

Program Endorsement Brief: 0506.00 – Business Management
Business Administration - Management

Los Angeles/Orange County Center of Excellence, May 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/> (see comments below)	
Living Wage: (Entry-Level, 25th)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>	

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to four middle-skill occupations:

- *General and operations managers (11-1021);*
- *Administrative services and facilities managers (11-3011);*
- *Industrial production managers (11-3051); and*
- *First-line supervisors of office and administrative support workers (43-1011).*

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.¹ Although the occupations in this report typically require a bachelor's degree, they are considered middle-skill because approximately one-third of workers in the field have completed some college or an associate degree. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data, there does not appear to be a supply gap for these business management-related occupations in the region. However, the business programs summarized in this report are often general enough that they provide training for several occupations beyond those included in this report, so this basic supply/demand analysis should not be the only basis considered for program endorsement. Furthermore, 98% of awards conferred by non-community college institutions in related programs are Bachelor's degrees. While it is unlikely that community

¹ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

college students obtaining this certificate as their highest level of education completed will be qualified for many of these job openings, this program may provide an opportunity for students from related fields to upskill their existing business knowledge and skillset.

While all four occupations have entry-level wages that exceed the living wage in both Los Angeles and Orange counties, three of the four occupations typically require a bachelor's degree, and between 30% and 35% of incumbent workers have completed some college or an associate degree. **Therefore, due to some of the criteria being met, the COE endorses this program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **15,031 jobs available annually** in the region due to retirements and workers leaving the field, **which is less than the 21,487 awards (CC completions + awards less than a master's degree at non-community college institutions) conferred annually** by educational institutions in the region.
- **Living Wage Criteria** – All four occupations have entry-level hourly wages above the Los Angeles County living wage (\$15.04/hour).²
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for *first-line supervisors of office and administrative support workers* (43-1011); and a bachelor's degree for *general and operations managers* (11-1021); *administrative services and facilities managers* (11-3011); and *industrial production managers* (11-3051).
 - National-level educational attainment data indicates **between 30% and 41% of workers in the field have completed some college or an associate degree.**

Supply:

- All **29 community colleges** in the LA/OC region offer programs that have historically trained for the occupations of interest, conferring an average of **9,191 awards annually** between 2017 and 2020.
- Between 2016 and 2019, there was an average of **12,296 awards conferred annually** in related training programs by non-community college institutions.
 - Of these awards, 12,026 were Bachelor's degrees.

² Living wage data was pulled from California Family Needs Calculator on 4/29/2021. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the four occupations of interest. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 4% through 2024. However, there will be 15,031 job openings per year through 2024 due to retirements and workers leaving the field.

This report includes employment projection data by Emsi, which uses EDD information. Emsi's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	137,216	131,129	(6,087)	(4%)	10,802
Orange	53,340	51,250	(2,090)	(4%)	4,229
Total	190,556	182,379	(8,177)	(4%)	15,031

Wages

The labor market endorsement in this report considers the entry-level hourly wages for these business management occupations in Los Angeles County, as they relate to the county's living wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County: All four occupations have entry-level wages above the living wage for one adult (\$15.04 in Los Angeles County). Typical entry-level hourly wages are in a range between \$22.99 and \$38.56. Experienced workers can expect to earn wages between \$37.19 and \$88.27, which are higher than the living wage estimate.

Orange County: All four occupations have entry-level wages above the living wage for one adult (\$17.36 in Orange County). Typical entry-level hourly wages are in a range between \$22.89 and \$40.33. Experienced workers can expect to earn wages between \$37.01 and \$97.82, which are higher than the living wage estimate.

³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Job Postings

Over the past 12 months, there have been 22,618 online job postings for the four occupations studied in this report. The highest number of job postings were for operations manager, office manager, and general manager. The top skills were budgeting, scheduling, and customer service. The top employers, by number of job postings, in the region were Anthem Blue Cross, Dollar Tree, and CVS Health.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for *first-line supervisors of office and administrative support workers (43-1011)*; and a bachelor's degree for *general and operations managers (11-1021)*; *administrative services and facilities managers (11-3011)*; and *industrial production managers (11-3051)*. National-level educational attainment data indicates between 30% and 41% of workers in the field have completed some college or an associate degree. Of the 68% of job postings listing a minimum education requirement in Los Angeles/Orange County, 26% (4,009) requested a high school diploma, 5% (795) requested an associate degree, and 69% (10,485) requested a bachelor's degree.

