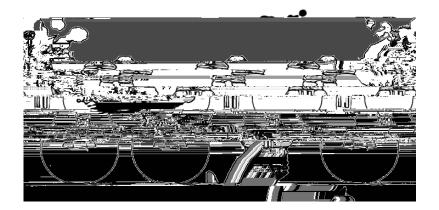


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What jobs and activities might graduates do?

To be successful, a great idea must be coupled with a solid business model. While some graduates choose to pursue an entrepreneurial idea immediately, either as a new venture or as part of an existing business, others may choose to use their strategic and entrepreneurial skills within large business organisations, consulting firms, or investment banks – see some job examples below.

En e ene

- · Develops business and budget plans
- Designs financial strategies and seeks funding
- Analyses consumer markets and competitor strategies

B ine anal

- · Evaluates business needs
- · Analyses competitors, audiences, prices
- Develops business strategies to increase profit and/or efficiency

Ri k anal / manage

- Identifies and manages strategic, operational and other (e.g. credit or regulatory) risks
- Develops risk management policies, procedures
- Oversees staff engagement and compliance

In/e o, in/e men ad/i o

- Does fundamental analysis for securities
- Provides advice to meet a client's financial goals
- · Provides buy or sell recommendations

Ma ke ing eciali

- Collects and analyses market insights
- Prepares and implements marketing plans
- Works with others to promote goods or services

B ine de elo men manage

- · Identifies and develops new markets/business
- · Builds and manages client relationships
- Develops sales messages and presentations

Managemen con I an

- Analyses organisational performance, processes
- Produces reports and makes recommendations to management e.g. on process improvements and ways to minimise financial risk

O e a ion di ec o

- · Improves ongoing business effectiveness
- Ensures health and safety adhered to
- Builds an engaged and skilled team
- Manages day-to-day operations and budgets

E am le of o he job i le and ca ee incl de:

- Customer banking consultant
- Insurance consultant
- Business centre manager
- Client success manager, business analyst
- Data analyst / manager
- · Import and export operator
- Founder
- People and culture assistant
- Marketing coordinator
- Operations coordinator
- Brand manager
- · Social media managerOperations director

It is really interesting to be able to work with companies to protect their brand reputation and mitigate risks that could have huge financial and non-financial costs.

He did e inc ea e e em le abili hile d ing?

I was the CEO of Entré for a year during my study. Entré is a student organisation that cultivates entrepreneurial spirit among university students. I worked with our executive, board members, UC and sponsors to ensure student entrepreneurs were given the best opportunities to hopefully start up their own business venture.

Do o have an advice fo den con ide ing o field?