



**International Business Management**  
**Career and Industry Guide**



**EMPLOYABILITY  
TEAM**

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Advancing Careers

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## Introduction

“What can I do with an International Business Management degree?”

“Which companies offer careers with my degree?”

If you're asking yourself these questions then we would advise you to research your career choices as thoroughly and as early as possible, particularly in relation to experience required, different career routes you can explore or where postgraduate study choices can develop future opportunities.

Three ways you will succeed in finding a graduate job:

1. Undertaking paid work whilst at university or in the six months immediately after
2. Focusing your job search exclusively on graduate level jobs and making your applications whilst still studying
3. Having a career plan upon leaving university

## I have a degree, now what?

If you don't know what career you want when you graduate, you may have more options than you think. Having a degree opens you up to many graduate level jobs and postgraduate study, which doesn't specifically have to be in Business or Human Resource Management, as many industries are open to graduates from any degree background. So, explore your options!

The below link has some useful guidance for graduates who are still deciding on their career ideas and options; key skills that are gained in each degree and what you can do with them.

<https://targetjobs.co.uk/careers-advice/career-ideas/i-have-degree-now-what>

## Career Decision Making

Your first step should be to bridge the gap between where you are and where you want to be. Exploring your values, interests, and skills will help you find educational and career options that match up with your goals and plan for the future.

As well as being familiar with opportunities you can secure with the degree you are studying or have studied, it may be useful to take a careers assessment or quiz, to get a deep understanding of industries or alternative roles you may be suited to. Examples of these are below:

- **Buzz Quiz** – A short, fun quiz which uses the Myer-Briggs personality factors to determine what careers may suit you (as well as other things).  
<https://icould.com/buzz-quiz/>
- **National Careers Service Skills Assessment** – An assessment that supports you in identifying your transferable skills as well as finding out what interests and motivates you.  
<https://nationalcareers.service.gov.uk/skills-assessment>
- **Prospects** – Offers a 'Career Planner' which is a detailed career quiz as well as the 'Job Match Beta' which asks questions on interests, as well as what you find purposeful and rewarding, matching your answers with job roles.  
<https://www.prospects.ac.uk/planner>

## What industries can I work in?

As one of the broader business fields, International Business professionals can explore a wide variety of career paths across many different industries.

Industries as diverse as chemicals, utilities, fashion, health, grocery and construction all require functional managers with a clear understanding of systems, efficiency and operational issues. Opportunities exist in management and analysis roles with employers in the private, public and voluntary sectors.

- Marketing
- Finance
- Human Resource Management
- Management
- Economics
- Operation Management
- Project Management

[Job sectors](#) | [Prospects.ac.uk](#)

## Typical Employers

International Business graduates often join employers in sectors closely related to the subject, such as marketing, HR, finance and sales.

Common employers include:

- Banks
- Management consultancies
- Recruitment agencies
- Technology companies

Global and international employers are often, but certainly not always, based in large cities, with London offering the largest number of international graduate vacancies.

International companies typically have standalone early careers websites, and it is worth following the ones of interest to you via their social media accounts (specifically Twitter and LinkedIn).

## Types of Business roles

Roles directly related to your degree:

- [BUSINESS ADVISER](#) (Business Consultant, Enterprise Adviser, Business Coach)
- [HUMAN RESOURCES OFFICER](#) (Human Resources Coordinator, Human Resources Specialist)
- [MARKETING EXECUTIVE](#) (Mobile Marketing Executive)
- [PROJECT MANAGER](#) (Project Coordinator, Project Officer)
- [MANAGEMENT CONSULTANT](#)
- [PRODUCT MANAGER](#) (Offering Manager, Solutions Manager)

