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

## Business Administration and Management, General

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CIP 2010: 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<sup>‡</sup>

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Sales Managers (11-2022)

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Administrative Services Managers (11-3011)

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Industrial Production Managers (11-3051)

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

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Construction Managers (11-9021)

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Social and Community Service Managers (11-9151)

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Managers, All Other (11-9199)

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Management Analysts (13-1111)

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<sup>‡</sup>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 2012, the number of business administration jobs in the target occupations in Santa Clara and San Mateo Counties totaled 28,238. The Bureau of Labor Statistics (BLS) expects the total number of positions to increase by 2.1% over the next three years. Regional openings in 2012, which included created jobs and turnover, totaled 1,571. Completions in business administration programs totaled 2,973 from eighteen institutions, with an additional 847 completions from other related programs. These other programs are linked to multiple occupations and not all those who complete will enter the target occupations indicated in this report.

## Target Occupation Performance

<b>28,238*</b> <b>Jobs (2012)</b> National Location Quotient: 1.43 <sup>†</sup>	<b>2.1%*</b> <b>Growth (2013-2016)</b> National: 4.0%	<b>\$58.33/hr</b> <b>Median Earnings</b> National: \$42.03/hr
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\*Based on total number of jobs for target occupations in Santa Clara and San Mateo Counties.

<sup>†</sup>Represents occupation density as compared to national average (national average=1).

Regional Openings (2012)**	1,571
Regional Program Completions (2012)	2,973
All Regional Completions for Target Occupations <sup>††</sup> (2012)	3,820

\*\*Openings include created jobs and turnover.

<sup>††</sup>Includes all regional programs applicable to target occupations.

## Business Administration Occupations Performance

Target Occupations	Regional Openings (2012)	Average Hourly Earnings	Growth (2013-2016)
Transportation, Storage, and Distribution Managers (11-3071)	34	\$50.32	-1.9%
Social and Community Service Managers (11-9151)	21	\$36.91	4.2%
Managers, All Other (11-9199)	160	\$73.75	0.7%
Administrative Services Managers (11-3011)	152	\$54.93	2.3%
Industrial Production Managers (11-3051)	54	\$59.48	-1.3%
Sales Managers (11-2022)	361	\$80.35	0.2%
Construction Managers (11-9021)	133	\$52.27	2.1%
Management Analysts (13-1111)	655	\$54.15	5.1%

## Regional Breakdown for Business Administration Occupations

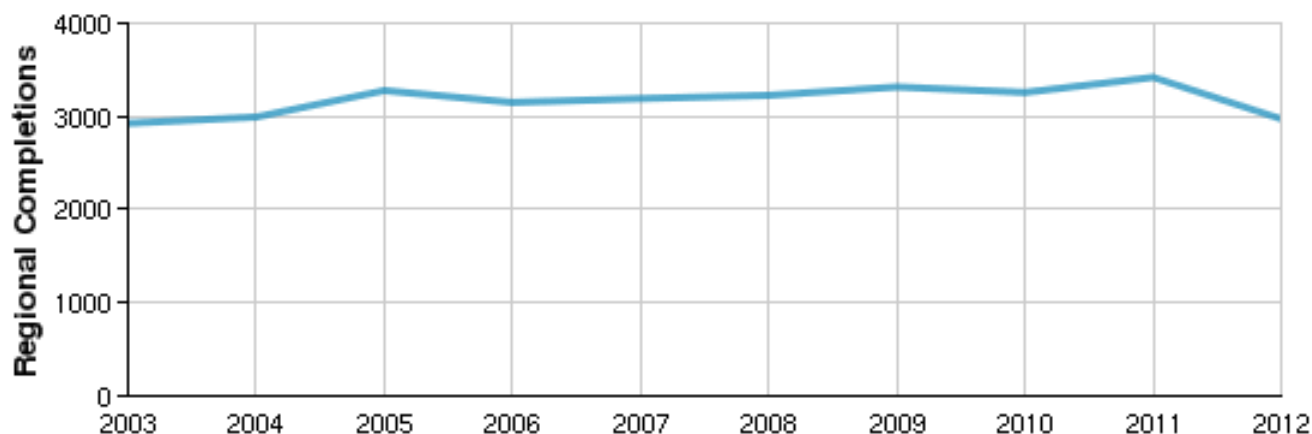
County Name	2013 Jobs	2016 Jobs	2013 Annual Openings	Median Hourly Earnings	2013 National Location Quotient
Santa Clara	20,937	21,407	612	\$58.01	1.42
San Mateo	8,167	8,303	245	\$59.14	1.48
Total	29,104	29,709	857	\$58.33	

## Regional Business Administration Training Providers

**18**  
Institutions

**2,973\***  
Completions (2012)

\*Based on IPEDS data.



