

# 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 [JCU Job Ready: Steps to Employment Success](#)

## Graduate Opportunities

Employment options for JCU Bachelor of Business graduates are many and varied. Career paths depend on the majors and minors a student specialises in.

Students can major in Business Intelligence and Information Systems, 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](#).



The following 'Fast Facts' for jobs relevant to the Bachelor of Business were accessed from the Australian Government site, Job Outlook. The site provides information on key duties, knowledge and skills required, pathways, weekly salary and future employment projections. (Retrieved 14 April 2020).

Information on other jobs relevant to the Bachelor of Business is available at [www.joboutlook.gov.au](http://www.joboutlook.gov.au)

### All Advertising and Marketing Professionals

**\$1,737**  
Weekly Pay ?

**Strong**  
Future Growth ?

**Lower unemployment**  
Unemployment ?

**74,800 workers**  
Employment Size ?

### All Conference and Event Organisers

**\$1,347**  
Weekly Pay ?

**Strong**  
Future Growth ?

**Lower unemployment**  
Unemployment ?

**39,800 workers**  
Employment Size ?

### All ICT Business and Systems Analysts

**\$2,274**  
Weekly Pay ?

**Strong**  
Future Growth ?

**Lower unemployment**  
Unemployment ?

**23,800 workers**  
Employment Size ?

### All Human Resource Managers

**\$2,464**  
Weekly Pay ?

**Strong**  
Future Growth ?

**Average unemployment**  
Unemployment ?

**57,800 workers**  
Employment Size ?

## Identifying Opportunities

Online job boards, graduate recruitment directories, employer websites and social media accounts, 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 opportunities available plus **employer expectations** on the knowledge, skills and attributes required for various positions.

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](#)
- [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 programs, internships and vacation programs.

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

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

The [JCU Alumni LinkedIn page](#) provides information on over 13,000 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.

## Professional Development Certificate - Enhance Your Graduate Employability

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

To enable students to gain a competitive edge, employability-related activities and initiatives are embedded within, and alongside, your degree. 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. All activities are designed to enhance the skills and competencies that are highly valued by prospective employers.

Commencing in first year, students collect and record experiences and skill development using the online tool, [PebblePad](#). This culminates in their final year capstone Work Integrated Learning (WIL) experience which involves the development of a Curriculum Vitae ePortfolio for assessment.

Employers want to know you can offer more than your educational qualifications. **Be proactive**, get involved, actively engage in these activities, stand out from the crowd and increase your chances of graduate success.

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.

## 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 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](#)

### Business Intelligence and Information Systems

- [DAMA \(The Data Management Association\)](#)
- [Institute of Analytics Professionals of Australia](#)

### Hospitality and Tourism Management

- [Queensland Tourism Industry Council](#)

### Human Resource Management

- [Australian Human Resources Institute](#)
- [Australian Institute of Training and Development](#)

### 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

Professional Development Certificate 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. Check with your College if you are able to undertake a vacation program as your internship for your core WIL experience.

**Cadetships or employment** are also available with the option of working while completing your studies.

## Graduate Positions vs Graduate Programs

Graduate programs are paid structured professional development positions offered by large organisations and government departments to recent graduates. Participants are offered on the job training and mentoring.

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

Opportunities are advertised through employers' websites and social media sites, online job boards and the graduate recruitment directories - [GradAustralia](#) and [GradConnection](#).

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

Small to medium sized employers may not offer structured positions for graduates, and will recruit when a position arises. Identify organisations of interest and familiarise yourself with their recruitment practices.

## 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.