

Business Management

Labor Market Analysis for San Diego Continuing Education

September 2019

Summary



This report provides labor market information for occupation(s) selected by San Diego Continuing Education for its *Business Management* program. The training provided by this program is likely to lead to employment as *Managers, All Other*. According to available labor market information, the occupation has a labor market demand of 1,162 annual job openings, while average demand for an occupation in San Diego County is 277 annual job openings. Eight community colleges supply the region with 140 for-credit awards (54 certificates with 6 to < 18 units, 44 associate degrees, and other certificates with varying numbers of units): Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, San Diego Miramar College, and Southwestern College. Only San Diego Continuing Education supplies noncredit awards for this occupation, which averaged 230 awards over the last three program years. In short, the region supplies 370 for-credit and noncredit awards for 1,162 annual job openings, suggesting that there is a labor market supply gap. Entry-level and median wages for this occupation are above the living wage. However, the brief recommends to proceed with caution because there is a significant number of programs that train for this occupation in the region. Additionally, the expected level of education for this occupation is a bachelor's degree.

Introduction

This report provides labor market information (LMI) in San Diego County for occupations related to the six-digit Taxonomy of Programs¹ (TOP) code, Business Management (Top 050600). The purpose of this brief is to assist noncredit program providers in the region, such as San Diego Continuing Education (SDCE), with program development and review. SDCE identified one occupation from the Standard Occupational Classification (SOC)² system for *Business Management*, which will be the focus of this report:

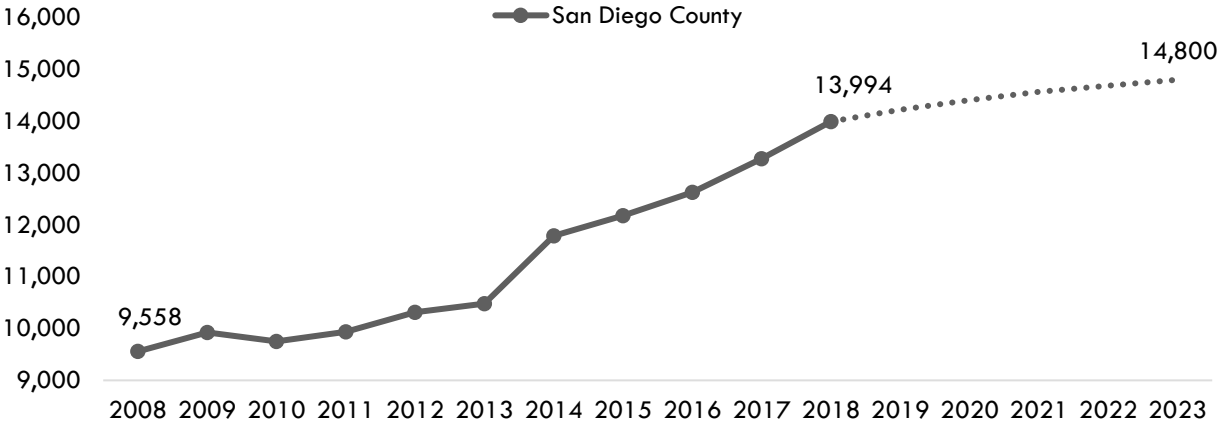
Managers, All Other (SOC 11-9199): All managers, not listed separately. Sample reported job titles include:

- Regulatory Affairs Managers
- Compliance Managers
- Investment Fund Managers
- Supply Chain Managers
- Security Managers
- Loss Prevention Managers
- Wind Energy Operations Managers
- Wind Energy Project Managers
- Brownfield Redevelopment Specialists and Site Managers

Projected Occupational Demand

Between 2018 and 2023, *Managers, All Other* are projected to increase by 806 net jobs or 6 percent (Exhibit 1). Employers in San Diego County will need to hire 1,162 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for Managers, All Other (2008-2023)³



¹ Taxonomy of Programs (TOP) is a system of codes used by the California Community Colleges for the purpose of collecting, calculating, or disseminating data about similar training programs.

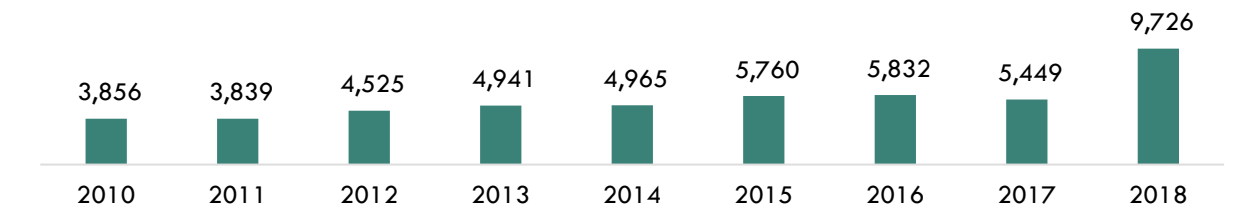
² The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

³ Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market demand that are not captured by historical data. Between 2010 and 2018, there was an average of 5,432 online job postings per year for *Managers, All Other* in San Diego County (Exhibit 2).

