



Business

Program Report For Greater South Bay and Peninsula Region (Santa Clara and San Mateo Counties)

September 2016

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Business Administration and Management, General

A program that generally prepares individuals to plan, organize, direct, and control the functions and processes of a firm or organization. Includes instruction in management theory, human resources management and behavior, accounting and other quantitative methods, purchasing and logistics, organization and production, marketing, and business decision-making.

Target Occupations‡

General and Operations Managers (11-1021)

Sales Managers (11-2022)

Administrative Services Managers (11-3011)

Industrial Production Managers (11-3051)

Transportation, Storage, and Distribution Managers (11-3071)

Construction Managers (11-9021)

Social and Community Service Managers (11-9151)

Managers, All Other (11-9199)

Management Analysts (13-1111)

‡Based on EMSI crosswalk of the Classification of Instructional Programs (CIP) codes with Standard Occupational Classification (SOC) codes as published by the U.S. Department of Education.

In 2016, the number of Business Administration and Management jobs in the target occupations in Santa Clara and San Mateo Counties totaled 45,674. The Bureau of Labor Statistics (BLS) expects the total number of positions to increase by 4% over the next three years.

Occupation Summary for Business Administration and Management

45,674 Jobs (2016) ¹ 47% above National average ²	4.0% % Change (2016-2019) ³ Nation: 2.7%	\$54.07/hr Median Hourly Earnings Nation: \$39.31/hr
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¹Based on total number of jobs for target occupations in Santa Clara and San Mateo Counties.

²Represents occupation density as compared to national average (national average=1).

³Based on turnover and new jobs.

Target occupations that are mapped to the Business Administration and Management program are disaggregated to see which occupations are projected to see the highest number of annual openings (Management Analysts), highest percentage rate of growth over the next three year (Management Analysts), and the highest median hourly earnings (Sales Managers). While Sales Managers are expected to experience job growth (3%), these occupations are more represented and concentrated in our region (Santa Clara and San Mateo Counties) compared to the national average.

Target Occupations

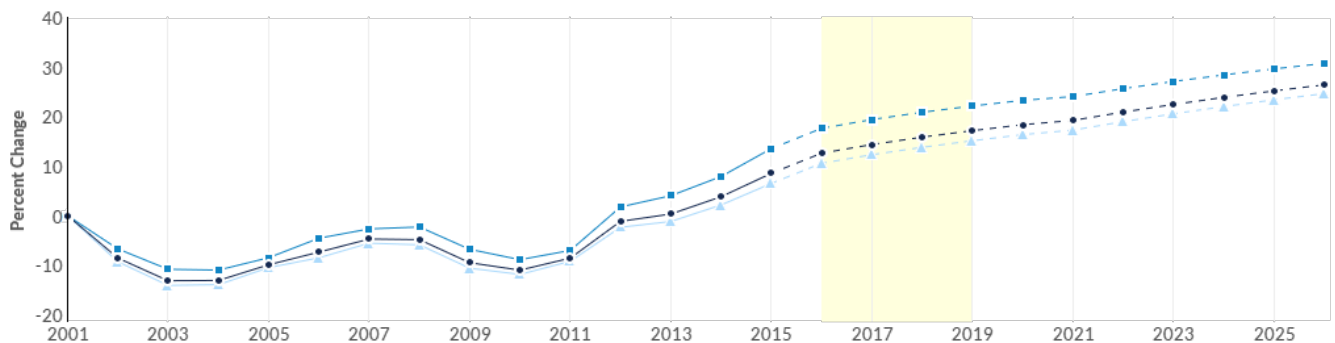
Occupation	2016 Jobs	Annual Openings	Median Hourly Earnings	Growth (2016 - 2019)	Location Quotient (2016)
Management Analysts	14,920	546	\$48.60/hr	6.63%	1.81
Managers, All Other	9,144	304	\$48.18/hr	3.18%	1.20
Sales Managers	8,428	282	\$71.22/hr	2.79%	2.13
Administrative Services Managers	4,248	148	\$54.64/hr	4.64%	1.46
Construction Managers	3,871	90	\$50.04/hr	1.03%	1.03
Industrial Production Managers	2,642	79	\$65.07/hr	0.04%	1.51
Social and Community Service Managers	1,226	74	\$34.50/hr	6.12%	0.79
Transportation, Storage, and Distribution Managers	1,194	33	\$50.56/hr	1.51%	1.01

Growth for Business Administration and Management

45,674 2016 Jobs	47,519 2019 Jobs	1,845 Change (2016-2019)	4.0% % Change (2016-2019)
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Occupation	2016 Jobs	2019 Jobs	Change	% Change
Sales Managers (11-2022)	8,428	8,663	235	3%
Administrative Services Managers (11-3011)	4,248	4,445	197	5%
Industrial Production Managers (11-3051)	2,642	2,643	1	0%
Transportation, Storage, and Distribution Managers (11-3071)	1,194	1,212	18	2%
Construction Managers (11-9021)	3,871	3,911	40	1%
Social and Community Service Managers (11-9151)	1,226	1,301	75	6%
Managers, All Other (11-9199)	9,144	9,435	291	3%
Management Analysts (13-1111)	14,920	15,909	989	7%

