





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.

Entrepreneurial

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

Business Analyst

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

Risk Analyst / Manager

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

Investment Analyst, Investment Advisor

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

Marketing Specialist

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

Business Development Manager

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

Management Consultant

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

Operations Director

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

Examples of other job titles and careers include:

- 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 manager
- Operations 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.

How did you increase your employability while studying?

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 you have any advice for students considering a field?