

# What can I do with a degree in Strategy and Entrepreneurship?

# Strategy and Entrepreneurship.



## 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/strategyandentrepreneurship](http://www.canterbury.ac.nz/subjects/strategyandentrepreneurship)

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.

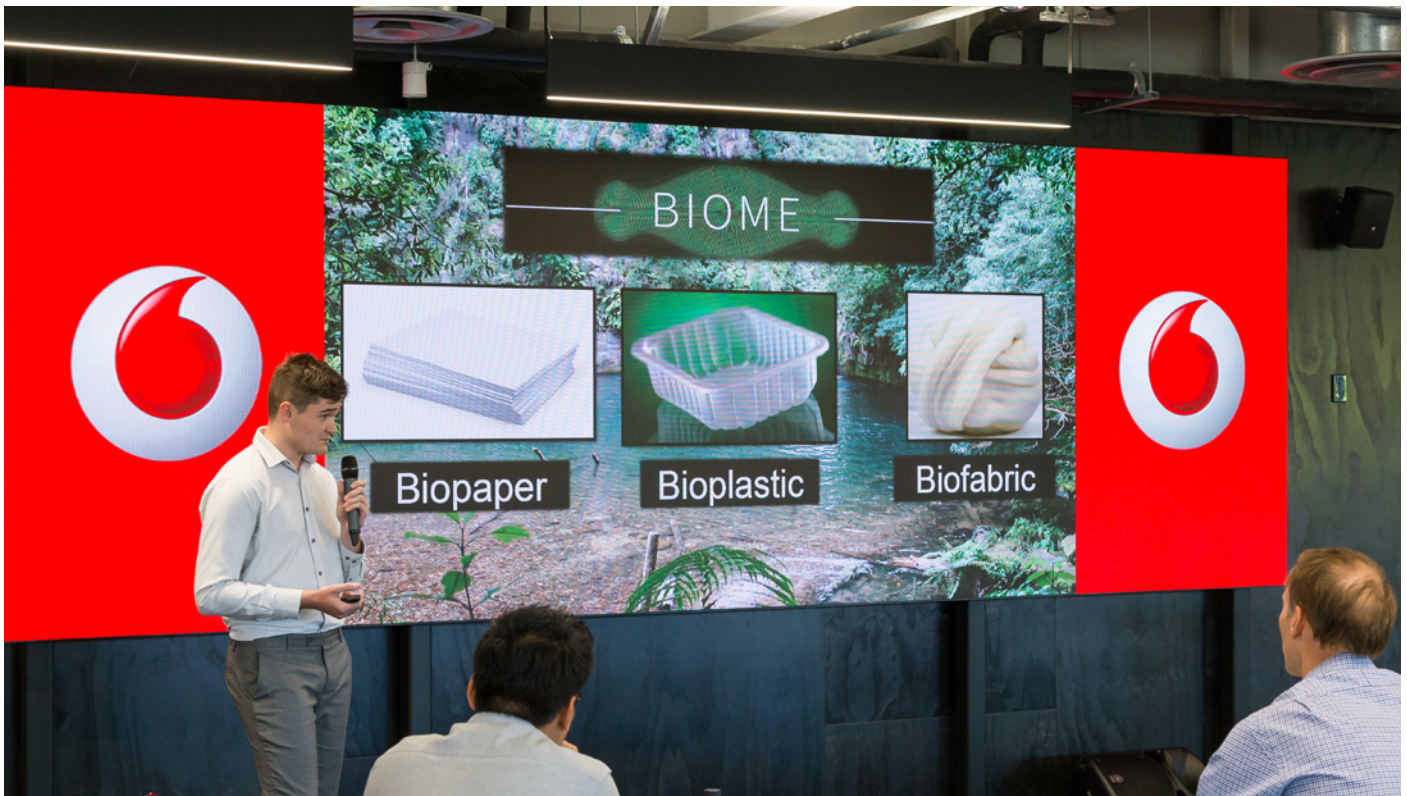
[www.canterbury.ac.nz/careers](http://www.canterbury.ac.nz/careers)

## What is Strategy and Entrepreneurship?

Strategy and Entrepreneurship are high-level business activities, performed by managers and executives and which drive critical business decisions, overall direction and profit maximisation.

Entrepreneurship focuses on how to recognise and exploit business opportunities by using innovation, leveraging risk and taking effective competitive action.

Together Strategy and Entrepreneurship help managers grow businesses and establish new ventures.



## AT A GLANCE

#1

Aotearoa New Zealand is ranked the easiest place in the world to start a business\*

\$2.4b

the amount spent on research and development in Aotearoa New Zealand's business sector in 2019\*\*

492

the number of Māori small or medium enterprises in 2019. Māori authorities are growing at a faster rate than all other New Zealand businesses\*\*\*

\* IFC World Bank; Doing Business Report, 2020

\*\* [www.stats.govt.nz/information-releases/research-and-development-survey-2019](http://www.stats.govt.nz/information-releases/research-and-development-survey-2019)

\*\*\* [www.stats.govt.nz/information-releases/tatauranga-umanga-maori-statistics-on-maori-businesses-2019-english](http://www.stats.govt.nz/information-releases/tatauranga-umanga-maori-statistics-on-maori-businesses-2019-english)

## What skills have UC graduates gained?

Through their Strategy and Entrepreneurship degree, graduates build transferable skills such as:

- Creativity, idea generation and testing
- Planning and organisation
- Problem solving and forming strategies
- Research design and data collection skills
- Critical and analytical thinking
- Identifying and pursuing opportunities
- Organising, allocating and managing resources
- Writing and presentation skills.
- Opportunities to apply your learning outside the classroom are available.

