

# 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](#)

## 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 for the Digital Age, and Sports and Events Management. Students can also increase their career options by studying a [joint degree](#).



The Australian Government [Job Outlook](#) site provides information on key duties, knowledge and skills required, pathways, weekly salary, and employment projections. on many careers stemming from the Bachelor of Business. The following 'Fast Facts' were accessed from the Job Outlook site (Retrieved 12 January, 2021).

**All Advertising and Marketing Professionals**

-  **\$1,737** Weekly Pay
-  **Very strong** Future Growth
-  **81,600 workers** Employment Size
-  **Very high skill** Skill level rating

**All Conference and Event Organisers**

-  **\$1,347** Weekly Pay
-  **Very strong** Future Growth
-  **40,300 workers** Employment Size
-  **High skill** Skill level rating

**All ICT Business and Systems Analysts**

-  **\$2,274** Weekly Pay
-  **Strong** Future Growth
-  **43,700 workers** Employment Size
-  **Very high skill** Skill level rating

**All Human Resource Managers**

-  **\$2,464** Weekly Pay
-  **Very strong** Future Growth
-  **57,100 workers** Employment Size
-  **Very high skill** Skill level rating

## Identifying Opportunities

**Online job boards, graduate recruitment directories, employer websites and social media** accounts, provide information on the range of positions and industry areas available to Bachelor of Business students and graduates.

Job vacancy listings will also give you an understanding of **employer expectations** 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](#)
- [LinkedIn Jobs](#)
- [Australian Job Search](#)
- [Queensland Government Jobs](#)

### Graduate Recruitment Directories

The following sites provide information on graduate jobs, graduate programs, internships and vacation work.

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

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

The [James Cook University LinkedIn](#) page provides information on over 13,000 JCU alumni (graduates) who have listed 'Bachelor of Business' within their **LinkedIn profile**. You can drill down to alumni with your major. Investigate their profiles to identify their career paths including job titles and current and past employers.

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

## Professional Development Certificate

Employers will look at your education, work history and involvement in activities both in and outside of university to determine whether you are the best person for the job and the organization. To stand out, **be proactive**, get involved and actively engage in these activities.

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.

## Work Integrated Learning

Completion of one final year WIL experience is a core requirement of the degree. 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 ensure you get the most out of your WIL experience, Employability Edge modules have been introduced as compulsory WIL preparation. From first year, you'll start your WIL Prep, learn to collect and record evidence of skills and experiences, and be exposed to PebblePad – **JCU's online Learning Journey Platform**.

A variety of PebblePad tools are utilised over the course of the degree, culminating in the capstone WIL experience which involves the development of a PebblePad CV ePortfolio for assessment.

## Additional Experience

Employers value evidence of relevant experience and often prefer to recruit someone they know, have seen perform or has been strongly recommended. Prioritize gaining as

much career relevant experience as is possible.

**Vacation Programs**, generally offered to students in the penultimate (second) year of their degree, can lead to graduate employment with the organisation. Check with your College if you are able to undertake a vacation program as your internship for your core WIL experience.

**Cadetships** enable students to work part or full time with an employer while completing their studies.

**Volunteering** in a career relevant field also provides an opportunity to give to the community, develop relevant work skills and network.

Competing in **Student Competitions and Challenges** enables students to gain useful skills and experience and demonstrate your initiative and proactivity to future employers.

## Professional Associations Industry Bodies

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

**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.

**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](#)

## 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.

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

**Graduate positions** – Employers, particularly small to medium sized organisations, may not offer formal graduate programs and will recruit when a position arises. Identify organisations of interest and familiarise yourself with their recruitment practices.

## Starting a Business

If you are interested in establishing your own business venture, the Australian and State governments have grants, programs and other forms of support to help business to innovate, compete and grow.

- [Australian Government New Business Assistance](#)
- [Australian Government Entrepreneurs' Programme](#)
- [QLD Government Starting a Business](#)
- [Social Enterprise Grants Program](#)