

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
[Career Ready Plan](#)

Graduate Opportunities

Employment options for the 3-year [Bachelor of Business](#) graduates are many and varied. Career paths depend on the majors and minors a student specialises in.

Majors and potential graduate job titles include:

Business Intelligence and Information Systems – Business Intelligence Analyst, Systems Analyst, Business Intelligence Officer, Data & Analytics Reporting Analyst

Hospitality and Tourism Management – Tourism Office manager, Sales Executive, Hospitality and Events Manager

Human Resources Management - HR Manager, HR Advisor, People and Culture Coordinator, Talent and Onboarding Coordinator, HR and Talent Coordinator

International Business – International Trade Officer, Business Services Graduate (global company)

Management – Operations Manager, Business Management Graduate Program, Graduate Case Manager, Graduate Client Services, Graduate Commercial Property Manager

Marketing for the Digital Age – Advertising Specialist, Marketing Specialists, Market Research Analysts, Corporate Sales and Marketing

Sports and Events Management – Conference and Event Organisers, Club Development Officer, Sports Coordinator, Events and Logistics Coordinator

Job titles sourced: [Seek](#) 5 December 2022.

Identifying Opportunities

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

Job vacancy listings will 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 Sites

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

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

LinkedIn Career Path Data

The [James Cook University LinkedIn](#) page provides information on over 17,000 JCU alumni (graduates) who have listed '**Business**' within their resume style LinkedIn profile.

You can drill down to alumni with your major. Investigate their LinkedIn profiles to identify their career paths following completion of their studies, 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.



Course Relevant Work 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.

As part of your degree, you will have the opportunity to complete a final year **Work Integrated Learning (WIL)** experience through either an **internship, group industry project or work-based project**.

This is an opportunity to gain relevant work experience, put theory into practice and reinforce your academic learning while developing essential employability skills.

Other course relevant experiences include:

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.

Opportunities are posted on:

- Employer websites and social media accounts e.g., LinkedIn
- Online job boards e.g., [CareerHub](#)
- Graduate recruitment sites
 - [GradAustralia](#),
 - [GradConnection](#)

Volunteering

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

Volunteer opportunities can be found on:

- [FNQ Volunteers](#)
- [Volunteering North Queensland](#)
- [Townsville Community Directory](#)
- [Cairns Community Directory](#)

Professional Associations and 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](#)

International Business

- [The Australian Association of International Business](#)

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, online job boards and the graduate recruitment sites - [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](#)