- [MARKET RESEARCHER](#) (Market Research Interviewer)
- [HIGHER EDUCATION LECTURER](#) (University Lecturer)
- [DIGITAL MARKETER](#) (Digital Marketing Specialist, Online Marketing Executive, Digital Marketing Executive, Internet Marketing Officer, Digital Marketing Officer)
- [INTERNATIONAL MARKETING EXECUTIVE](#) (Mobile Marketing Executive)
- [DATA SCIENTIST](#) (Data Scientist Co-Op, Data Scientist Manager, Associate Data Scientist)
- [EXTERNAL AUDITOR](#)
- [SALES EXECUTIVE](#) (Field Sales Executive, Sales, Representative, Salesperson)
- [SUPPLY CHAIN MANAGER](#) (Supply Chain Strategist, Supply Chain Analyst)
- [FINANCIAL MANAGER](#)
- [MANAGEMENT ANALYST](#) (Entry level position –Consulting Executive, Administration Executive, Associate Business Analyst)
- [INTERNATIONAL SALES REPRESENTATIVE](#) (International Sales Representative)
- [INTERPRETER](#) (Paraprofessional Interpreter)
- [FINANCIAL TRADER](#) (Sales Trader, Equities Trader, Derivatives Trader, Securities Trader, Forex Trader, Flow Trader, Proprietary Trader, Equities Trader)
- [BUSINESS ANALYST](#) (Business Process Analyst, Functional Analyst, Process Owner)
- [FINANCIAL CONTROLLER](#)
- [BUSINESS DEVELOPMENT MANAGER](#)
- [INTERNATIONAL TRADE & CUSTOMS MANAGER](#)
- [ENTREPRENEUR](#) (Owner, Founder)
- [ECONOMIST](#)
- [INTERNATIONAL ECONOMIST](#)
- [INTERNATIONAL ACCOUNTANT](#)
- [PROCUREMENT MANAGER](#) (Procurement Engineer, Purchasing Manager, Purchasing Manager, Category Manager)
- [CORPORATE INVESTMENT BANKER](#)
- [INTERNATIONAL FINANCIAL ANALYST](#)
- [POLICY ANALYST](#) (Researcher)
- [IMPORT/EXPORT COMPLIANCE SPECIALIST](#) (Import/Export Agent)
- [INTERNATIONAL BANKER](#)

Roles where your degree will be useful:

- [COMPLIANCE OFFICER](#)
- [COSTS LAWYER](#) (*Further conversion or PG study required*)
- [MEDIA PLANNER](#) (Communications Planner, Media Strategist, Advertising Media Planner)
- [PUBLIC AFFAIRS CONSULTANT](#) (Public Affairs Specialist, Public Relations & Communications Executive)
- [RECRUITMENT CONSULTANT](#)

*To find an entry level position for these roles, you can type in 'Entry Level', 'Graduate' or 'Junior' in front of the job title. With some roles, you can replace the last part of the title (e.g. 'Manager', 'Consultant', 'Executive' with the word 'Assistant'.)*

## Where and how can I do my research?

[What can I do with an international business degree? | Prospects.ac.uk](#)

[What Can You Do With An International Business Degree? – Forbes Advisor](#)

[14 International Business Degree Jobs \(With Salary Info\) | Indeed.com UK](#)

[What can I do with a business management degree? | Prospects.ac.uk](#)

[What Can You Do With a Business Degree? | Top Universities](#)

[What jobs can you get with a Business degree in the UK? | Milkround](#)

## Transferable Skills

Many transferable skills, as well as knowledge of business operations, frameworks and marketing, are developed throughout Business-related degrees. This skillset includes:

- Project management
- Communication and active listening
- Self-awareness and self-management
- Cross-cultural awareness
- Interpersonal skills
- Research skills
- Negotiation and influencing skills
- Creativity
- Organisation and time management skills
- Problem solving and analytical skills

## How to gain experience

Whatever career area you're interested in, finding some short-term paid or voluntary work will improve your prospects of getting a graduate job and can give you a valuable insight into how a company or organisation operates. Students who gain relevant work experience while studying secure graduate level employment quicker after graduating.

Please see our '**Ways to gain experience and skills throughout your degree**' resource under 'Employability Resources' for more ideas and information for finding gaining experience. Here are some ideas that you may want to consider:

- Volunteering – this can be a great way to gain industry specific skills and knowledge and will give you some great experience to add to your graduate CV. For example, can you work as an operations assistant for a charity? Can you work in a charities administration, HR or marketing department? Can you get involved with a local community project?
  - [Charity Marketing jobs near London | CharityJob.co.uk](#)
  - [Reach volunteering](#)
  - [Individual Volunteering | HandsOn London](#)
- Internships – these are a period of work experience, offered by an organisation, lasting a fixed period of time. They are typically undertaken by students and graduates looking to gain relevant skills. Internships can be very competitive, and you may need to apply for these many months in advance.

