

## FAQ'S - CAREER OPTIONS

### 1. What is the most rapidly growing and changing business field in today's business world (HR, Finance, Marketing)? What area of concentration is there a greater demand for within Business?

This is a difficult question to answer. The unique and valuable thing about a business degree is that all areas are relevant and all areas play an important role in business. The BCDO would never advise a student to choose one concentration over another simply because it's the hot ticket item that week. The economy will always have its peaks and valleys, and the various concentrations/specialties will always have a role to play. In addition to your education, your on-the-job experience will provide you with the knowledge and skills needed in today's economy. Regardless of concentration, your degree remains the same (Bachelor of Business Administration). I recommend choosing a concentration that appeals to your personal interests and skills.

Something to consider about "rapidly growing/changing" areas is the following: Marketing has seen changes because of the infiltration of social media, online marketing, and digital marketing.

HR has seen changes because of evolving workplace demographics.

Finance has seen changes because of new business processes and fluctuating markets that are impacted by natural disasters and other economic factors.

And these are just the changes seen in the 21<sup>st</sup> century so far.

### 2. What qualities are managers looking for when hiring a new graduate?

Employers will seek new graduates who are ambitious, professional, and motivated. They want to hire people who know where their skills are best applied and have some sense of what they are looking for (i.e. they have direction). With that said, no one expects you to know exactly what you want to do for the rest of your life at the time of graduation, and employers want to see that you are open to learning and exploring to ensure your career evolves as you do. The specific skills employers seek in new graduates include the following:

- Interpersonal/teamwork/collaboration
- Flexibility/adaptability
- Decision making/good judgment
- Creativity
- Communication (most critical)
- Initiative
- Leadership
- Problem solving
- Analytical skills (for some jobs more than others)
- Others such as multi-tasking ability and organizational skills

One of the biggest aspects is PROFESSIONALISM. This is not something that you acquire overnight...it is something that you develop over time with your experiences.

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### 3. Will some jobs in a certain field be more difficult to get into than others? If so, why?

It can be the case that some jobs/industries are more difficult to break into than others and this is typically driven by the competitiveness of that particular job/industry. The more people competing for a spot, the more challenging it can be to get your spot. When you consider the different areas within business that the majority of students focus on (HR, Marketing, Finance, Accounting), none of these are really in a niche market. Opportunities in these areas exist in countless organizations, and all have opportunities for new grads.

### 4. If you are still unsure about your career path in business, how can you assess your likes and dislikes of a subject to assist you in making the right decision?

Begin to identify the themes within your course work. What projects did you enjoy? What aspects of the subject are appealing to you? What are the career options related to those subjects? Create a list or an organized catalogue of this information and begin to research occupations that relate to those subject areas. Contact the BCDO to arrange a personal appointment to discuss your current individual situation for more direct feedback and tailored information.

### 5. I am confused as to what career path I should take. What are some steps I can take to narrow down careers that would be right for me?

Consider booking an appointment with the BCDO for a more individualized response and approach.

Generally speaking, it is important to conduct occupational research when making decisions as to career possibilities and next steps in defining your career path. The first step is to research the opportunities that best fit with your individual interests, experience, values, etc. and then you have to begin narrowing your search.

**Step One - Know Yourself:** Spend some time thinking about your individual preferences, interests, attributes, skills, etc. Try a few self-assessments to help you get started: Service Canada

**Step Two - Online Research:** Search online to learn more about the professions of interest to you and the status of the current job market. Find out the common career path for this industry (i.e. what is involved within the entry, mid and upper level positions and corresponding salary ranges). Search by location area to get a sense of opportunities within your chosen location. A few websites to get started are: [www.workingincanada.gc.ca](http://www.workingincanada.gc.ca) and <http://talentegg.ca/incubator>.

**Step Three - Network:** Talk to people working in the industry to find out what it is really like working in the field. Ask questions about the industry: What are the typical/interesting job opportunities out there within the business sector? How did you get into the field? What companies are currently expanding? Are there new trends within the field? What skills/education/training are most in demand? How can you gain these networks or connect with people working in this industry?

Contact the BCDO to ask for assistance in connecting with alumni working in the various occupations. Search LinkedIn for networks. Consider becoming a member of a professional association. Review the Information Interview Resource Guide for more information. Consider arranging a job shadowing or workplace tour to learn more as well.

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**Step Four - Narrow your search:** Begin looking at job postings and start to catalogue positions that appeal to you. Print or save postings of interest (regardless of location, start date, etc.) and look for themes/patterns. You should start to notice a trend in the positions of interest. Review the list of qualities, level of experience, skills and educational requirements in the postings to get a sense of how you measure up.

### 6. What are the prominent differences between working for a Fortune 500 or a smaller company? How do we know what is best for us?

Every individual has a unique set of work values that will influence their preferred work environment. It is important to understand your core values and how they relate to work. Take some time to assess your work values and really look at what is important to you in a work situation. What motivates you to excel in your work? Are you motivated by financial rewards? Do you prefer to see the results of your work? There are no "right" or "wrong" answers - however, you need to know these things about yourself in order to determine what company (or companies) is the right fit for you. [Service Canada](#) offers an online work values quiz as a starting point. Once you have an understanding of what is important for you, you will be better equipped to make decisions on whether a Fortune 500 company is better for you or if a smaller company would be a better fit. Generally speaking, larger companies may be able to offer perks such as higher salary ranges, benefit packages and financial rewards. Smaller companies often promote their flexible work environment and/or ability to move through the company more quickly while developing a broad skill set. Only you can determine what is the best fit based on your own work set of work values.