



## LEARNING + EXPERIENCE = CAREER ADVANTAGE

A Bachelor of Business Administration (BBA) is a sought-after degree. It is valued by students and employers alike. Both understand that at SFU, BBA students receive an ideal combination of management education supplemented with practical applied knowledge essential for success in the competitive career marketplace.

### Professional Help from the Career Management Centre and Business Co-op

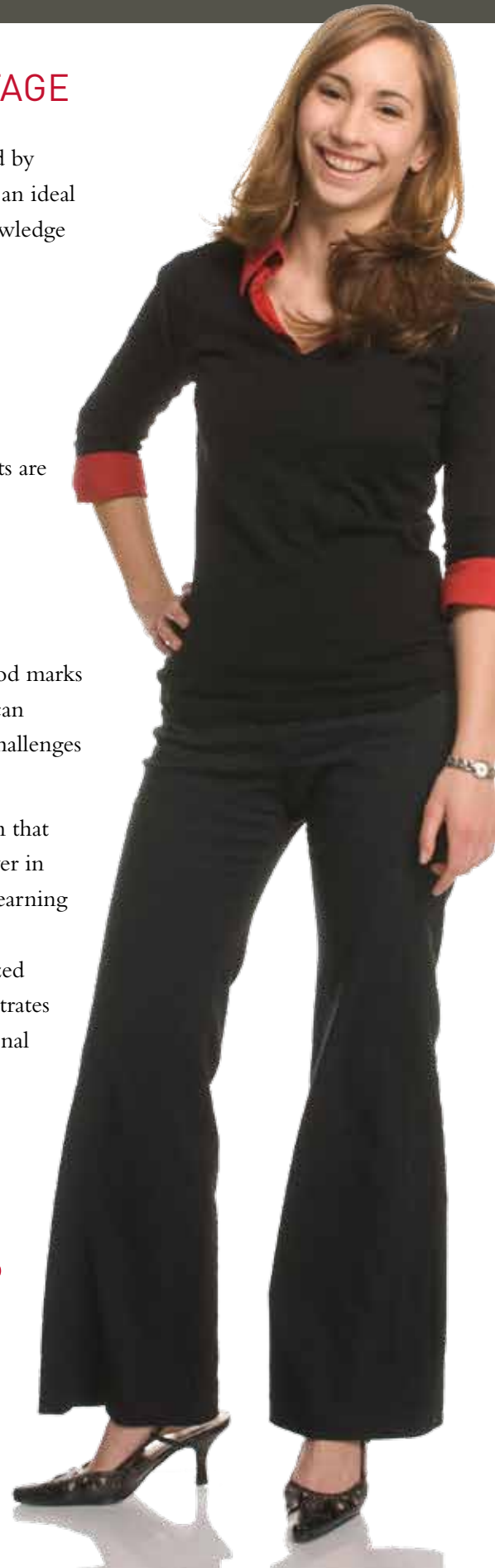
The Career Management Centre and Co-operative Education help students turn their academic knowledge into practical experience valued by employers. Students are encouraged to connect with these areas early in their BBA program to take full advantage of these career-enriching experiences.

### Co-op Work Experience Lets Students Earn While They Learn

Employers have told us they look to hire students whose resumes reflect both good marks and an active pursuit of work-related experience. They know that students who can achieve both while they are in university will be better equipped to handle the challenges and rewards of their chosen career path.

That's why, over 30 years ago, SFU established a Co-operative Education program that encourages students to spend four- to eight-month terms working for an employer in an area directly related to his or her chosen field of study. Students build on the learning they have done in the classroom, and put it into action through paid work terms. SFU's Co-operative Education Program is one of North America's most recognized by employers. It is also accredited by CAFCE, which means the program demonstrates quality in structure, delivery, work term monitoring and evaluation, and institutional commitment.

Approximately 71% of Business Co-op students are offered a job prior to, or just after, graduation!