If you are interested in completing an internship, then ensure that you start researching and applying for these in plenty of time!

- [Placements & Internships for Students | RateMyPlacement](#)
  - [Internships | Bright Network](#)
  - [Business Internships in London | The Intern Group](#)
  - [Business Internships and Placements 2023 | RateMyPlacement](#)
  - [Internship jobs | Milkround](#)
  - [First Year Internships and Work Experience | Bright Network](#)
- 
- Relevant work experience – work shadowing or paid work experience. Can you find any administrative or officebased experience in a corporate environment? Can you take on any further managerial responsibilities in your current employment?
    - [Job Search | Indeed](#)
    - [Job Search - Find 199,988 UK jobs on CV-Library](#)
    - [Flexa Careers | Flexible Workplaces Offering Freedom & Choice](#)
    - [WorkYourWay](#)
    - [Part Time Jobs In The UK - Homeworking & Office-Based \(workingmums.co.uk\)](#)
- 
- Become a Peer Mentor at the university. We are looking for Level 5 & 6 Students to become Student Peer Mentors. This will help you to build leadership, coaching and communication skills whilst mentoring fellow students to success.
    - If you want to find out more, please contact [student.peermentoring@london.aru.ac.uk](mailto:student.peermentoring@london.aru.ac.uk)
- 
- Networking – this is important and helps you develop contacts in the industry. You may want to consider if there are any upcoming career fairs in your industry or if you can join a Professional Body to gain contacts in your desired industry. These contacts may support you in finding relevant experience!
    - [World Trade Organization - Home page - Global trade \(wto.org\)](#)
    - [ICC | International Chamber of Commerce \(iccwbo.org\)](#)
    - [GlobalTrade.net | The Directory for International Trade Services](#)
    - [Membership | Association For Project Management \(apm.org.uk\)](#)
    - [The Chartered Institute of Marketing](#)
- 
- Get involved with the ARU London Student Union. Consider making an application to receiving funding for running a project. Have you had a look at joining one of the societies that we have at the university?
    - [ARU London \(angliastudent.com\)](#)
    - [Run a Project \(angliastudent.com\)](#)

## Further business qualifications and courses

Business-related qualifications may be a great addition and add extra value to your CV, alongside your degree in International Business.

Industry specific qualifications could be advantageous but not always required. However, as some of these courses are free – you may want to consider these to add an extra element of experience and knowledge!

Please note that here are a few examples of courses that you could take, however, there are lots of great courses out there. LinkedIn Learning also has a range of free courses available, and you can access this for free whilst you are studying by contacting the Learning Resources Team!

Open university also offer a wide range of free courses! - [Money & Business - Free courses - OpenLearn - Open University](#)

- **Business Administration (Level 2 Qualification)** – develop your knowledge of important administrative support tasks, including how to prepare and distribute business documents and how to manage diary systems and financing systems.
  - [Free online business administration courses with certificates - Free Courses Online](#)
- **Level 3 Data Skills Programme** - understand the basic principles of data analysis, data processing, and how to turn data into actionable business insight.
  - [Analysing Data - DfE Skills Bootcamp | Babington](#)
- **Cyber Security (Level 2 Qualification)** – Gain a greater understanding or build upon existing knowledge of Cyber Security issues.
  - [Cyber security courses online - Free Courses Online](#)
- **Data Protection and Data Security (Level 2 Qualification)**- this course allows learners to demonstrate an understanding of data protection and data security.
  - [Data protection online courses - Free Courses Online](#)
- **Team Leading (Level 2 Qualification)** – Gain the knowledge and understanding required to successfully lead a team in a business environment.
  - [Team Leading Course - Free Courses Online](#)
- **Google Analytics Certification** – Google offers free online courses and exams for the Google Analytics tool. This certificate demonstrates your abilities to use this tool to track website traffic & user behaviour.
  - <https://marketingplatformacademy.withgoogle.com>
- **Digital Marketing (Level 2 Certificate)** – Learn the basics of marketing strategy including social media, Email and SEO (Search Engine Optimisation) as part of marketing campaigns.
  - [Digital Marketing Free Course \(freecoursesinengland.co.uk\)](#)
- **Level 3 Project Management** - Introduction to Project Management Skills Bootcamp (London) - gain the basic skills required to start out their career in project management.
  - [Introduction to Project Management | Babington](#)

## Master of Business Administration (MBA) International

Some international business graduates choose to study a Master of Business Administration (MBA)



If you are interested in continuing your studies, then we have a great MBA (International) course at the university. As an ARU London Alumni, you will receive a £2,000 scholarship to study a postgraduate degree with us!