## Where have UC graduates been employed?

Graduates can start their careers in a wide range of sectors, be it commercial, public or not-for-profit. Recent Strategy and Entrepreneurship graduates have found work in a number of diverse destinations such as:

- Consultancies
- Banks
- Food and drink manufacturers and suppliers
- Insurance
- Transport

- Natural resource management
- City councils
- Retail
- Sports and leisure
- Financial services
- Tourism
- IT
- Logistics.

### Start-up yourself

Many enterprising graduates use the skills they've learnt at university to generate new business ideas, develop a business plan and start their own companies. A number of organisations can help you begin, these include:

- Business New Zealand
- Callaghan Innovation
- Chambers of Commerce
- Creative NZ
- Economic Development New Zealand
- Ministry for Business, Innovation and Employment
- Ministry of Awesome
- Poutama Trust
- The Small Business Company
- UC Centre for Entrepreneurship
- Vodafone Xone
- Work and Income New Zealand

## What jobs and activities do 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 examples of job titles and activities below.

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

### Entrepreneur

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

### Business analyst

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

### Risk analyst / manager

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

### Customer banking consultant

- Manages customer queries
- Advises individuals and businesses on their financial needs and what services are available

### Investor, investment advisor

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

### Insurance consultant

- Meets clients to identify their insurance needs
- Advises on insurance and conditions, risk coverage, premiums and benefits
- Records client and policy information

### 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 eg, 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

### 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](http://www.canterbury.ac.nz/uce)

## What professional bodies 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.

- New Zealand Chambers of Commerce [www.newzealandchambers.co.nz](http://www.newzealandchambers.co.nz)
- New Zealand Private Equity and Venture Capital Association [www.nzvca.co.nz](http://www.nzvca.co.nz)
- Entrepreneurs' Organization [www.eonetwork.org](http://www.eonetwork.org)
- The Institute of Management New Zealand [www.imnz.co.nz](http://www.imnz.co.nz)
- Professional Risk Managers International Association [www.prmia.org](http://www.prmia.org)

Having a professional presence on social media networks such as [www.linkedin.com](http://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.

Strategy and Entrepreneurship graduates can progress into postgraduate programmes in Management, from honours to PhD level. UC also offers an MBA and conversion programmes in Financial Engineering, Strategic Communications, Māori and Indigenous Leadership and more. For listings and prerequisites visit [www.canterbury.ac.nz/courses](http://www.canterbury.ac.nz/courses)



## Useful links

- Te Rōpū Rapuara UC Careers [www.canterbury.ac.nz/careers](http://www.canterbury.ac.nz/careers)
- Careers New Zealand [www.careers.govt.nz](http://www.careers.govt.nz)
- New Zealand Trade and Enterprise [www.nzte.govt.nz](http://www.nzte.govt.nz)
- Ministry of Business, Innovation and Employment [www.business.govt.nz](http://www.business.govt.nz)
- Business Mentors NZ [www.businessmentors.org.nz](http://www.businessmentors.org.nz)
- Angel Association New Zealand [www.angelassociation.co.nz](http://www.angelassociation.co.nz)

## Stew



Bachelor of Laws and a Bachelor of Commerce in Strategy and Entrepreneurship  
Strategy and Business Development, Oritain, London

### What motivated you to study business?

I have been interested in how businesses operate, grow and so on from a young age. For some people that kind of thing would be boring but I love it. Strategy and entrepreneurship suited my passion for innovation and business. Complementing this with a Law degree felt like I got a 'full package' deal and ultimately, I wanted to be in a career where I could utilise both degrees.

### How has UC prepared you for your chosen field?

I definitely draw on a lot of the skills I learnt at university, especially earlier in my career with Oritain. I mainly use the skills I gained from Strategy and Entrepreneurship which gave me a real opportunity to understand core business activities such as marketing, HR, international business, business strategy and management.

I use my law background as well because my papers reflected a very commercial influence in all key areas of business, such as company law, commercial law, insurance and tax law.

### Can you tell us a bit about your work at Oritain?

I worked as an Account Manager for Oritain previously and did a bit of everything as the company was so new. It was great to be able to work on a role with so much variety and I loved the start-up feel of the business.

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 your field?

Make the most of everything, your degree/s will be so much more valuable if you get involved in competitions, take up exchanges, internships and get involved in clubs.

## 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](http://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](mailto:studybusiness@canterbury.ac.nz)

[www.canterbury.ac.nz/studybusiness](http://www.canterbury.ac.nz/studybusiness)

### 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](mailto:careers@canterbury.ac.nz)

[www.canterbury.ac.nz/careers](http://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](mailto:liaison@canterbury.ac.nz)

Tāmaki Makaurau | Auckland

T: 0800 UCAUCK

E: [auckland@canterbury.ac.nz](mailto:auckland@canterbury.ac.nz)

Te Whanganui-a-Tara | Wellington

T: 0800 VARSITY (0800 827 748)

E: [wellington@canterbury.ac.nz](mailto:wellington@canterbury.ac.nz)

[www.canterbury.ac.nz/liaison](http://www.canterbury.ac.nz/liaison)

