

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

Strategy and Entrepreneurship.



What is Strategy and Entrepreneurship?

Strategy and Entrepreneurship offers the opportunity to be at the forefront of change. It focuses on developing the mindset, skillset and toolset to make a positive impact.

Strategy and Entrepreneurship contributes to the overall development and growth of organisations through the establishment of new ventures.

This process involves:

- Identifying opportunities by using innovation
- Developing opportunities through planning and allocating resources
- Leveraging risk and taking impact-focused approaches.

Strategy and Entrepreneurship studies cover how to create opportunities and manage innovation in organisations from social enterprises to technology firms, from startups to multi-nationals and from family businesses to government departments.

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

- BusinessNZ <https://businessnz.org.nz>
- Sustainable Business Council <https://sbc.org.nz>
- ExportNZ <https://exportnz.org.nz>
- ManufacturingNZ <https://manufacturingnz.org.nz>
- Employers and Manufacturers Association <https://www.ema.co.nz>
- New Zealand Chambers of Commerce www.newzealandchambers.co.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:

- Strategy and Entrepreneurship study details www.canterbury.ac.nz/study/academic-study/subjects/strategy-and-entrepreneurship
- 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 a degree in Strategy and Entrepreneurship, graduates develop a valuable set of skills transferable to a range of careers. These skills can include:

- Creativity, idea generation and testing
- Identifying and pursuing opportunities
- Business acumen
- Teamwork and collaboration
- Research design and data collection
- Problem solving and forming strategies
- Organising, allocating and managing resources
- Critical and analytical thinking
- Writing and presentation skills
- Self-management, positive attitude, resilience and adaptability.

Applied learning

Opportunities to apply your learning are available through competitions, industry partnership projects, 180 degrees consulting, student clubs i.e. Entré, international study tours, and activities at UC Centre for Entrepreneurship.

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?

Graduates can start their careers in a wide range of sectors, be it commercial, public or not-for-profit.

Strategy and Entrepreneurship graduates have found work in a range of diverse areas, such as:

- Manufacturing and retail trade across various industries e.g. food and beverage sector
- Consultancies
- Banking, finance and insurance
- Logistics, including transport, postal and warehousing

- Natural resource management
- Government and regional councils
- Sports and leisure
- Tourism and hospitality
- Education and training
- Information media and telecommunications.

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 may be able to help you begin:

- UC Centre for Entrepreneurship
- Ministry for Business, Innovation and Employment
- Business New Zealand
- The Small Business Company
- Chambers of Commerce
- Ministry of Awesome
- Callaghan Innovation
- Creative NZ
- Poutama Trust
- Work and Income | Te Hiranga Tangata.

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.

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?'

Entrepreneur

- 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

Investor, 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
- Project manager
- Operations administrator.

Further study options

Strategy and Entrepreneurship graduates can progress into postgraduate programmes up to PhD level. UC also offers an MBA and conversion programmes in Financial Engineering, Strategic Communications, Māori and Indigenous Leadership 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



Stew

Strategy and Business Development, Oritain, London

Bachelor of Laws and a Bachelor of Commerce in Strategy and Entrepreneurship

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.

What else should I know?

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.

Where can I seek help?

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

E: firstyearadvice@canterbury.ac.nz

Te Kura Umanga | UC Business School

T: +64 3 369 3888

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

