Business School

Careers in Business

What’s your future?
Open up your career options with Business

A career in business can take you anywhere you choose—from creating change in your local community, to travelling the world!

At the UWA Business School, we offer a range of majors to suit your goals and aspirations.

Each major will equip you with subject-specific knowledge and open up different career paths. In addition, business studies will equip you with skills including research and analysis, communication, problem solving, and teamwork—all of which are highly valued by employers around the world.

The UWA Business School offers majors in:

- Accounting
- Economics (single or double major)
- Finance
- Human Resource Management
- Management
- Marketing
- Work and Employment Relations

In addition, a Business Law major is offered by UWA’s Faculty of Law.

As a UWA student, you can combine almost any two majors from across the University. If you want to study a business major alongside a second major in arts, science or design, you can!

Popular combinations of majors include:

- Economics + Conservation Biology
- Management + Engineering Science
- Marketing + Communication and Media Studies
- Plus many more!

When you graduate, you will be ready to take on a range of challenges in the business world. You could—if your studies include a relevant major—choose to work in a large advertising agency, manage a small business, co-ordinate human resources in a government department, provide accountancy services, start your own not-for-profit enterprise, and much more… it’s up to you!

Further information

This brochure is your first step to exploring careers in business. You can discover further career options and study pathways by visiting job websites, contacting professional bodies or visiting UWA’s Careers Centre.

If you want to kick-start your career, you could attend careers fairs, find a mentor, and look for paid or unpaid work experience. Start building your future career now!

Useful links

- [UWA Careers Centre](careers.uwa.edu.au) (current UWA students only)
- [UWA Future Students](studyat.uwa.edu.au)
- [Graduate Careers](graduatecareers.com.au)
- [Job Guide](jobguide.thegoodguides.com.au)
- [My Future](myfuture.edu.au)
- [Prospects](prospects.ac.uk)
Choose your major

What would you really love to do? Business studies can take you in many directions, so start exploring your options.

Accounting
Love numbers? Good with people?
*Turn to page 4...*

Business Law
Super organised? Good with detail?
*Page 5 is for you...*

Economics
Always asking "why"? Like to think logically?
*See page 6...*

Finance
Interested in money and markets? Good communication skills?
*Learn more on page 7...*

Human Resource Management
Passionate about people? Great at planning?
*Turn to page 8...*

Management
Love a good challenge? Like to problem solve?
*Management is on page 9...*

Marketing
Good under pressure? Like to think outside the square?
*See page 10...*

Work and Employment Relations
Famous for your diplomacy? Great at negotiation?
*Check out page 11...*
What do Accounting professionals do?

- Formulate budgetary and accounting policies
- Prepare financial statements
- Undertake audits
- Advise on matters such as the purchase and sale of businesses, mergers, financing, and taxation
- Examine income and expenditure
- Assess cash flow and financial risk of investment projects

What skills will you need?

- Good communication skills
- Good presentation skills
- Ability to analyse and solve problems
- Good organisational skills
- Discretion when dealing with confidential information
- Sound ethics
- Ability to work as part of a team

What jobs can Accounting lead to?

Auditor
An auditor ensures an organisation’s accounts and annual reports are correct, accurate and acceptable. They check that assets and liabilities mentioned in reports exist, often by interviewing an organisation’s staff.

Forensic accountant
A forensic accountant analyses and prepares accounting documents for use as evidence, often for a court of law.

Investment analyst
An investment analyst evaluates the value of companies for potential buyers and investors, and investigates businesses being sold, bought or merged.

Taxation agent
A taxation agent prepares taxation returns and reports, provides advice on tax issues and handles disputes with taxation authorities.

Where might you work?

- Accounting firms such as Deloitte Australia, EY, or PricewaterhouseCoopers
- Australian Taxation Office
- Banks such as ANZ, Commonwealth Bank, or Westpac
- Government departments such as Treasury or Department of Health
- Small businesses

Useful links

- CPA Australia cpaaustralia.com.au
- Chartered Accountants Australia and New Zealand charteredaccountants.com.au
- Institute of Public Accountants publicaccountants.org.au

Graduate profile

“Upon graduation, I moved to Sydney where I have been working as a management consultant at Port Jackson Partners. I work with high profile corporate clients to identify and improve the performance of their businesses. We do this through conducting a diagnostic on the internal and external pressures facing the business and tailoring a solution that is both sustainable and operationally achievable by the organisation.

Each engagement is project based and thus far I have worked with one international client that is at the forefront of its industry. On a day to day basis, I conduct research into competitors, analyse industry dynamics, forecast macroeconomic trends, build strategic models and tailor communications to the client. Through my work, I am directly exposed to senior clients and partners within the firm.

Every day I feel challenged but also privileged to be part of a firm that engages and nurtures high calibre people. I love my job. Working as a management consultant is an extremely rewarding career.”