## Let Us Help Your Student Develop Skills, Find a Job and Create a Career Path

As parents, you want your child to excel at university and find a rewarding career upon graduation. SFU Business Co-op professional career advisors assist students maximize their co-op opportunities while still at school by offering:

- A wide range of career and employability skills development workshops
- Assistance in identifying transferable skills
- Individual assistance to develop effective resumes and cover letters
- Interview preparation, advice, and feedback
- Career exploration, planning and decision-making support
- An exclusive Co-op job posting system which provides Co-op students with access to hundreds of job postings related to their field of study
- Site visits by Co-op Coordinators to ensure work term success
- An opportunity to make valuable contacts, friends, and a name for themselves

### With a Co-operative Education Students Can:

- Work locally, nationally or internationally and graduate with at least one year's worth of industry-related work experience in an entry-level management position
- Earn wages to help finance their education, ranging between \$12 to \$22/hour
- Gain a deeper understanding of business issues and see how academic skills are used in the workplace
- Network with business professionals in their chosen field
- Complete work terms without extending graduation, thanks to SFU's trimester system
- Access support and coaching from experienced Co-op professionals

### Business Co-op employers include:

- AeroInfo Systems (Boeing)
- BDO Dunwoody LLP
- BC Hydro
- Canada Revenue Agency
- Electronic Arts
- Ernst & Young
- Fisheries and Oceans Canada
- Goldcorp Inc.
- HSBC Bank Canada
- KPMG
- Microsoft Canada
- PMC-Sierra
- PricewaterhouseCoopers
- Research in Motion
- Scotiabank Wealth Management
- Studio B Productions Inc.
- Teck Cominco
- Vancouver International Airport
- WorkSafeBC



## CAREER MANAGEMENT CENTRE

The Career Management Centre at the Beedie School of Business is committed to providing students with exceptional career management advice and resources that help them prepare for their first job, advance their career opportunities and confidently manage their careers over the long term. Professional Career Management Centre staff provide advice, coaching and access to resources to help students:

### **Get Direction**

- Self-Assessment
- One-on-one Career Coaching

### **Get Prepared**

- Professional Business Attire, Dining Etiquette
- Specialized Workshops and Coaching Clinics

### **Get the Job**

- Resume, Networking and Interview Skills
- Job Search Process

## Programs and Services

The Career Management Centre facilitates connections between Beedie School of Business students and employers to help students achieve their employment goals. To this end, we offer an extensive set of services including:

- One-on-one Career Coaching
- Self-Assessments/Career Exploration
- Resume and Cover Letter Review
- Mock Interview Program
- Career Workshops
- Company Information and Recruitment Sessions
- Industry Panels
- Networking Events
- Exclusive Business-only On-line Job and Event Postings
- Business Career Expo

“The CMC gives you very realistic information about your specific area of interest. They aren’t just selling the idea; they’re getting you to really think about the career.”

~ Pam Hernandez, BBA 2010 Alumni



# CAREER DEVELOPMENT PROCESS

Career development is an ongoing process. However, there are techniques and skills that, once learned, will last for a lifetime. The Career Management Centre has extensive resources to help students develop their goals and strategies and an action plan to help achieve them. Career Management Centre staff work with students to provide current knowledge and planning tools which help maximize their experience and academic background every step of the way.

## Step-by-Step Career Management

Students will find answers and resources to these questions:

### STEP 1: Self-Assessment

- What are my strengths, skills, assets?
- What am I passionate about/interested in?
- What do I value in work and life?
- What type of organizations and teams do I like to work with?

### STEP 2: Discover Career Options

- What are some of the career paths usually associated with each concentration?
- What careers would fit my skills, values and interests?
- What would I actually do in the jobs that I am interested in (day in the life of)?
- What are the major industries and employers in Vancouver (or the city you want to work in)?
- What are employers looking for when hiring new grads?