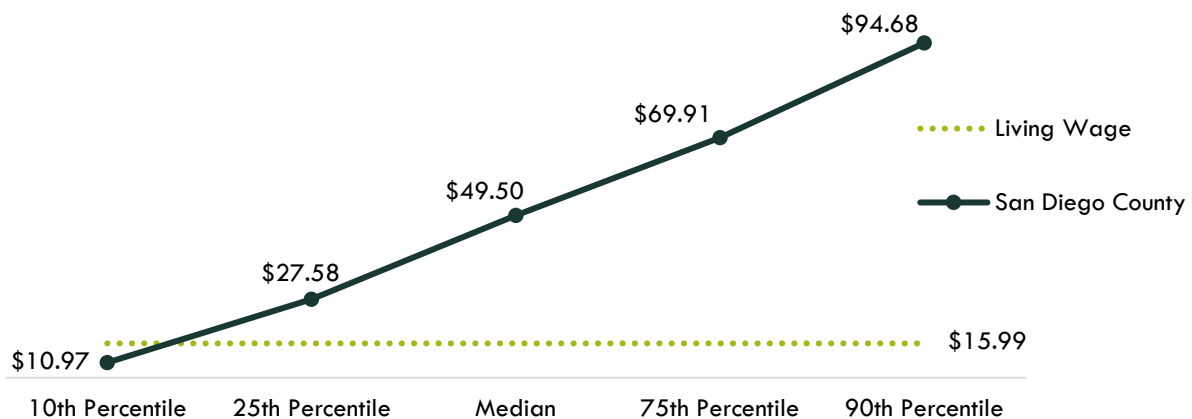
Exhibit 2: Number of Online Job Postings for *Managers, All Other* in San Diego County (2010-2018)⁴



Earnings

Managers, All Other receive median hourly earnings of \$49.50; this is more than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3).⁵

Exhibit 3: Hourly Earnings⁶ for *Managers, All Other* in San Diego County⁷



⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2018.

⁵ "California Family Needs Calculator." Insight Center for Community Economic Development, last updated 2018. insightccd.org/2018-family-needs-calculator.

⁶ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁷ Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards conferred by a course or program in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁸ According to TOP and CIP⁹ data, **eight** community colleges supply the region with for-credit awards for Business Management (TOP 050600): Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, San Diego Miramar College, and Southwestern College (Exhibit 4a).

Exhibit 4a: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Years 2015-16 through 2017-18)

College	Award Type	PY 15-16	PY 16-17	PY 17-18	3-Year Avg
Cuyamaca	Associate of Science (A.S.) degree	2	5	1	3
	Certificate 30 to < 60 units	1	1	1	1
	Total	3	6	2	4
Grossmont	Associate of Science (A.S.) degree	6	12	13	10
	Certificate 30 to < 60 units	1	1	1	1
	Certificate 18 to < 30 units	4	14	11	10
	Total	11	27	25	21
MiraCosta	Associate of Arts (A.A.) degree	10	4	11	8
	Certificate 18 to < 30 units	19	7	16	14
	Certificate 6 to < 18 units	0	1	0	0
	Total	29	12	27	23
Palomar	Associate of Science (A.S.) degree	0	4	5	3
	Associate of Arts (A.A.) degree	8	0	0	3
	Certificate 18 to < 30 units	8	6	6	7
	Total	16	10	11	12
San Diego City	Certificate 6 to < 18 units	21	69	54	48
	Total	21	69	54	48
San Diego Mesa	Associate of Science (A.S.) degree	1	4	1	2
	Certificate 30 to < 60 units	2	4	4	3
	Total	3	8	5	5

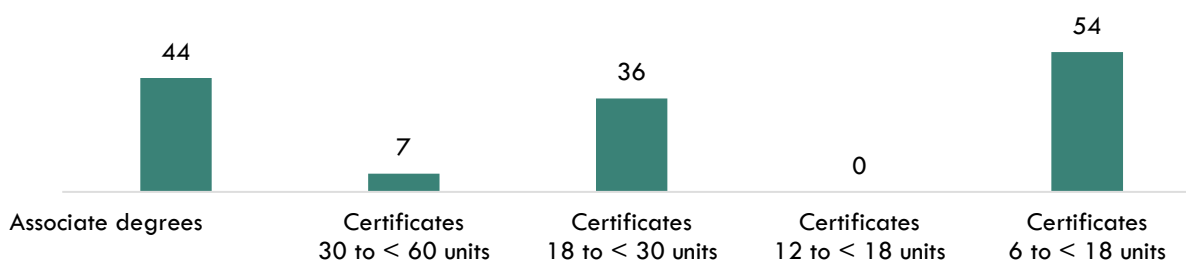
⁸ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data)

⁹ There are two CIP codes related to Business Management (Top 050600): Business Administration and Management, General (CIP 520201) and Human Resources Management/Personnel Administration, General (CIP 521001).