Catherine Mah
Business Analyst, Port Jackson Partners
What do Business Law professionals do?

- Co-ordinate processes and systems
- Advise organisations on managing risk
- Undertake audits
- Advise on matters such as the purchase and sale of businesses, mergers, financing, and taxation
- Examine income and expenditure
- Assess cash flow and financial risk of investment projects

What skills will you need?

- Interest in the law
- Strong written and oral communication
- Accuracy and attention to detail
- Ability to think logically and clearly

What jobs can Business Law lead to?

Accountant
Accountants manage financial systems and budgets for individuals and organisations. To become an accountant, you must also study a major in Accounting.

Clerk of court
A clerk of court prepares documentation of court proceedings, actions and decisions; attends court sessions; and assists judges and magistrates.

Law clerk
Law clerks may assist in all areas of law, including probating (proving the validity of wills), conveyancing (dealings in land and property), criminal law, family law, company law and civil litigation.

Management consultant
When studied alongside a second major in business, Business Law can lead to a career as a management consultant. Management consultants help organisations to solve problems, create value, maximise growth and improve the business performance of their clients.

Where might you work?

- Fair Work Commission
- Government departments such as the Department of Consumer and Employment Protection
- Major firms such as EY or Woodside
- WA Industrial Relations Commission

Useful links

- Association of Corporate Counsel acla.acc.com
- Commercial Law Association of Australia cla.org.au
- Law Council of Australia www.lawcouncil.asn.au
Economics

Economists are concerned with the big picture, and how governments and organisations can best plan for the future.

What do Economists do?

• Formulate economic policies for the government and organisations
• Identify opportunities to improve international competitiveness
• Investigate goods and services produced and consumed
• Prepare forecasts, analyse trends and advise on economic issues
• Provide management staff with economic information and advice
• Perform risk-return analysis on insurance and credit
• Analyse political and historical patterns to prepare economic policy advice

What skills will you need?

• Ability to think logically and analytically
• Ability to write concisely
• Good at mathematics and statistical analysis

What jobs can Economics lead to?

Applied industry economist
An applied industry economist studies the structure and performance of industries such as agriculture or manufacturing.

Econometrician
Econometricians use economic theories, statistical methods and forecasting techniques to develop models. They model possible future economic situations to predict the wider implications of particular actions.

Environmental economist
An environmental economist studies the environmental impact of projects and advises industry and government on environmental and natural resource management regulations.

Financial economist
A financial economist advises on investment and lending policies by studying economic trends and policy. They take into account government legislation and evaluate the economic and financial aspects of investment projects by preparing financial models and budget plans.

Investment analyst
An investment analyst conducts research to provide information and investment ideas to fund managers. This information enables fund managers to make decisions relating to the investment portfolios they manage.

Resource economist
A resource economist analyses policy and issues related to natural resource industries such as minerals, fisheries and forestry.

Where might you work?

• Australian and State Treasuries
• Australian Bureau of Statistics
• Australian Stock Exchange
• Chamber of Commerce and Industry WA
• Commercial banks
• Government departments such as the Department of Foreign Affairs and Trade
• Reserve Bank of Australia
• The Productivity Commission

Useful links

• Economic Society of Australia esacentral.org.au

Graduate profile

“I decided to take a cadetship from the Reserve Bank and felt like I had landed my dream job. While I was at the Bank I wrote lots of briefing notes for the Reserve Bank Governor and built lots of economic models (on those new-fangled personal computers!) and discovered that economic models are very useful ways of generating powerful insights about complex situations...I am proud of the fact that in some small way, I have used my economics knowledge to make a positive difference in the world.

Every now and again, you may hear a perspective that studying economics and business is just something that you do if you want to make money... but economics and business is about so much more than that. Business acts as a catalyst to bring together all disciplines and to ensure cooperation across nations. It underlies the strength of the great economies of the world.

Being a business owner or leader brings with it tremendous responsibilities of the employment of others and their well-being while they are at work and of the custodianship of the resources of future generations.”

Tracey Horton
Panel Member, Takeovers Panel; Board member, Tourism WA; Non-executive Director, Navitas
Graduate profile

"I joined Standard Chartered as an International Graduate with rotations to different parts of the bank every three months. This meant two things for me: 1) I had to learn new processes and skills every three months; and 2) I had only three months to impress my current boss. The qualities that brought me through were perseverance, a positive attitude and a willingness to put in the hours to explore and learn. Technical knowledge and intelligence were desirable but somewhat secondary. To me, attitude was primary.

Right now, I have a permanent role and broadly, the aim of the role is to drive initiatives globally to increase revenue and value-add across a particular segment of corporate clients. The way to achieve this is different every time.

Some days are filled with meetings to obtain feedback; some days involve identifying and managing the right people to assist you so you have bandwidth for the bigger picture; some days are filled with number crunching and post implementation evaluation.

