

**Labor Market Analysis for Program Recommendation**

**Business Management Occupations**

**Santa Rosa Junior College**

### Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

### February 2023

## Recommendation

Based on all available data, there appears to be an “undersupply” of Business Management workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 5,661 students in the Bay region and 638 students in the North Bay Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 0506.00 - Business Management programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Santa Rosa Junior College and in the region.

This report profiles Business Management Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Santa Rosa Junior College.

* **General and Operations Managers (11-1021):** Plan, direct, or coordinate the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Excludes First-Line Supervisors.  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 35%
* **Sales Managers (11-2022):** Plan, direct, or coordinate the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%
* **Administrative Services Managers (11-3012):** Plan, direct, or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, and other office support services.  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 32%
* **Human Resources Managers (11-3121):** Plan, direct, or coordinate human resources activities and staff of an organization. Excludes managers who primarily focus on compensation and benefits (11-3111) and training and development (11-3131).  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%

## Occupational Demand

**Table 1. Employment Outlook for Business Management Occupations in Bay Region**

| **Occupation** | **2021 Jobs** | **2026 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| General and Operations Managers | 81,062 | 83,562 | 2,500 | 3% | 36,235 | 7,247 | $42 | $62 |
| Sales Managers | 29,394 | 29,260 | -134 | -0% | 12,497 | 2,499 | $53 | $80 |
| Administrative Services Managers | 8,960 | 9,269 | 310 | 3% | 3,873 | 775 | $41 | $56 |
| Human Resources Managers | 8,913 | 9,167 | 253 | 3% | 3,855 | 771 | $59 | $78 |
| **Total** | **128,329** | **131,258** | **2,929** | **2%** | **56,460** | **11,292** |  |  |
| Source: Lightcast 2022.3 | | | | | | | | |
| **Bay Region includes:** Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties | | | | | | | | |

**Table 2. Employment Outlook for Business Management Occupations in North Bay Sub-region**

| **Occupation** | **2021 Jobs** | **2026 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| General and Operations Managers | 9,704 | 9,964 | 259 | 3% | 4,311 | 862 | $36 | $51 |
| Sales Managers | 2,560 | 2,479 | -81 | -3% | 1,049 | 210 | $39 | $57 |
| Administrative Services Managers | 950 | 949 | -1 | -0% | 378 | 76 | $36 | $49 |
| Human Resources Managers | 653 | 649 | -4 | -1% | 264 | 53 | $48 | $66 |
| **Total** | **13,867** | **14,040** | **173** | **1%** | **6,003** | **1,201** |  |  |
| Source: Lightcast 2022.3 | | | | | | | | |
| **North Bay Sub-Region includes:** Marin, Napa, Solano, Sonoma Counties | | | | | | | | |

### Job Postings in Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Jan. 2022 - Dec. 2022)**

| **Occupation** | **Bay Region** | **North Bay** | |
| --- | --- | --- | --- |
| General and Operations Managers | 26,445 | 1,765 | |
| Sales Managers | 20,084 | 1,180 | |
| Human Resources Managers | 7,040 | 508 | |
| Administrative Services Managers | 3,460 | 311 |
| Source: Lightcast | |

**Table 4a. Top Job Titles for Business Management Occupations for latest 12 months (Jan. 2022 - Dec. 2022) Bay Region**

| **Title** | **Bay** | **Title** | | **Bay** |
| --- | --- | --- | --- | --- |
| Operations Managers | 1,767 | Territory Managers | | 519 |
| Business Development Managers | 1,313 | Chiefs of Staff | | 513 |
| Human Resources Managers | 1,226 | Directors of Operations | | 485 |
| Sales Managers | 878 | Assistant Operations Managers | | 483 |
| Directors of Human Resources | 825 | Directors of Sales | | 422 |
| General Managers | 820 | Product Owners | | 404 |
| Operations Supervisors | 640 | District Managers | | 377 |
| Regional Sales Managers | 576 | Operations Coordinators | | 327 |
| Principal Product Managers | 555 | Territory Sales Managers | | 326 |
| Source: Lightcast | | |

**Table 4b. Top Job Titles for Business Management Occupations for latest 12 months (Jan. 2022 - Dec. 2022) North Bay Sub-Region**

| **Title** | **North Bay** | **Title** | **North Bay** | |
| --- | --- | --- | --- | --- |
| Operations Managers | 249 | Regional Sales Managers | 45 | |
| Human Resources Managers | 139 | District Managers | 42 | |
| General Managers | 129 | Territory Managers | 42 | |
| Sales Managers | 107 | Business Office Managers | 41 | |
| Assistant Operations Managers | 101 | Assistant General Managers | 35 | |
| Operations Supervisors | 94 | Territory Sales Managers | 33 | |
| Directors of Human Resources | 93 | District Sales Managers | 30 | |
| Business Development Managers | 54 | Business Managers | 29 | |
| Directors of Operations | 46 | Operations Coordinators | 26 | |
| Source: Lightcast | | | |

