

What can I do with a degree in International Business?

International Business.



Career planning: what do I need to know?

Knowledge of yourself is important for career decision making. Start by looking at your personal goals, abilities, values and interests to explore study and career options that are relevant to you. Some of these may change over time, so it is important to self-reflect and evaluate your career on an ongoing basis.

What do employers look for?

Many employers look for generic skills such as communication, customer-focus, bicultural competence, cultural awareness and teamwork. With technology and globalisation changing the nature of society, skills such as resilience, problem solving and adaptability are valuable at work as well as in life.

How can I develop these skills?

- Some skills are developed through your degree

- Extra-curricular activities can help, for example getting involved in clubs, mentoring, cultural groups, part-time work or volunteering
- Be open to professional and personal development opportunities. Whether it is undertaking an internship, study abroad, skills seminar, or joining an industry group — these activities will enhance your employability.

What else should I know?

The career options in this brochure are examples only and the list is not exhaustive. Some careers may require further study beyond a first degree or additional work experience. Some pathways and degrees have a recommended school background. Find more subject details at www.canterbury.ac.nz/subjects/internationalbusiness

If this brochure does not answer your questions, talking to an expert such as a career consultant can help you to identify the next steps in your career decision making journey.

www.canterbury.ac.nz/careers

What is International Business?

Aotearoa New Zealand organisations are becoming increasingly globalised and need graduates able to operate with confidence in the international business environment. This major provides the opportunity to gain skills relevant for conducting business in a global, multicultural economy.

You will study activities and transactions such as:

- The crossing of borders
- Decision-making in cross-cultural settings
- How firms can achieve in a changing world
- Strategic aspects of international business
- Foreign exchange, currency risk and hedging markets
- The full view of international trade and trade policies such as tariffs and export subsidies.

You will also study an approved foreign language and/or culture course.



AT A GLANCE

\$741m

worth of commodities were exported by Māori authorities in 2019, the highest amount so far*

12

free trade agreements that Aotearoa New Zealand has in place with countries around the world

\$82k

is the salary expectation for finance managers**

What skills have UC graduates gained?

Through their International Business degree, graduates develop a valuable set of transferable skills that include:

- A global perspective
- Effective communication with customers and suppliers in different countries
- Cultural sensitivity
- Research design and data collection skills
- Problem solving skills
- Logical and quantitative thinking
- Business problem solving across sectors, industries and national boundaries
- Working effectively in multicultural groups
- A broad and diverse business approach.

Jet set and learn

International Business students are encouraged to spend a semester studying at an overseas partner university. This provides a great opportunity to learn about a different culture, gain insight into different business environments and practices, and form new contacts. UC has 70 partnership agreements with universities in Asia, Europe, North America and Australia.

Where have UC graduates been employed?

Many Aotearoa New Zealand businesses are looking to expand into the global market, creating a need for graduates who are well versed in international business.

An International Business degree can be an excellent springboard for graduates interested in exploring roles within the global business market.

Frequent employers of International Business graduates include:

- Government departments
- Banks
- Import / export corporations
- Multinational manufacturers
- Consulting firms
- Small-medium sized / entrepreneurial firms
- International non-governmental organisations
- Development agencies
- Social enterprises
- Electronics industry
- Tourism and travel companies
- Hospitality organisations.

* www.stats.govt.nz

** www.careers.govt.nz

What jobs and activities do graduates do?

Graduates with this degree are employed in a range of jobs — see some examples below.

Note: Some of the jobs listed may require postgraduate study. See the 'Further study' section.

Foreign sales representative

- Writes proposals
- Negotiates with clients to secure sales
- Presents, demonstrates and explains products and services to clients

International trader

- Deals with the export and import of goods
- Works with product specialists
- Establishes relationships between buyers and sellers

Business analyst

- Evaluates an organisation's business needs
- Analyses the competition, audiences and prices
- Recommends strategies to increase profit and/or efficiency
- Works with clients or staff to implement those

Marketing assistant

- Assists in implementing the marketing plan
- Coordinates and produces promotions/collateral
- Liaises with groups eg, via events, social media

Operations manager

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

Teacher of English for speakers of other languages

- Assesses a student's reading, writing, speaking and listening skills and needs
- Designs and prepares learning materials
- Presents lessons, including on local knowledge and skills for coping in a new place

Account manager, business development manager

- Identifies and builds new markets or business
- Manages client relationships
- Implements sales and marketing strategies

Foreign exchange advisor

- Advises clients on exchange rates and global financial services
- Processes international transactions

- Upsells company products
- Resolves any customer problems

Trade consultant

- Advises businesses how to comply with international trade laws and regulations
- Briefs clients on trade agreements, customs valuations, taxes and tariffs, and permits
- Adjusts prices

Graduate logistics, import operations

- Investigates overseas demand for goods
- Builds networks and liaises with others in the supply chain, may include global customers
- Organises incoming and outgoing deliveries

Research officer

- Organises and conducts research surveys
- Tests theories and interprets the results
- Writes reports and makes recommendations

Entrepreneur & self-employment

Entrepreneurship and innovation are an increasing part of the working landscape. Through generating a business idea, or getting involved in a start-up/business venture, you have the potential to create a work opportunity that aligns with your knowledge, skills, values and risk profile. To get started on how to establish, run and grow a new business, go to Te Pokapū Rakahinonga, Centre for Entrepreneurship at the University of Canterbury www.canterbury.ac.nz/uce

What professional organisations can I engage with?