However, all days require me to put in hard work and produce work with quality. I love my job because I know that I am making a positive difference to both internal stakeholders and the clients of the bank."

Glenn Ho
International Graduate,
Standard Chartered
Human Resource Management

Human Resource Management is focused around recruiting, training and developing an organisation’s employees.

What do Human Resources professionals do?

- Determine staffing numbers, skills and needs for an organisation
- Manage recruitment and staffing logistics
- Manage compensation and benefits
- Provide advice to supervisors and management on an array of human resource issues
- Arrange and conduct staff training and development
- Advise on personal and professional development opportunities, industrial matters and career development

What skills will you need?

- Good planning, organisational, analytical and decision-making skills
- Good oral and written communication skills
- Tact and discretion when dealing with people and confidential information

What jobs can Human Resource Management lead to?

Human resources officer
Human resources officers are concerned with the recruitment and employment of staff. They may determine staffing needs, advertise job vacancies, assess applications and interview applicants, maintain employee records, advise on equal opportunity and health and safety policies, and assist employees with career development and welfare services.

Recruitment consultant
Recruitment consultants are responsible for attracting candidates and matching them to temporary or permanent positions with client companies. They build relationships with client companies in order to gain a better understanding of recruitment needs and requirements.

Equality and diversity officer
Equality and diversity officers aim to promote good relations and practices towards different minority groups. They may develop, monitor and review policies and strategies designed to ensure organisations, staff and stakeholders engage with legislative duties.

Training and development officer
Training and development officers manage the ongoing, long-term improvement of employees’ skills, enabling them to fulfil their potential within their organisation.

Where might you work?

- As part of a human resources team in a medium to large corporation
- As a general human resources expert within a smaller organisation
- Government departments
- Recruitment and job agencies

Useful links

- Australian Human Resources Institute
  ahri.com.au

Graduate profile

“My role at the Singapore Workforce Development Agency covers the development of two new Continuing Education and Training Centres. When ready by the end of the year, these campuses will house training providers from various industries, delivering skills training that will result in the issue of Workforce Skills Qualification certification, a recognised skills qualification by Singapore employers.

I was part of the pilot project “CaliberLink” that was set up to offer career and advisory services to our local professionals, managers and executives, who are either looking for a career switch or seeking new employment. We organised workshops to equip them with soft-skills such as résumé writing and interview skills, while referring those interested in career conversion to structured training programs provided by training providers. Apart from this, we have worked with various non-governmental and private sector organisations to assist Back-to-Work-Women and introduce Flexi-Work arrangements.”

Noel Chin
Deputy Director, Campus Project Office,
Singapore Workforce Development Agency
Management

The Management major provides you with a comprehensive understanding of managing organisations effectively within different economic, social and political contexts.

Management is often combined with a second major, and will equip you with valuable skills to develop your long-term career. There are many junior, middle and senior management positions within various organisations and industries.

What do Management professionals do?

• Examine the function of areas within an organisation and the duties undertaken by individuals
• Develop business strategies
• Implement new organisational systems
• Manage staff and allocate tasks
• Follow financial plans and budgets
• Organise and facilitate discussions with stakeholders

What skills will you need?

• Ability to identify and solve problems
• Organisational skills
• Good oral and written communication skills
• Tact and discretion
• Interested in people, processes and resource management

What jobs can Management lead to?

General Manager
A general manager oversees the day-to-day operations of a business and is responsible for effective planning, staffing, organising, and decision making to ensure an organisation produces profitable results.

Management consultant
Management consultants help organisations to solve problems, create value, maximise growth and improve the business performance of their clients. They use their skills to provide objective advice and expertise, and are primarily concerned with the strategy, structure, management and operations of an organisation.

Retail manager
Retail managers are responsible for running stores or departments to meet a company’s targets. They manage staff and stock, analyse sales figures, and oversee promotional activities.

Risk manager
Risk managers advise organisations on any potential risks to the profitability or existence of the company. They identify and assess threats, put plans in place for if things go wrong and decide how to avoid, reduce or transfer risks.

Where might you work?

• Government departments
• Small businesses
• Management consulting firms
• Medium to large organisations

Useful links

• Australian Institute of Management
aim.com.au

Graduate profile

“Working at the Sunday Times/Perth Now is very exciting. Every day is different, but the one thing that remains the same is the pace it moves - FAST.

One of the key roles I play is in the overseeing of STM (Sunday Times Magazine) which sees me liaising with a number of different teams both internally and externally. Internally I will work with the editorial department, marketing, layouts, budgeting and sponsorships along with the advertising team both locally and nationally. Externally I will work with public relations companies, advertising agencies, event coordinators and local governments, to name a few. My favourite part of the role is seeing a creative idea come to life through the commitment and dedication of a team.