## Industry Concentration

**Table 5. Industries hiring Business Management Workers in Bay Region**

| **Industry - 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2021)** | **Jobs in Industry (2026)** | **% Change (2021-26)** | **% Occupation Group in Industry (2021)** |
| --- | --- | --- | --- | --- |
| Internet Publishing and Broadcasting and Web Search Portals | 6,515 | 7,868 | 21% | 5% |
| Custom Computer Programming Services | 5,425 | 6,103 | 13% | 4% |
| Software Publishers | 4,126 | 4,528 | 10% | 3% |
| Corporate, Subsidiary, and Regional Managing Offices | 4,635 | 4,222 | -9% | 4% |
| Computer Systems Design Services | 2,864 | 3,039 | 6% | 2% |
| Local Government, Excluding Education and Hospitals | 2,931 | 3,010 | 3% | 2% |
| Electronic Computer Manufacturing | 2,613 | 2,864 | 10% | 2% |
| Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) | 2,183 | 2,353 | 8% | 2% |
| Data Processing, Hosting, and Related Services | 1,994 | 2,343 | 17% | 2% |
| Administrative Management and General Management Consulting Services | 1,810 | 2,175 | 20% | 1% |
| Source: Lightcast 2022.3 | | | | |

**Table 6. Top Employers Posting Business Management Occupations in Bay Region and North Bay Sub-Region (Jan. 2022 - Dec. 2022)**

| **Employer** | **Bay** | **Employer** | **North Bay** |
| --- | --- | --- | --- |
| ExecuNet | 1,059 | CVS Health | 85 |
| Google | 880 | Dollar Tree | 68 |
| Meta | 655 | Biomarin Pharmaceutical | 66 |
| Robert Half | 474 | Target | 34 |
| Amazon | 463 | Ultragenyx Pharmaceutical | 31 |
| Elevance Health | 449 | Robert Half | 30 |
| CVS Health | 409 | GPAC | 28 |
| Splunk | 387 | Hyatt | 28 |
| Doordash | 380 | Transdev | 28 |
| Gap | 358 | Healthcare Services Group | 22 |
| Source: Lightcast | | | |

## Educational Supply

There are 15 community colleges in the Bay Region issuing 220 awards on average annually (last 3 years ending 2019-20) on TOP 0506.00 - Business Management. In the North Bay Sub-Region, there are two (2) community colleges that issued 38 awards on average annually (last 3 years) on this TOP code.

There are 17 four-year institution in the Bay Region issuing 5,411 Bachelor’s degrees on average annually (last 3 years ending 2019-20) on CIP 52.0201 - Business Administration and Management, General. There are three (3) four-year institutions in the North Bay Sub-Region issuing 525 Bachelor’s degrees on this CIP code.

**Table 7a. Community College Awards on TOP 0506.00 Business Management in Bay Region**

| **College** | **Subregion** | **Associate Degree** | **High unit Certificate** | **Low unit Certificate** | **Total** |
| --- | --- | --- | --- | --- | --- |
| Cabrillo | SC-Monterey | 2 | 0 | 0 | 2 |
| Canada | Mid-Peninsula | 2 | 0 | 1 | 3 |
| Chabot | East Bay | 2 | 0 | 10 | 12 |
| Contra Costa | East Bay | 45 | 0 | 38 | 83 |
| De Anza | Silicon Valley | 11 | 0 | 30 | 41 |
| Diablo Valley | East Bay | 0 | 0 | 2 | 2 |
| Laney | East Bay | 7 | 0 | 0 | 7 |
| Merritt | East Bay | 0 | 0 | 2 | 2 |
| Mission | Silicon Valley | 1 | 0 | 0 | 1 |
| Monterey | SC-Monterey | 0 | 0 | 1 | 1 |
| San Jose City | Silicon Valley | 2 | 1 | 3 | 6 |
| San Mateo | Mid-Peninsula | 8 | 0 | 6 | 14 |
| Santa Rosa | North Bay | 15 | 0 | 18 | 33 |
| Solano | North Bay | 3 | 0 | 2 | 5 |
| West Valley | Silicon Valley | 3 | 0 | 5 | 8 |
| **Total** |  | **101** | **1** | **118** | **220** |
| Source: Data Mart | | | | | |
| Note: The annual average for awards is 2017-18 to 2019-20. | | | | | |