College	Award Type	PY 15-16	PY 16-17	PY 17-18	3-Year Avg
San Diego Miramar	Associate of Science (A.S.) degree	7	2	7	5
	Certificate 30 to < 60 units	3	1	1	2
	Total	10	3	8	7
Southwestern	Associate of Science (A.S.) degree	3	9	11	8
	Associate of Arts (A.A.) degree	2	1	2	2
	Certificate 30 to < 60 units	0	1	0	0
	Certificate 18 to < 30 units	2	6	6	5
	Certificate 6 to < 18 units	0	12	6	6
	Total	7	29	25	20
Total		100	164	157	140

Broken down by award type, the eight colleges supplied the most awards in certificates with 6 to < 18 units (54), followed by associate degrees (44), and so forth (Exhibit 4b).

Exhibit 4b: Total Number of Awards by Type for Management (TOP 050600) in San Diego County (Three-Year Average 2015-16 through 2017-18)



In terms of noncredit awards, only San Diego Continuing Education provides noncredit awards for Business Management (TOP 050600), with an average of 230 noncredit awards between program years 2015-16 and 2017-18 (Exhibit 5).

Exhibit 5: Number of Noncredit Awards (Certificates and Degrees) Conferred by SDCE (Program Years 2015-16 through 2017-18)

Program Title	Award Type	PY 15-16	PY 16-17	PY 17-18	3-Year Avg
Project Management Program	Program Award	237	200	254	230

Demand vs. Supply

In short, the region supplies 370 for-credit and noncredit awards for 1,162 annual job openings, suggesting that there is a labor market supply gap (Exhibit 6).

Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

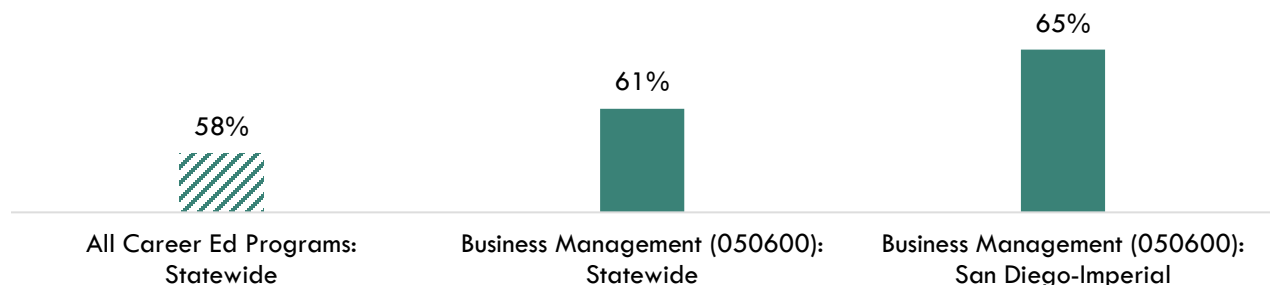
TOP6 Program	Demand (Annual Openings)	Supply (Total Annual Average Supply)		Supply Gap or Oversupply
		Noncredit	For-Credit	
Business Management (Top 050600)	1,162	230	140	792

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 65 percent of students in the San Diego-Imperial region earned a living wage after completing a Business Management (050600) program, compared to 61 percent statewide and 58 percent of students in Career Education programs in general across the state (Exhibit 7a).

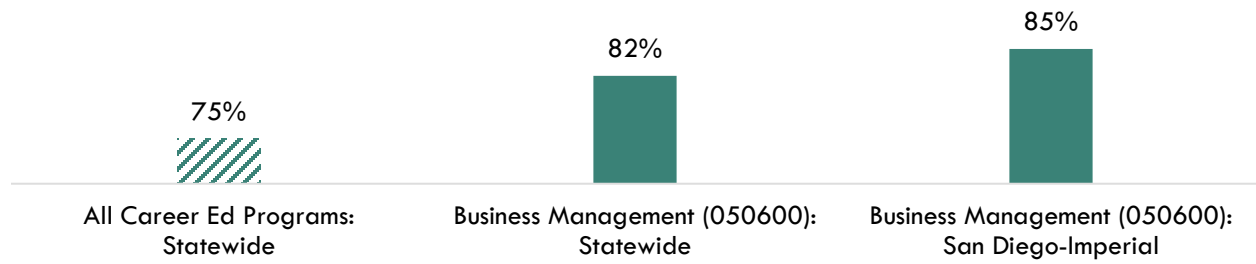
Exhibit 7a: Proportion of Students Who Earned a Living Wage, PY2015-16¹⁰



¹⁰ Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 85 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a Business Management (050600) program, compared to 82 percent statewide and 75 percent of students in Career Education programs in general across the state (Exhibit 7b).