Being my second management role, I thoroughly enjoy it. As a manager you are required to be accountable for your actions, lead by example, involve people in the process, be prepared and professional at all times. I have learned through the experiences of others that you can only be a great manager if you have a plan and good strategic direction, stick to the plan and choose good people (both mentors and team members). The best analogy I’ve heard is that it’s very easy to be heavily involved in the fieldwork, but every now and then you need to make sure you get into your helicopter to see the full picture.”

Christie Lori
Business Development Manager,
The Sunday Times & Perth Now
What do Marketing professionals do?

• Set goals for market growth
• Make decisions regarding the distribution of products, managing brand image and direct marketing
• Develop plans for advertising, sales promotion, public relations, and sales management
• Conduct marketing audits to monitor sales performance

What skills will you need?

• Good analytical skills
• Good communication and interpersonal skills
• Creativity and imagination
• Organisational skills
• Ability to work under pressure

What jobs can Marketing lead to?

Advertising account executive
Advertising account executives devise and co-ordinate advertising campaigns.

Brand manager
A brand manager markets a company’s major brand and products. They determine the pricing of products and maintain and direct the product’s image in the market.

Events co-ordinator
Events coordinators plan and organise special events. They liaise with clients and organise venues, catering, entertainment and other requirements.

Market research analyst
A market research analyst determines the market for new products, develops advertising strategies and evaluates the best business sites for various types of commercial enterprises.

Public relations officer
Public relations officers develop communication strategies for organisations. They may prepare budgets; respond to media enquiries; write newsletters, brochures and media statements; oversee the production of films, audio and websites; and manage brand identity.

Sales manager
A sales manager plans and co-ordinates the activities of a sales team, controls product distribution, monitors budget achievement, trains and motivates personnel, and prepares forecasts.

Where might you work?

• Advertising agencies
• Government departments
• Large organisations such as ANZ, BHP Billiton, Rio Tinto, Wesfarmers, or Westpac

Useful links

• Australian Marketing Institute ami.org.au

Hayley Parker
Strategic Planning Director,
JWT New York

Graduate profile

“My job as a brand strategist on Macy’s in New York involves understanding consumer behaviour, psychology and business to help clients to create advertising that is motivating, differentiating and ultimately effective.

I need to have an intimate knowledge of how my clients make money, the competitive landscape from which they are operating as well as having a good feel for what the current and ideal customer looks like.

Some days involve designing research projects to try to understand a specific audience profile such as the Millennial Generation, or a particular behavior, like online shopping. Others involve meeting with marketing, merchandising, research and events people from Macy’s and working with them to develop the messaging for our campaigns. Finally I work with art directors, copywriters, designers and digital specialists to produce communications whether they are TV ads, mobile apps, or even events.

Marketing and advertising is part science, part intuition so it’s important to have an analytical brain that can be comfortable working with a lot of unknowns and also having a finely tuned instinct about how people really are. The job also suits ‘people people’. The most rewarding part about the job is that you are often charged with creating something new in the world which when it is done well, can be a very powerful force for good.”

Hayley Parker
Strategic Planning Director,
JWT New York

Marketing examines why customers choose certain products and brands, and what influences these decisions.
What do Employment Relations professionals do?

- Devise appropriate workplace policies
- Advise management and employees on aspects of workplace relations
- Negotiate enterprise agreements

What skills will you need?

- Good communication skills
- Excellent analytical skills
- Good conflict-resolution and negotiation skills
- Willingness to work within rules

Where might you work?

- Chamber of Commerce and Industry WA
- Unions such as United Voice or Police Union
- Government departments such as the Department of Commerce, or Ministry of Manpower in Singapore
- Medium to large corporations in any industry

What jobs can Work and Employment Relations lead to?

Industrial relations officer
Industrial relations officers manage employment conditions and related issues. They may advise on industrial awards and agreements, negotiate on employment conditions, develop policies, and resolve industrial disputes.

Trade union research official
Trade union research officials collect, analyse and circulate information on social, economic and political issues. This aims to improve the representation of members and/or recruit new members.

Useful links

- Australian Labour & Employment Relations Association
  alera.asn.au

Graduate profile

“My role requires me to partner with businesses to develop employment relations and human resources (HR) strategies and solutions. No two days are alike: one day I will be dealing with enterprise agreements, unions and industrial action and the next I will be working with a business to roll out HR training such as bullying, performance management or cultural awareness training.

This is a technical role which requires strong attention to detail and a thorough understanding of what the problems and challenges are facing businesses in today’s environment. As a result the role involves a lot of reading, research and most importantly, contact with people from all parts of the world: from a farmer in regional WA to a project manager on a mine site to an HR professional in a multinational company. This is also why I love the role: I meet new and interesting people every day and I am constantly expanding my knowledge.”

Jessica Holst
Principal Employee Relations Consultant, Chamber of Commerce and Industry WA