### [Master of Business Administration \(MBA\) – International \(aru.ac.uk\)](#)

- This degree is designed for professionals who are seeking to improve their management and leadership skills and broaden their theoretical knowledge of business and management.
- We recognise that today business is conducted across international boundaries and that globalisation is a phenomenon that impacts all organisations. Therefore, the focus of the degree is on the specific challenges facing organisations that have global operations, or that transact business internationally.

## Where to look for graduate schemes?

Graduate schemes are training programmes at an entry level for those who have obtained an undergraduate or postgraduate degree.

Examples of companies that offer graduate schemes are:

- [BP](#) - On their business graduate programme you'll split your time between two new roles over the three-year programme.
- [Civil Service](#) - Giving graduates with at least a 2:2 in any degree subject the opportunity to work within a range of business areas.
- [PwC](#) – opportunities are designed to help you develop your skills.
- [J.P. Morgan](#) - runs a two to three-year rotational human resources programme.
- [Diageo](#) – Offers a two-year HR graduate programme, with the potential to complete a placement elsewhere in Europe.
- [EY](#) – unleash your potential as a future leader. A range of graduate schemes in consulting, tax, assurance.
- [Marks and Spencer](#) – spanning 18-24 months, you'll enjoy several rotations which give you a bigger picture of the business.
- [Associated British Foods](#) - has a two-year scheme involving project management and delivering presentations.

Please note that these are just a few examples of graduate schemes. There are hundreds of graduate schemes in a huge range of companies and business areas.

Websites that you can search for graduate schemes are:

- [Bright Network](#)
- [Prospects](#)
- [Give a Grad a Go](#)
- [Milkround](#)
- [Target Jobs](#)

## Where to look for other graduate jobs and part-time opportunities?

If you are looking for part time or flexible opportunities, please see our *'Finding part-time graduate work'* resource on the 'Employability Resources' tile of the VLE.

### Generic job searching websites

Generic websites are widely used by organisations to post jobs in any industry or level. Although these websites can be useful to find a range of opportunities, you may find that the same jobs are advertised across many platforms. Using industry specific job searching websites may save you time and allow you to find opportunities that best fit your interests.

- [Reed](#)
- [Indeed](#)
- [Total Jobs](#)
- [CV Library](#)

### Business specific job searching websites

- [City Jobs](#)
- [GAAP Web](#)
- [Top Financial jobs](#)
- [CEO Worldwide](#)
- [Personnel Today](#)

### Recruitment Agencies

Another way of searching for roles is by using recruitment agencies as they work directly with organisations that are looking to hire. Recruiters are consultants that match candidates to job roles using interviews and application support. Contacting recruitment agencies is another way of maximising your chances of finding roles as they contact you if a role that suits your interests, skills, knowledge, and experience becomes available. General recruitment agencies that support graduates:

- [Hays](#)
- [Adecco](#)
- [Morgan Hunt](#)
- [Tiger Recruitment](#)
- [Huntress](#)

Business and International Business recruitment agencies include:

- [Tiger Recruitment](#)
- [Approach People Recruitment](#)
- [ReThink Recruitment](#)
- [Brite Recruitment](#)
- [Morgan MCKinley](#)

## Professional Bodies

Professional bodies are organisations run by individuals that are experts in a particular sector e.g. accountancy, project management, banking, HR and marketing etc. They can be extremely useful to join as they often provide opportunities for career development and further training, as well as industry specific events or networking opportunities. Whilst you are still a student, they may offer you free student membership.