Regional Trends

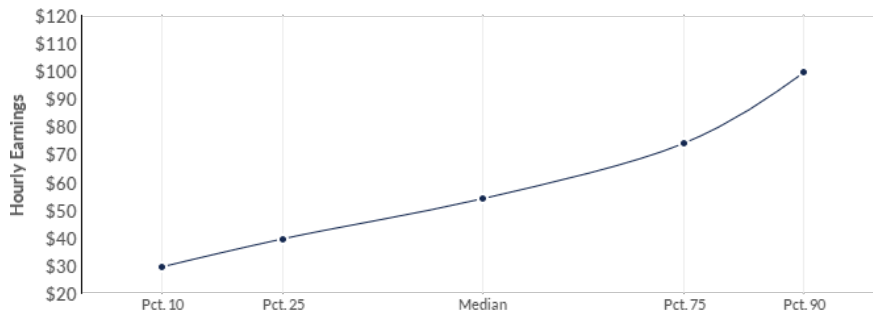


Region	2016 Jobs	2019 Jobs	Change	% Change
● Region	45,674	47,519	1,845	4.0%
● San Mateo County, CA	13,823	14,355	532	3.8%
● Santa Clara County, CA	31,851	33,165	1,314	4.1%

The percentile earnings table shows the range the Business Administration and Management occupations earn in the region. While the median earnings are about \$54/hour, wages can range from below \$39/hour to above \$73/hour. Each of the target occupations' range in wages is also displayed.

Percentile Earnings for Business Administration and Management

\$39.57/hr 25th Percentile Earnings	\$54.07/hr Median Earnings	\$73.92/hr 75th Percentile Earnings
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Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Sales Managers (11-2022)	\$43.71	\$71.22	\$106.94
Administrative Services Managers (11-3011)	\$40.25	\$54.64	\$70.91
Industrial Production Managers (11-3051)	\$47.49	\$65.07	\$84.08
Transportation, Storage, and Distribution Managers (11-3071)	\$38.23	\$50.56	\$69.47
Construction Managers (11-9021)	\$38.12	\$50.04	\$64.20
Social and Community Service Managers (11-9151)	\$26.97	\$34.50	\$47.67
Managers, All Other (11-9199)	\$39.04	\$48.18	\$66.64
Management Analysts (13-1111)	\$37.37	\$48.60	\$63.48

Program Completion Data

Program data reviews completion information about awards by institution and types of awards conferred in the region (Santa Clara and San Mateo Counties). Foothill College is one of the twenty regional institutions that is supporting and preparing for Business Administration and Management occupations. Associates Degree completion represents about one quarter of all awards in Business Administration and Management, General.

Program Summary for Business Administration and Management, General







20	2,998	2,544
Regional Institutions	Regional Program Completions (2015)	Annual Openings (2015)
had Completions in the last 13 years	Foothill College Completions:47	

Regional Completions by Institution

Institution	Certificates (2015)	Degrees (2015)	Total Completions (2015)
San Jose State University	0	1,282	1,282
Stanford University	0	411	411
Santa Clara University	0	227	227
De Anza College	58	183	241
Notre Dame de Namur University	0	108	108
Evergreen Valley College	0	106	106
International Technological University	0	98	98
West Valley College	24	86	110
Skyline College	4	70	74
College of San Mateo	10	66	76
Mission College	2	65	67
San Jose City College	6	64	70
Foothill College	0	47	47
Menlo College	0	47	47
Canada College	0	32	32
Gavilan College	1	1	2
University of Phoenix-Bay Area Campus	0	0	0

Silicon Valley University	0	0	0
Carrington College-San Jose	0	0	0
The National Hispanic University	0	0	0

Regional Completions by Award Level

Award Level	Completions (2015)	Percent
Award of less than 1 academic year	98	3.3% 
Award of at least 1 but less than 2 academic years	7	0.2% 
Associates degree	720	24.0% 
Bachelors degree	1,307	43.6% 
Masters degree	851	28.4% 
Doctors degree	15	0.5% 






Target Occupations Demographics

The demographics among those employed in Business Administration and Management occupations in Santa Clara and San Mateo Counties for 2016 show that a majority of males (65%) and more than half are between the ages of 35-54 (56%) and a majority are White (60%).




