BUSINESS & ENTREPRENEURSHIP SECTOR PROFILE

Key Findings from the Los Angeles County Sector Analysis Project

September 2021

C·O·E
CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

CALIFORNIA COMMUNITY COLLEGES
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POWERED BY
California Community Colleges

Prepared by:
Los Angeles County
Center of Excellence
for Labor Market Research

Introduction

To support the collaborative planning and development of career education (CE) programs and to inform regional investments in Los Angeles County, the Los Angeles County Center of Excellence has developed a series of sector profiles examining trends in the labor market and postsecondary education and training programs addressing local hiring needs.[1]

These profiles highlight in-demand and well-paid middle-skill jobs—those jobs that typically require some form of education or training beyond a high school diploma, but less than a bachelor's degree. These occupations are a critical component of the workforce overall and support the economic vitality of the region and state.

This profile of the business and entrepreneurship sector summarizes key findings on current and projected workforce demand, hourly wages, job postings, and program and training data from area community colleges and other training providers. For the purpose of this analysis, business and entrepreneurship occupations with a promising outlook have been divided into three groups:

1) Management and financial occupations
2) Office and administrative occupations
3) Personal care and sales occupations

Quick Facts

Employment

629,158
Jobs in 2019

57,625
Annual Job Openings

-3%
5-year Projected Growth

$35.24
Average Hourly Earnings

Education

98
Community Colleges and Other Training Providers with Programs

55,827
Community College Students Enrolled (2018-19)

8,963
Community College Awards (2019-20)

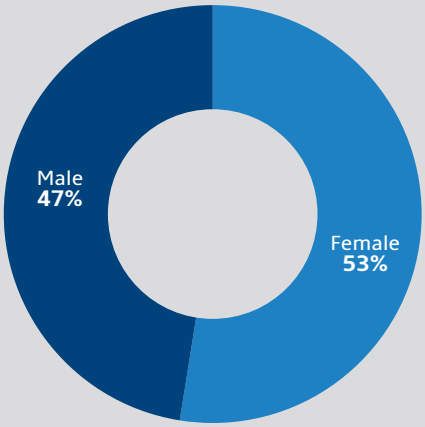
9,469
Awards from Proprietary Schools/Other Training Providers (2018-19)

[1] **Impact of the COVID-19 pandemic:** This profile relies largely on 2019 employment and education data preceding the pandemic. The exception is job posting data from 2020. Due to severe economic impacts from the pandemic, job posting data should not be considered an accurate depiction of employer demand; however, the frequency of certain data points can provide insights into the types of workers and skill sets that employers are seeking. Annual job openings are derived from the labor market analytics firm Emsi whose 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 or potential output. At this time, it is not possible to quantify the economic impact of COVID-19 on projections of occupational employment. A complete list of data sources is provided on the last page of this profile.

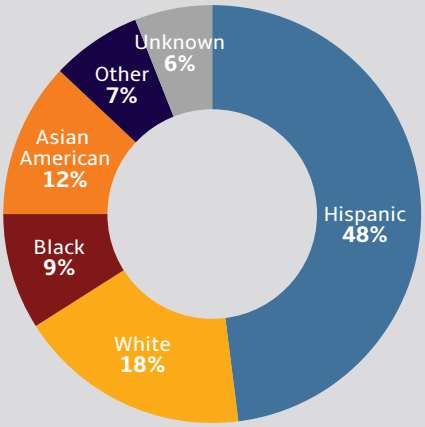
Introduction

Student Demographics

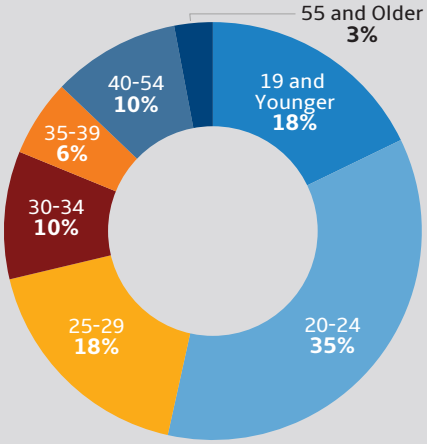
Student Gender



Student Race/Ethnicity[2]



Student Age



[2] Due to low percentages the "other" category represents American Indian/Native Alaskan, Filipino, multiple values, and two or more races. Please note: This report uses race and ethnicity data from LaunchBoard collected by the California Community Colleges. The terms in this document, including white, Hispanic, and Black, adhere to the terms and definitions the California Community Colleges use in collecting its data. For definitions, please refer to https://webdata.cccco.edu/ded/std/std10.pdf.

