

What can I do with a degree in International Business?

International Business.



What is International Business?

Aotearoa New Zealand organisations and overseas firms increasingly need graduates able to operate with confidence in the international business environment.

The International Business major provides the opportunity to gain skills relevant for conducting business in a global, multicultural economy. It delves into topics such as:

- The crossing of borders
- Decision-making in cross-cultural settings
- How firms can achieve in a changing world
- Foreign exchange, currency risk and hedging markets
- The welfare effects of international trade and trade policies e.g. tariffs, export subsidies.

When studying International Business, an approved foreign language and/or culture course are essential elements of a well-rounded study programme.

Learn more

It is important to do some research when planning for your future career. Speak with, ask questions of, and follow relevant professional bodies, organisations, companies, thought leaders and industry professionals.

This will help you learn about career options, work environments, education and training requirements, and salary information.

Examples of professional bodies

- Australia and New Zealand International Business Academy www.anziba.org
- BusinessNZ www.businessnz.org.nz
- ExportNZ <https://exportnz.org.nz>
- Employers and Manufacturers Association www.ema.co.nz
- Sustainable Business Council <https://sbc.org.nz>

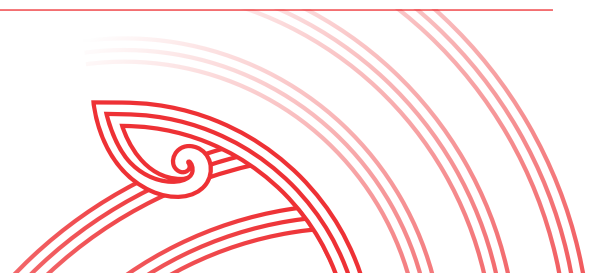
Career and study information

Some study pathways and degrees have a recommended school background, and some careers may require further study beyond a first degree or additional experience.

Gather information from:

- International Business study details
www.canterbury.ac.nz/study/academic-study/subjects/international-business
- Job profiles on career websites, ie.
www.careers.govt.nz
- Job adverts/vacancy descriptions
- Industry professional bodies.

This resource is part of a set of brochures focused on subject majors; many can also be studied as minors.





What skills can graduates gain?

Through studying an International Business major, graduates develop a valuable set of skills transferable to a range of careers. These skills can include:

- Business problem solving across sectors, industries and national boundaries
- Effective communication with customers and suppliers in different countries
- Working effectively in multicultural groups
- A global perspective and cultural sensitivity
- Planning and organisation
- Positive attitude, resilience and adaptability
- Teamwork and collaboration
- Research design and data collection
- Logical and quantitative thinking.

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 partnership agreements with universities in Asia, Europe, North America and Australia.

What do employers look for?

Many employers look for generic skills such as communication, client/customer-focus, bicultural competence, cultural awareness, teamwork, and initiative.

With technology, globalisation, and other drivers changing society, skills such as resilience, problem solving, and adaptability is important.

Skills that are likely to grow in importance include analytical and creative thinking, systems thinking, and technological literacy.*

*World Economic Forum www.weforum.org/agenda/2023/05/future-of-jobs-2023-skills

How can these skills be developed?

- Some skills are gained through studying
- Extra-curricular activities can help, such as getting involved in clubs, mentoring, cultural groups, part-time work or volunteering
- Be open to professional and personal development opportunities, whether it is undertaking work experience, overseas exchange, skills seminar, or joining an industry group.

Where have 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 major can be an excellent springboard for graduates interested in exploring roles within the global business market.

International Business major graduate employers have included:

- Government departments, international non-governmental organisations, and development agencies
- Retail trade, and import / export corporations, including transport, postal and warehousing
- Small–medium sized / entrepreneurial firms, including social enterprises
- Banks and insurance firms
- Multinational manufacturers
- Consulting firms
- Electronics industry
- Tourism and travel companies
- Hospitality organisations
- Education and training institutes.

What jobs and activities might graduates do?

Graduates with an International Business major are employed in a range of jobs — see some examples below.

Note: This list is not exhaustive, and some jobs may require further study, training or experience. It is recommended to start with the section 'How can I gain a sense of career direction?'

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

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

Marketing assistant

- Assists in implementing the marketing plan
- Coordinates and produces promotions/ collateral
- Liaises with groups e.g. 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

Examples of other job titles and careers include:

- Arbitrator • Business development manager • Data scientist • Supply chain manager • Procurement analyst • Compliance officer • Commercial insurance broker • Financial sale support • Customer experience designer / consultant • E-commerce growth marketer • Farm solution representative.

Further study options

International Business major 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, Business Information Systems, Finance and Economics, Applied Data Science, and more.

Postgraduate study may facilitate career benefits such as specialist skills, entry into a specific occupation, higher starting salary, faster progression rate, and advanced research capability.

It is important to determine which, if any, further study will help you in your future career.

For further UC study options visit:

www.canterbury.ac.nz/study/academic-study

How can I gain a sense of career direction?

Understanding yourself and others is important to gain a sense of direction. This grows with experience; therefore, trying new things and reflecting on an ongoing basis is important.

Career planning checklist

Discover and reflect on:

- Your values, interests, strengths, abilities, and aspirations
- Your connection to whānau, people, and places
- Lifestyle preferences and location
- The skills you want to gain, use, or enhance

Engage in a variety of experiences to learn about:

- How you want to contribute to society, the environment, and global challenges
- The tasks, responsibilities and work environments you prefer
- Your work values, priorities and interests

Learn more and gather career and study information

(refer to page one of this resource)

- Speak with people working in careers that interest you; check the realities of a job/career
- Gather information from various sources

Identify your next steps

- Talking to a career consultant can help you to identify your next steps. Visit: www.canterbury.ac.nz/life/jobs-and-careers



What have other students and graduates done?

Explore career stories of students' university experiences and UC alumni who make a difference globally in varied ways.

Visit: www.canterbury.ac.nz/about-uc/why-uc/our-students/student-stories



Sam

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

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.

What else should I know? Where can I seek help?

The value of experiences

Learn what experiences graduates attribute to helping them transition into work:

www.canterbury.ac.nz/life/jobs-and-careers/graduate-destinations

Effective job search strategies

- Speaking with employers is key to finding opportunities; not all jobs are advertised.
- Developing an online presence is useful as employers can approach you online.
- Learning about recruitment patterns and where to find opportunities is important.

Need careers advice?

Career guidance services are available for intending and current students, and recent graduates. Contact:

Te Rōpū Rapuara | Careers

T: +64 3 369 0303

E: careers@canterbury.ac.nz

www.canterbury.ac.nz/life/jobs-and-careers

Need study advice?

Student Advisors help you with any questions you have about starting, planning and changing your studies. Visit:

www.canterbury.ac.nz/study/study-support-info/study-support

• If you are considering UC contact:

The Future Students team

T: 0800 VARSITY (0800 827 748)

E: futurestudents@canterbury.ac.nz

• If you are a current UC student contact:

Kaitoko | First Year Student Advisors

T: +64 3 369 0409

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