Connecting with professional bodies and organisations can help you to establish



professional networks and learn more about different career options in your area of interest. Gaining valuable insight into a profession can assist in making informed career decisions.

- Australia and New Zealand International Business Academy www.anziba.org
- BusinessNZ www.businessnz.org.nz
- Employers and Manufacturers Association www.ema.co.nz

Having a professional presence on social media networks such as www.linkedin.com and Facebook can help you to keep up to date with important industry developments and trends, networking opportunities, events and job vacancies. Following relevant professional bodies, organisations, companies and thought leaders is a great way to gain a deeper awareness of the industries that interest you. Social media presents an opportunity to build and enhance networks as well as to display your involvement in projects and any academic successes.

Why do further study and what are my options?

Postgraduate study can facilitate career benefits such as specialist skills, entry into a specific occupation, higher starting salary, and advanced research capability. It is important to determine which, if any, further study will help you.

International Business graduates can prepare themselves for different careers by completing a postgraduate qualification in, for example, Teaching English to Speakers of Other Languages, International Relations and Diplomacy, European Union Studies, languages, Business Information Systems, Finance and Economics, Applied Data Science, and more. For details and prerequisites visit www.canterbury.ac.nz/courses

Useful links

Te Rōpū Rapuara UC Careers
www.canterbury.ac.nz/careers

Careers New Zealand
www.careers.govt.nz

Te Taurapa Tūhono New Zealand Trade and Enterprise
www.nzte.govt.nz

New Zealand International Business Forum
www.tradeworks.org.nz

Sam



Bachelor of Commerce in International Business; Studying towards a Bachelor of Arts in Chinese and Political Science and International Relations
Business Development Manager, WeDaigou

What did you choose to study these subjects at UC?

UC's focus on biculturalism and global awareness was a big draw. Business is such a flexible and versatile degree in many sectors around the world. I love that International Business is

gearing me up for an evolving and increasingly international business environment. I also studied Chinese language to make the most of China's growing influence in the world.

Has there been any standout experiences so far?

I was awarded a \$12,000 Prime Minister's Scholarship for Asia for a semester exchange at Shanghai University of Finance and Economics. I was immersed in a culture different to ours, to learn how the Chinese live, learn and work. I was also able to build my very basic Mandarin skills, into a more rounded and confident conversational tool. Above all, I developed a passion for the country and learned how China's future is very much a big part of New Zealand's future.

What are your career goals?

In business, I would love my career to involve acting as a bridge builder between Chinese and New Zealand business culture, either based here or in China.

How has your interests shaped your extra-curricular activities?

In the final year of my BA, I was President of a student-run organisation called Global China Connection which aims to build New Zealand-

China relations through professional and networking initiatives. Funded by UC, we run programmes to help students become more aware and ready for China-related opportunities.

What advice would you give to someone thinking of studying this?

Go on exchange! Anywhere around the world, but I would encourage choosing somewhere outside your comfort zone. Go somewhere with a different culture and different language to New Zealand because you will learn so many new skills and appreciate different cultures.

I'd also advise applying for as many scholarships as possible. You never know until you try. Don't leave it because you think you won't be successful – that's what other people are probably thinking.

Read more online

Read more stories about our students' university experiences online. UC alumni make a difference in varied ways around the globe. To find out where graduates are now visit www.canterbury.ac.nz/getstarted/whyuc/student-profiles

The information in this brochure was correct at the time of print but is subject to change.

More information

UC students seeking study advice.

Department of Management, Marketing and Entrepreneurship

The Department is one of the leading business departments in Aotearoa New Zealand.

The variety of subject areas allows for an interdisciplinary approach to business education. Our expert staff teach courses dealing with the fundamental ideas of a subject area – our aim is to give students the concepts which they can apply in different situations and industries.

T: +64 3 369 3888

E: studybusiness@canterbury.ac.nz

www.canterbury.ac.nz/business/departments/department-of-management-marketing-and-entrepreneurship

Anyone seeking careers advice.

Te Rōpū Rapuara | UC Careers

UC offers intending and current students and recent graduates a wide range of services, including individual career guidance, seminars, career resources and student and graduate employment opportunities.

T: +64 3 369 0303

E: careers@canterbury.ac.nz

www.canterbury.ac.nz/careers

Prospective students seeking study advice.

Te Rōpū Takawaenga | Student Liaison

The liaison team provide advice to future students who are starting their degree for the first time. They can assist with information on degrees, scholarships, accommodation, and other aspects of university life. We have offices in Christchurch, Auckland and Wellington.

Ōtautahi | Christchurch

T: 0800 VARSITY (0800 827 748)

E: liaison@canterbury.ac.nz

Tāmaki Makaurau | Auckland

T: 0800 UCAUCK

E: auckland@canterbury.ac.nz

Te Whanganui-a-Tara | Wellington

T: 0800 VARSITY (0800 827 748)

E: wellington@canterbury.ac.nz

www.canterbury.ac.nz/liaison