Exhibit 7b: Percentage of Students in a Job Closely Related to Field of Study, PY2014-15¹¹



Top Employers and Work Locations

Between January 1, 2016 and December 31, 2018, the top five employers in San Diego County for this occupation were [General Atomics](#), [Northrop Grumman](#), [Accenture](#), [University of California San Diego](#), and [Brockton Dickinson](#) (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for *Managers, All Other*¹²

Top Employers	
<ul style="list-style-type: none"> • General Atomics • Northrop Grumman • Accenture • University of California San Diego • Brockton Dickinson 	<ul style="list-style-type: none"> • Illumina Incorporated • United Technologies Corporation • US Navy • Qualcomm • Sharp Healthcare

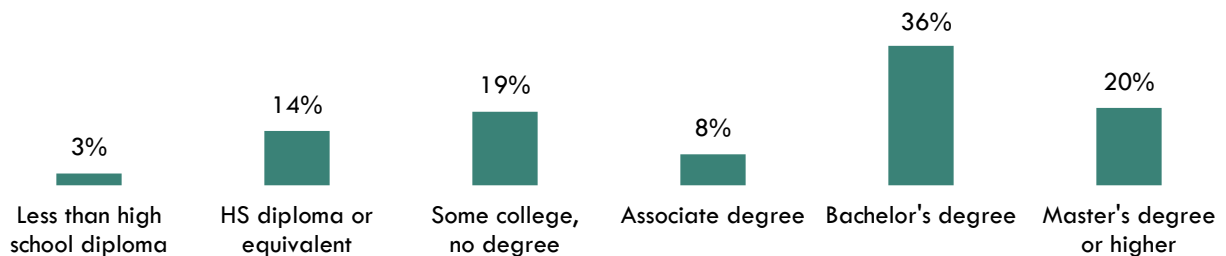
¹¹ Most recent year with available data is Program Year 2014-15. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

¹² Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

Skills, Education, and Certifications

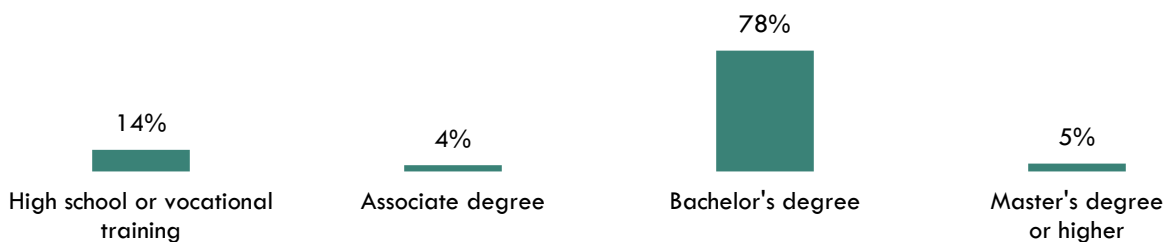
Exhibit 9a indicates the educational attainment for the occupation found currently in the national labor force. There is no typical on-the-job training for this profession. The typical entry-level education is a [bachelor's degree](#).¹³

Exhibit 9a: National Educational Requirements for *Managers, All Other*¹⁴



Based on online job postings between January 1, 2016 and December 31, 2018, the top listed educational requirement for *Managers, All Other* was a [bachelor's degree](#) (Exhibit 9b).¹⁵

Exhibit 9b: Educational Requirements for *Managers, All Other* in San Diego County in Online Job Postings¹⁶



*May not add to 100% due to rounding

¹³ Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

¹⁴ Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

¹⁵ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

¹⁶ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified October 18, 2018. bls.gov/emp/tables/educational-attainment.htm.

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

Exhibit 10: Top Skills for *Managers, All Other* in San Diego County¹⁷

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Project Management • Budgeting • Scheduling • Staff Management • Project Planning and Development Skills 	<ul style="list-style-type: none"> • Communication Skills • Planning • Teamwork/Collaboration • Problem Solving • Organizational Skills 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft PowerPoint • Microsoft Project • Microsoft Visio • Microsoft SharePoint

Prepared by:

Tina Ngo Bartel, Director

John Edwards, Research Analyst

San Diego-Imperial Center of Excellence for Labor Market Research

tngobartel@miracosta.edu

jedwards@miracosta.edu



Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor’s Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

¹⁷ Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool.” 2016-2018.