### STEP 3: Job Search / Self-Marketing

- How do I look for a job? Are there any creative ways to search?
- How do I set myself apart from other job applicants?
- How do I highlight my skills and experience on my resume/cover letter?
- What should I expect in my first interview for a new grad job?



For additional information on services offered by the Career Management Centre at the Beedie School of Business, please visit [www.beedie.sfu.ca/careers](http://www.beedie.sfu.ca/careers) or contact 778.782.5544.



## STUDENT ACTION PLAN

- Get to know the staff and resources available to you through the Career Management Centre and Business Co-op beginning in your first year, and maintain an ongoing dialogue throughout your studies. Do not wait until you have completed your academic program to start thinking about your career.
- Focus by developing awareness of personal, educational, and career goals and develop a career action plan.
- Thoroughly research career options that align with your values, interests and abilities.
- Attend workshops led by Career Management Centre staff on effective resume, cover letter, networking and interview skills and how to uncover the hidden job market.
- Create a resume before you begin your job search so that you can refine and strengthen it.
- Consider gaining valuable work experience by participating in Business Co-op, internships and/or summer employment.
- Join a club or association, volunteer in the community, and/or engage in leadership opportunities.
- Discuss career options with your parents, career advisors, faculty and alumni. Develop a strong network of individuals who will support your career goals.

## PARENTS PLAY AN IMPORTANT PART

**Parent support is integral to a student's success. Therefore, we encourage you to:**

- Familiarize yourself with the academic program, the various business concentrations, and the career development process.
- Encourage your student to visit the Career Management Centre, meet with a Career Advisor, and read information sent their way promoting upcoming employer- or Career Management Centre-sponsored events and workshops.

**“The CMC made me more selective; they encouraged me to find a career that would really suit me, work that I'd actually enjoy.”**

**~ Herwin Gill, BBA Alumni 2008**

- Show interest and ask how you can help, but let your student take the lead and be open to hearing new ideas. Discuss career paths and encourage them to explore careers that match their values, interests, abilities and skills.

- Encourage your student to get involved early on during their academic program

with student clubs and associations, volunteer opportunities, case competitions, international exchange opportunities and/or Co-op work terms. Employers look favourably on these activities, and this often sets students apart from other applicants.

- Help your student build relationships and a networking base by connecting them with friends or associates in business.
- Be a sounding board - listen to their fears, frustrations and expectations. Remind them of their success in having pursued and obtained a university education.

## Good to Know:

- The Beedie School of Business has strong ties with the local business community. The Career Management Centre works to develop and maintain mutually beneficial relationships with employers.
- The Career Management Centre's sophisticated on-line hub is for over 19,000 students and alumni to view business-only job postings, register for events and access a variety of online resources. There are over 2,500 accounts created for employers who have posted jobs with us.
- The Business Career Expo has grown to become the largest business student recruitment fair in the province. This event, jointly hosted with the Sauder School of Business at UBC, is an annual one-day event that attracts over 100 companies and 1,000 undergraduate and graduate students and recent alumni.
- Our research has shown that upon graduation, business graduates earn an average salary of \$43,000/annum (average salary range is \$35,000 to \$45,000). Salary depends on the area of specialization, as well as experience and skill level. Higher salaries are typically secured by those students who gained related work experience while completing their degrees (Co-op work terms, part-time work, summer internships, student club activities, volunteering).

## LINKS FOR MORE INFORMATION AND RESOURCES:

**Career Developer** <http://educationplanner.bc.ca/careerdeveloper/>

Career Developer is your one-stop center for learning and career success.

**What's Key** <http://www.whatskey.org/>

This site is a resource for career and education opportunities in BC and provides an array of career, learning, and labour market information (LMI) sources and tools.

**BC Work Futures** <http://www.workfutures.bc.ca/>

A guide to hundreds of BC careers and the education and training needed to pursue them.



## Career Management Centre

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