Educational Supply

Community College Supply — Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges in the related TOP codes: Business and Commerce, General (0501.00); Business Administration (0505.00); Business Management (0506.00); Management Development and Supervision (0506.30); and Office Management (0514.40). The colleges with the most completions in the region are Coastline, Pasadena, and Cerritos. Over the past 12 months, there were 12 other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Award Average
0501.00	Business and Commerce, General	Cerritos	39	41	5	28
		Compton	1	-	-	0
		Glendale	48	40	46	45
		LA City	113	157	116	129
		LA Harbor	8	13	10	10
		LA Mission	29	9	-	13
		LA Pierce	-	5	17	7
		LA Southwest	20	30	29	26
		Long Beach	93	130	237	153

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Award Average		
		Mt San Antonio	161	209	117	162		
		Santa Monica	-	1	5	2		
		West LA	8	5	44	19		
		LA Subtotal	520	640	626	595		
		Coastline	5	5	6	5		
		Saddleback	8	14	19	14		
		OC Subtotal	13	19	25	19		
Supply Subtotal/Average			533	659	651	614		
0505.00	Business Administration	Cerritos	181	206	250	212		
		Citrus	434	349	398	394		
		Compton	44	49	28	40		
		East LA	159	227	247	211		
		El Camino	310	295	306	304		
		Glendale	246	216	241	234		
		LA City	85	84	91	87		
		LA Harbor	90	83	83	85		
		LA Mission	60	51	88	66		
		LA Pierce	181	211	208	200		
		LA Southwest	22	35	56	38		
		LA Trade	-	-	7	2		
		LA Valley	99	131	147	126		
		Long Beach	273	375	293	314		
		Mt San Antonio	135	248	269	217		
		Pasadena	847	909	1,191	982		
		Rio Hondo	216	241	276	244		
		Santa Monica	335	297	334	322		
		West LA	135	120	156	137		
				LA Subtotal	3,852	4,127	4,669	4,216
				Coastline	681	763	592	679
				Cypress	213	228	244	228
				Fullerton	358	374	373	368
				Golden West	126	187	166	160
				Irvine Valley	233	306	349	296
				Orange Coast	393	381	443	406
				Saddleback	278	297	382	319
				Santa Ana	216	217	220	218

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Award Average		
		Santiago Canyon	152	159	157	156		
		OC Subtotal	2,650	2,912	2,926	2,829		
Supply Subtotal/Average			6,502	7,039	7,595	7,045		
0506.00	Business Management	Cerritos	405	456	516	459		
		Citrus	1	2	-	1		
		Compton	2	3	-	2		
		East LA	26	29	18	24		
		El Camino	23	23	33	26		
		Glendale	10	9	13	11		
		LA City	15	18	39	24		
		LA Mission	4	3	1	3		
		LA Pierce	-	3	2	2		
		LA Valley	30	33	36	33		
		Long Beach	22	21	29	24		
		Mt San Antonio	161	202	145	169		
		Santa Monica	18	23	-	14		
		LA Subtotal	717	825	832	791		
		Coastline	71	84	72	76		
		Cypress	6	6	3	5		
		Fullerton	11	11	12	11		
		Golden West	8	20	8	12		
		Irvine Valley	9	3	14	9		
		North Orange Adult	24	27	36	29		
		Orange Coast	51	40	16	36		
		Santa Ana	81	64	71	72		
		Santiago Canyon	42	17	24	28		
		OC Subtotal	303	272	256	277		
		Supply Subtotal/Average			1,020	1,097	1,088	1,068
		0506.30	Management Development and Supervision	Cerritos	8	14	32	18
LA Pierce	6			4	4	5		
LA Southwest	16			12	9	12		
LA Trade	18			5	4	9		
LA Valley	18			23	20	20		
Pasadena	7			3	3	4		
Rio Hondo	63			20	23	35		

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Award Average
		Santa Monica	17	6	19	14
		LA Subtotal	153	87	114	118
		Coastline	312	355	247	305
		Saddleback	23	34	27	28
		Santa Ana	13	4	11	9
		Santiago Canyon	2	-	2	1
		OC Subtotal	350	393	287	343
Supply Subtotal/Average			503	480	401	461
0514.40	Office Management	El Camino	1	-	1	1
		LA Subtotal	1	-	1	1
		Cypress	1	1	1	1
		OC Subtotal	1	1	1	1
Supply Subtotal/Average			2	1	2	2
Supply Total/Average			8,560	9,276	9,737	9,191

Non-Community College Supply — It is important to consider the supply from non-community college programs in the region that have historically trained for the occupations of interest. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: Business / Commerce, General (52.0101); and Business Administration and Management, General (52.0201).

Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 12,296 awards annually in related training programs. It is worth noting that 98% of these awards (12,026) are Bachelor's degrees.