Institution	Degrees	Certificates	Total Completions
San Jose State University	1,422	0	1,422
Stanford University	403	0	403
Santa Clara University	303	0	303
University of Phoenix-Bay Area Campus	201	0	201
Notre Dame de Namur University	106	0	106
Evergreen Valley College	90	0	90
International Technological University	87	0	87
Menlo College	74	0	74
De Anza College	32	37	69
San Jose City College	45	3	48
West Valley College	38	7	45
Skyline College	42	2	44
Canada College	21	1	22
Foothill College	20	0	20
College of San Mateo	9	4	13
Mission College	0	11	11
The National Hispanic University	11	0	11

Institution	Degrees	Certificates	Total Completions
Gavilan College	2	2	4

Other regional programs may train individuals eligible for the targeted business administration occupations, which are based on an occupation-program crosswalk developed by the Department of Education. These additional programs are offered at 16 regional colleges\*. As noted earlier, many postsecondary programs are linked to multiple occupations and not all those who complete the program will enter the target occupation.

### Related Regional Programs Allowing Entry to Business Administration

<b>20</b> Programs (2012)	<b>3,820</b> Completions (2012)
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Program	2008	2009	2010	2011	2012
Business, Management, Marketing, and Related Support Services, Other (52.9999)	240	283	289	262	244
Business/Commerce, General (52.0101)	72	106	108	108	148
Business Administration, Management and Operations, Other (52.0299)	171	194	173	113	126
Human Services, General (44.0000)	83	131	151	206	114
Marketing/Marketing Management, General (52.1401)	169	132	160	119	100
Public Administration (44.0401)	26	34	41	48	43
Aeronautics/Aviation/Aerospace Science and Technology, General (49.0101)	27	40	30	23	34
Logistics, Materials,	7	18	25	16	18

Program	2008	2009	2010	2011	2012
and Supply Chain Management (52.0203)					
Construction Management (52.2001)	0	0	0	4	8
Small Business Administration/Management (52.0703)	3	0	3	6	6
Entrepreneurship/Entrepreneurial Studies (52.0701)	0	0	0	0	4
Homeland Security (43.0301)	0	0	3	0	2
Project Management (52.0211)	0	0	2	0	0
Purchasing, Procurement/Acquisitions and Contracts Management (52.0202)	0	0	0	0	0
Public Administration and Social Service Professions, Other (44.9999)	12	2	0	0	0
Community Organization and Advocacy (44.0201)	0	0	0	0	0
Construction Trades, General (46.0000)	21	0	0	0	0
Construction Engineering Technology/Technician (15.1001)	0	0	0	0	0
Operations Management and Supervision (52.0205)	0	0	0	1	0
Non-Profit/Public/Organizational	0	2	0	0	0



Program	2008	2009	2010	2011	2012
Management (52.0206)					

\*Additional colleges: De Anza College, Canada College, College of San Mateo, Notre Dame de Namur University, University of Phoenix- Bay Area Campus, San Jose State University, West Valley College, Gavilan College, Mission College, San Jose City College, Skyline College, Menlo College, Stanford University, Santa Clara University, Heald College- San Jose, and BioHealth College.









## Target Occupations Demographics

The demographics among those employed in business administration occupations in Santa Clara and San Mateo Counties for 2012 show that almost three-fourths are men (71.8%) and over half are between the ages of 35-54 (58.4%).

### Gender Demographics (Regional)

Gender	Jobs (2013)	% of Total	
Male	18,866	64.8%	
Female	10,238	35.2%	

### Age Demographics (Regional)

Age	Jobs (2013)	% of Total	
14-18 Years	41	0.1%	
19-21 Years	193	0.7%	
22-24 Years	691	2.4%	
25-34 Years	5,826	20.0%	
35-44 Years	8,842	30.4%	
45-54 Years	8,223	28.3%	
55-64 Years	4,334	14.9%	
65+ Years	955	3.3%	



## 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 jobs employed by industry and the percentage business administration jobs represent within all jobs by each industry. While other scientific and technical consulting services employed 5.0% of all regional business administration positions in 2013, business administration and its related occupations represent 15.7% of the total jobs in both industries.

### Inverse Staffing Patterns (Regional)

Top Five Industries	Occupation Group Jobs in Industry (2013)	% of Occupation Group in Industry (2013)	% of Total Jobs in Industry (2013)
Other Scientific and Technical Consulting Services (541690)	1,442	5.0%	15.7%
Custom Computer Programming Services (541511)	1,431	4.9%	3.3%
Electronic Computer Manufacturing (334111)	1,195	4.1%	3.0%
Software Publishers (511210)	1,193	4.1%	4.6%
Corporate, Subsidiary, and Regional Managing Offices (551114)	1,087	3.7%	7.5%

## Data Sources and Calculations

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### State Data Sources

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

### 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.

### 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.

### 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.

### Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

### Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.