand Out

Employers want to know you can offer more than your educational qualifications. **Be proactive**, get involved and stand out from the crowd.

- Actively engage in the Professional Development Certificate (PDC) Program.
- Undertake relevant professional development opportunities.
- Join your JCU Student Club e.g. [JCU Business Student Club Cairns](#), [JCU Business Society Townsville](#)
- Actively participate on [LinkedIn](#), develop an impressive profile, join relevant groups, connect with professionals and follow employers of interest.
- Be involved in community activities, organisations and events. Employers value community engagement.