- [World Trade Organization - Home page - Global trade \(wto.org\)](http://wto.org)
- [Chartered Management Institute](http://cma.org)
- [ICC | International Chamber of Commerce \(iccwbo.org\)](http://iccwbo.org)
- [GlobalTrade.net | The Directory for International Trade Services](http://GlobalTrade.net)
- [Membership | Association For Project Management \(apm.org.uk\)](http://apm.org.uk)
- [The Chartered Institute of Marketing](http://cma.org)



## Speculative Applications

A speculative application is when the job seeker conducts research and directly contacts a company they wish to work for to see if there are any employment opportunities. Statistically, almost 60% of jobs are not actively advertised on the open market (UK Careers Fair).

Targeting and reaching out to companies to enquire about opportunities may increase your chances of success in the competitive job market. Being proactive in this way can give you access to a much wider variety of roles and increase your chances of success in the competitive job market.

Speculative applications provide a direct route into the company and contacting recruiters can lead to:

- [Temporary or permanent work](#)
- [Internships or work shadowing opportunities](#)
- [Increased business connections](#)

Even if it turns out there isn't a job available, your positive approach may impress the employer sufficiently that they'll bear you in mind for future vacancies that arise.

To find out more about speculative applications, please see page 5 of our **'Cover Letter writing guide and examples'** under the 'Employability Resources' tile for more information and an example.

## Psychometric Testing

Many employers use psychometric tests as part of the recruitment process. They're common in graduate jobs, work placements and internships. Psychometric tests are used to:

- Identify the people best suited to a particular job
- See if you are a good fit for their company culture
- Screen a lot of applicants without having to interview everyone

You'll see tests of things like:

- Verbal reasoning – your ability to understand written information
- Numerical reasoning – how you think using numbers
- Abstract or spatial reasoning – your ability to understand patterns, logical rules or work with shapes
- Personality - questions about how you behave, to predict how you might act in a work situation (there are no right or wrong answers)
- Situational judgement tests - set a scene and ask what you would do in that situation

Psychometric Testing can be quite difficult if you have not had any experience of them in the past. You can practice these tests on Career Zone by going to the 'Aptitude Test' section. You can also find free practice tests on sites like:

- [The Psychometric Test Project](#)
- [The British Psychological Society](#)
- [SHL practice tests](#)

## Enterprise

You might also want to explore the world of enterprise. If you've got a great idea and you spot a gap in the market and want to earn a living from doing something you're passionate about, if you start your own business, you won't be unemployed. You might want to help others or make the world a better place, so if you have a product or service that can save people time, or money, or stress, and generally make life better, then this is always a great reason for starting a business.

The Enterprise Hub is an entrepreneurial support service provided to current students and alumni who wish to establish their own businesses. The Enterprise Team is comprised of experts who possess a wide range of specialist business skills and experience. This includes a group of students and alumni entrepreneurs who offer not only their insights to running a successful business but also provide additional guidance as peer mentors. The Hub offers bespoke workshops to those already running businesses as well as those seeking to establish new start-ups. To register your interest or for more information please contact our Enterprise Team via email - [Enterprise@london.aru.ac.uk](mailto:Enterprise@london.aru.ac.uk)

## LinkedIn

It can be really hard to stand out in the job market when there are so many other graduates trying to do the same thing.

One quick win is to have a LinkedIn account to raise your profile and build up professional contacts while still at university.

Benefits of using LinkedIn:

- Build your personal brand - people will remember you and your brand when they look for someone with your particular skills and expertise. A strong personal brand can lead to [new](#) opportunities
- To build a strong network of professional contacts - you never know when a connection will [come in handy and the bigger your network, the more chance you have of being referred to a](#) job role

- To prove your dedication - having a LinkedIn account as a student proves that you are dedicated to pursuing a career
- To get job alerts - you can program LinkedIn to send you job alerts for certain companies, industries or specific job titles, so that you'll never miss out on a great opportunity again

## **Employability Support**

If you need any employability support or want to discuss your future career options, you can book a one-to-one appointment with one of our Careers Consultants. So, whether you're looking to prepare for your first graduate role and need advice on your CV or application form, or you're looking for a part-time job to fit around your studies or want to apply for a postgraduate course, then please drop us an email at [employability@london.aru.ac.uk](mailto:employability@london.aru.ac.uk) or call us 0207 400 6789 and we'll get you booked in as soon as possible.