Student Employment Outcomes

Data on community college students exiting business and entrepreneurship programs in Los Angeles County shows a steady increase over the last five years in the number of students who obtained employment in a job closely related to their field of study, reaching 73% in the 2016-17 academic year. On average, these students earned a median income of $34,852 after exiting a business and entrepreneurship program.

Exhibit 1. Students with a job closely related to their field of study

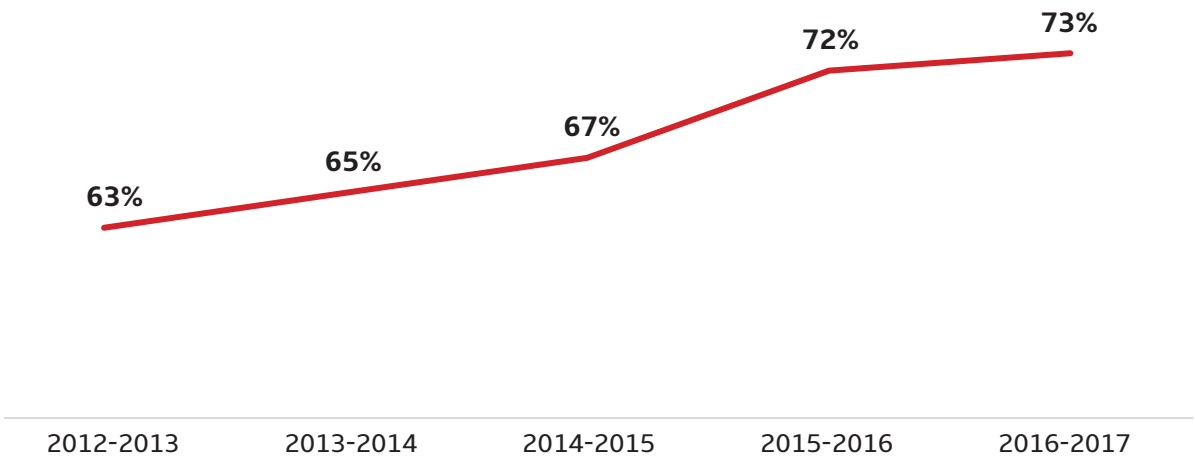
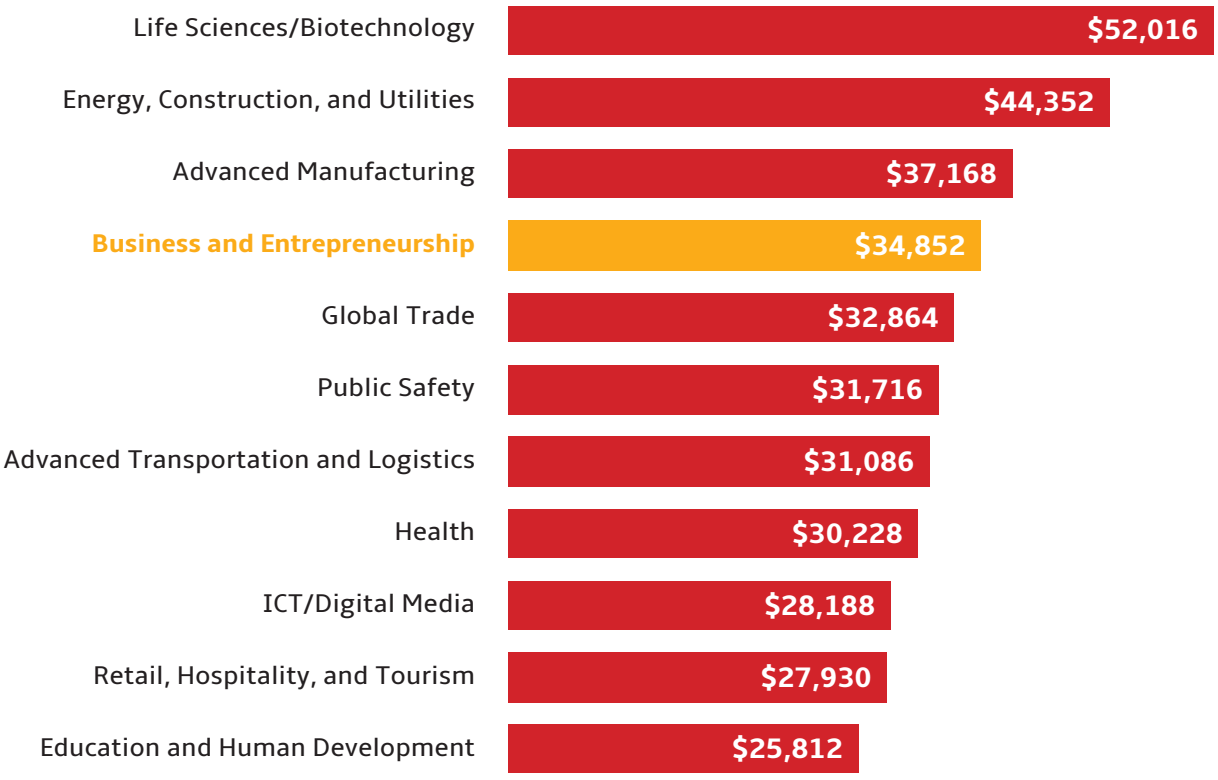