Occupation Gender Breakdown

Gender	2016 Jobs	2016 Percent
Males	29,732	65.1% 
Females	15,942	34.9% 

Occupation Age Breakdown

Age	2016 Jobs	2016 Percent
14-18	15	0.0%
19-24	984	2.2%
25-34	7,768	17.0% 
35-44	12,587	27.6% 
45-54	12,988	28.4% 
55-64	8,527	18.7% 
65+	2,805	6.1% 

Occupation Race/Ethnicity Breakdown

Race/Ethnicity	2016 Jobs	2016 Percent
White	27,263	59.7% 
Asian	10,324	22.6% 
Hispanic or Latino	5,568	12.2% 
Black or African American	1,495	3.3%
Two or More Races	754	1.7%
Native Hawaiian or Other Pacific Islander	174	0.4%
American Indian or Alaska Native	96	0.2%

Industries Employing Business Administration Occupations

A number of industries in Santa Clara and San Mateo Counties employ those trained in Business Administration and its related occupations. The following table represents a regional industry breakdown of the number of Business Administration positions employed, the percentage of Business Administration employed by industry and the Business Administration jobs represent within all jobs by each industry. While Other Scientific and Technical Consulting Services and Administrative Management and General Management Consulting Services employed 10% of all regional Business Administration positions in 2016, Business Administration occupations composed a majority of jobs in both industries (60%).

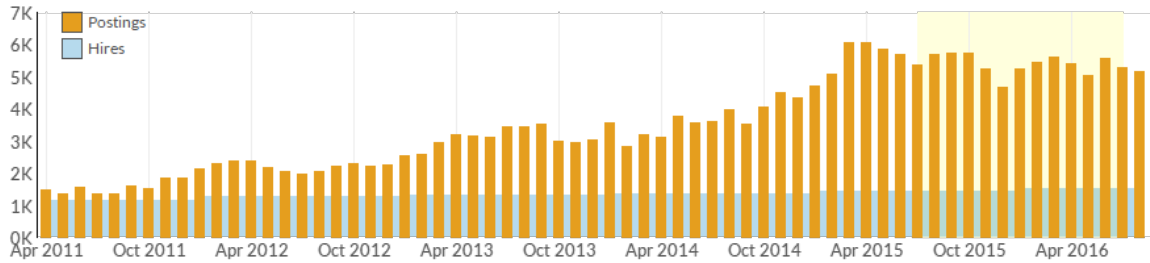
Industries Employing Business Administration Occupations

Industry	Occupation Group Jobs in Industry (2016)	% of Occupation Group in Industry (2016)	% of Total Jobs in Industry (2016)
Other Scientific and Technical Consulting Services	2,409	5.3%	25.9%
Administrative Management and General Management Consulting Services	2,349	5.1%	34.3%
Custom Computer Programming Services	2,125	4.7%	3.9%
Internet Publishing and Broadcasting and Web Search Portals	1,846	4.0%	3.4%
Corporate, Subsidiary, and Regional Managing Offices	1,572	3.4%	8.0%

In an average month, there were 5,389 unique (internet) job postings for Business Administration jobs, and 1,476 actually hired from July 2015 to July 2016. This means there was approximately 1 hire for every 4 unique (internet) job postings for occupations in Business Administration.

Job Postings vs. Hires

5,389	1,476
Avg. Monthly Postings (Jul 2015 - Jul 2016)	Avg. Monthly Hires (Jul 2015 - Jul 2016)



Occupation	Avg Monthly Postings (Jul 2015 - Jul 2016)	Avg Monthly Hires (Jul 2015 - Jul 2016)
Managers, All Other	1,608	189
Management Analysts	1,473	445
Sales Managers	1,443	322
Construction Managers	293	195
Industrial Production Managers	180	66
Transportation, Storage, and Distribution Managers	166	42
Administrative Services Managers	127	164
Social and Community Service Managers	100	53

The top five concentrated hard and soft skills employers list in Business Administration job posting descriptions are listed below. Postings with skill is the total amount of (internet) job postings that mention the skill listed below. These numbers may be higher than the average monthly postings from above, because this number includes duplicated (internet) job postings. Concentration scores gauge relevance of the skill by representing the frequency in which this skill is being mentioned in (internet) job postings for Business Administration compared to all other (internet) job postings.

Concentrated Hard Skills

Skill	Concentration Score	Postings with Skill
Sales Operations	1.11	2,196
Management	1.06	48,665
Consulting	0.93	11,330
Project Management	0.78	9,051
Metrics	0.70	6,693

Concentrated Soft Skills

Skill	Concentration Score	Postings with Skill
Leadership	0.55	18,900
Coordinating	0.17	6,687
Team Performance Management	0.08	330
Creativity	0.06	2,332
Career Development	0.05	1,483

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

CareerBuilder/Emsi Job Postings

Job postings are collected from various sources and processed/enriched by Careerbuilder to provide information such as standardized company name, occupation, skills, and geography. Emsi performs additional filtering and processing to improve compatibility with Emsi data.

State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department