Exhibit 3: Regional non-community college awards, 2016-2019

CIP	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Yr Average
52.0101	Business / Commerce, General	Abraham Lincoln University	0	0	0	0
		Azusa Pacific University	24	10	13	16
		Biola University	0	0	0	0
		DeVry University-California	19	15	17	17
		Loyola Marymount University	5	3	0	3
		University of Southern California	0	0	0	0

CIP	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Yr Average
52.0201	Business Administration and Management, General	Abraham Lincoln University	0	1	4	2
		Advanced College	1	0	0	0
		Angeles College	0	0	0	0
		Azusa Pacific University	111	113	123	116
		Bethesda University	8	22	24	18
		Biola University	116	87	113	105
		Brandman University	143	152	121	139
		California Intercontinental University	5	5	3	4
		California State Polytechnic University-Pomona	1,312	1,469	1,192	1,324
		California State University-Dominguez Hills	505	571	561	546
		California State University-Fullerton	2,155	2,306	2,462	2,308
		California State University-Long Beach	1,275	1,437	1,447	1,386
		California State University-Los Angeles	812	1,039	1,078	976
		California State University-Northridge	604	695	717	672
		California University of Management and Sciences	0	0	1	0
		Chapman University	381	366	376	374
		Claremont Graduate University	44	46	39	43
		Concordia University-Irvine	97	95	98	97
		DeVry University-California	192	144	105	147
		Eagle Rock College	0	0	0	0
		Hope International University	20	31	52	34
		InterCoast Colleges-Santa Ana	0	0	0	0
		Learnet Academy Inc	4	17	0	7
		Life Pacific University	5	15	11	10
		Los Angeles ORT College-Los Angeles Campus (CLOSED)	32	24	32	29
		Los Angeles Pacific College	0	0	3	1
		Los Angeles Pacific University	0	0	1	0
		Loyola Marymount University	0	0	32	11
		Marymount California University	57	67	65	63
		Mount Saint Mary's University	48	41	40	43

CIP	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Yr Average
		Mt Sierra College	10	10	0	7
		Pacific States University	0	2	2	1
		Pepperdine University	200	191	255	215
		Platt College-Anaheim	0	2	8	3
		Platt College-Los Angeles	9	8	6	8
		Southern California Institute of Technology	0	0	0	0
		The Master's University and Seminary	45	71	64	60
		Trident University International	407	339	293	346
		University of Antelope Valley	25	33	33	30
		University of California-Irvine	159	205	260	208
		University of La Verne	303	349	314	322
		University of Phoenix-California	1,214	1,309	1,161	1,228
		University of Southern California	1,023	993	1,022	1,013
		University of the People	41	67	75	61
		University of the West	6	15	6	9
		Vanguard University of Southern California	83	78	71	77
		Westcliff University	148	83	97	109
		Whittier College	81	57	73	70
		Woodbury University	44	40	23	36
		Total/Average	11,773	12,623	12,493	12,296

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
General and Operations Managers (11-1021)	70,420	68,241	(2,179)	(3%)	5,191	\$35.64	\$55.04	\$88.27
Administrative Services and Facilities Managers (11-3011)	12,471	12,460	(11)	0%	967	\$37.45	\$52.41	\$67.29
Industrial Production Managers (11-3051)	5,487	4,985	(502)	(9%)	319	\$38.56	\$50.75	\$69.13
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	48,837	45,443	(3,394)	(7%)	4,325	\$22.99	\$29.23	\$37.19
Total	137,216	131,129	(6,087)	(4%)	10,802			

Exhibit 5. Orange County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
General and Operations Managers (11-1021)	27,616	27,061	(554)	(2%)	2,086	\$35.52	\$54.80	\$87.82
Administrative Services and Facilities Managers (11-3011)	4,514	4,413	(101)	(2%)	345	\$36.48	\$51.03	\$65.53
Industrial Production Managers (11-3051)	2,528	2,341	(188)	(7%)	146	\$40.33	\$52.79	\$71.72
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	18,682	17,435	(1,247)	(7%)	1,652	\$22.89	\$29.09	\$37.01
Total	53,340	51,250	(2,090)	(4%)	4,229			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
General and Operations Managers (11-1021)	98,036	95,302	(2,734)	(3%)	7,276	Bachelor's degree
Administrative Services and Facilities Managers (11-3011)	16,985	16,873	(112)	(1%)	1,311	Bachelor's degree
Industrial Production Managers (11-3051)	8,015	7,325	(690)	(9%)	465	Bachelor's degree
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	67,519	62,879	(4,640)	(7%)	5,978	High school diploma or equivalent
Total	190,556	182,379	(8,177)	(4%)	15,031	

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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