**Table 7b. Bachelor’s Degree Awards on CIP 52.0201 - Business Administration and Management, General in Bay Region**

| **College** | **Subregion** | **Bachelor's degree** | **Total** |
| --- | --- | --- | --- |
| California State University- East Bay | East Bay | 711 | 711 |
| California State University- Monterey Bay | SC-Monterey | 268 | 268 |
| California State University - Maritime Academy | North Bay | 44 | 44 |
| Cogswell University of Silicon Valley | Silicon Valley | 2 | 2 |
| Dominican University of California | North Bay | 46 | 46 |
| Golden Gate University-San Francisco | Mid-Peninsula | 115 | 115 |
| Holy Names University | East Bay | 16 | 16 |
| John F. Kennedy University | East Bay | 16 | 16 |
| Lincoln University | East Bay | 8 | 8 |
| Menlo College | Mid-Peninsula | 63 | 63 |
| Mills College | East Bay | 3 | 3 |
| Notre Dame de Namur University | Mid-Peninsula | 45 | 45 |
| San Francisco State University | Mid-Peninsula | 1,507 | 1,507 |
| San Jose State University | Silicon Valley | 1,609 | 1,609 |
| Sonoma State University | North Bay | 435 | 435 |
| University of California- Berkeley | East Bay | 358 | 358 |
| University of San Francisco | Mid-Peninsula | 165 | 165 |
| **Total** |  | **5,411** | **5,411** |

Note: The annual average for awards is 2017-18 to 2019-20.

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 11,292 annual openings for the Business Management occupational cluster and 5,631 annual (3-year average) awards for an annual undersupply of 5,661 students. In the North Bay Sub-Region, there is also a gap with 1,201 annual openings and 563 annual (3-year average) awards for an annual undersupply of 638 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.00 Business Management**

| **Metric Outcomes** | **Bay All CTE Programs** | **SRJC All CTE Programs** | **State 0506.00** | **Bay 0506.00** | **North Bay 0506.00** | **SRJC 0506.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 76% | 75% | 78% | 81% | 83% |
| Median Annual Earnings for SWP Exiting Students | $48,926 | $42,874 | $37,264 | $47,052 | $49,598 | $50,898 |
| Median Change in Earnings for SWP Exiting Students | 23% | 30% | 17% | 21% | 25% | 29% |
| Exiting Students Who Attained the Living Wage | 50% | 57% | 51% | 50% | 63% | 67% |
| Source: Launchboard Strong Workforce Program Median of 2018 to 2021. | | | | | | |

## Skills, Certifications and Education

**Table 9. Top Skills for Business Management Occupations in Bay Region (Jan. 2022 - Dec. 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Marketing | 13,677 | Process Improvement | 4,469 |
| Finance | 8,748 | Presentation Skills | 4,391 |
| Business Development | 8,186 | Auditing | 4,006 |
| Operations Management | 7,384 | Accounting | 3,913 |
| Selling Techniques | 6,624 | Workflow Management | 3,864 |
| Sales Management | 5,274 | Project Management | 3,855 |
| Sales Prospecting | 5,137 | Data Analysis | 3,838 |
| Customer Relationship Management | 5,087 | Performance Management | 3,752 |
| Salesforce | 4,754 | Business Strategies | 3,676 |
| Key Performance Indicators (KPIs) | 4,722 | New Product Development | 3,647 |
| Source: Lightcast | | | |

**Table 10. Certifications for Business Management Occupations in Bay Region (Jan. 2022 - Dec. 2022)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Master Of Business Administration (MBA) | 5,368 | Chartered Financial Analyst | 194 |
| Professional in Human Resources | 890 | FINRA Series 7 (General Securities Representative) | 148 |
| Senior Professional In Human Resources | 732 | ServSafe Certification | 127 |
| Project Management Professional Certification | 556 | Real Estate Salesperson License | 92 |
| SHRM-CP (Society for Human Resource Management Certified Professional) | 410 | Six Sigma Certification | 81 |
| Certified Public Accountant | 309 | CDL Class C License | 80 |
| SHRM-SCP (Society for Human Resource Management Senior Certified Professional) | 301 | Food Handler's Card | 76 |
| Certified Power Quality Professional | 230 | Certified Scrum Product Owner | 72 |
| Security Clearance | 201 | Commercial Driver's License | 70 |
| Bachelor Of Science In Business | 195 | Forklift Certification | 70 |
| Source: Lightcast | | | |

**Table 11. Education Requirements for Business Management Occupations in Bay Region**

| **Education Level** | **Job Postings** | **% of Total** |
| --- | --- | --- |
| High school or GED | 5,279 | 10% |
| Associate degree | 1,987 | 4% |
| Bachelor's degree & higher | 45,186 | 86% |
| Source: Lightcast | | |
| Note: 34% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample. | | |

## Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O\*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

## Sources

O\*Net Online  
Lightcast  
CTE LaunchBoard www.calpassplus.org  
Launchboard  
Statewide CTE Outcomes Survey  
Employment Development Department Unemployment Insurance Dataset  
Living Insight Center for Community Economic Development  
Chancellor’s Office MIS system

## Contacts

For more information, please contact:

* Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (COE), [leila@baccc.net](mailto:leila@baccc.net)
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544