Exhibit 2. Median annual earnings for exiting students, 2017-18



Management and Financial Occupations

Employment Demand Analysis

Sixteen management and financial occupations account for 162,759 jobs in Los Angeles County. Combined, they have 12,435 projected annual openings (new + replacement jobs). The largest occupation, in number of 2019 jobs, is general and operations managers. This occupation is projected to have the most annual job openings, 5,393.

Exhibit 3. Occupational employment, annual openings, and wages

Occupation (SOC Code)	2019 Jobs	Average Annual Openings	Entry-Level 25th Percentile Hourly Earnings	Median 50th Percentile Hourly Earnings	Experienced 75th Percentile Hourly Earnings
Purchasing Managers (11-3061)	2,125	145	$50	$63	$81
Marketing Managers (11-2021)	10,471	837	$47	$67	$92
Financial Examiners (13-2061)	1,204	81	$38	$46	$58
Administrative Services and Facilities Managers (11-3011)	12,587	997	$37	$51	$67
Industrial Production Managers (11-3051)	5,451	321	$37	$49	$69
General and Operations Managers (11-1021)	70,643	5,393	$35	$54	$88
Tax Examiners and Collectors, and Revenue Agents (13-2081)	1,255	103	$34	$43	$54
Sales Managers (11-2022)	21,549	1,597	$33	$52	$79
Claims Adjusters, Examiners, and Investigators (13-1031)	8,355	592	$28	$37	$46
Insurance Underwriters (13-2053)	2,623	182	$27	$36	$49
New Accounts Clerks (43-4141)	717	68	$25	$27	$29
Credit Counselors (13-2071)	995	77	$22	$26	$32
Tax Preparers (13-2082)	3,983	412	$17	$28	$40

$15.04/hour Living Wage

Continued on next page

Management and Financial Occupations

Exhibit 3. Occupational employment, annual openings, and wages (continued)

Occupation (SOC Code)	2019 Jobs	Average Annual Openings	Entry-Level 25th Percentile Hourly Earnings	Median 50th Percentile Hourly Earnings	Experienced 75th Percentile Hourly Earnings
Credit Authorizers, Checkers, and Clerks (43-4041)	574	50	$17	$19	$23
Loan Interviewers and Clerks (43-4131)	4,802	417	$16	$21	$27
Property, Real Estate, and Community Association Managers (11-9141)	15,425	1,163	$15	$27	$45

$15.04/hour Living Wage

Management and Financial Occupations

Job Posting Finding

Management positions are heavily concentrated in these job postings, with a high number of ads for marketing managers, sales managers, digital marketing managers, regional sales managers, and production managers.

A search of online job postings for management and financial occupations shows 50,549 postings related to this group in 2020 in Los Angeles County. The top five job titles were listed in 3,151 postings. The job title that occurred most frequently, operations manager, appeared in 800 postings.

Exhibit 4. Top job titles in job postings

Job Title	Job Postings
Operations Manager	800
Business Development Manager	670
Sales Manager	593
Product Manager	570
Marketing Manager	518

In Los Angeles County, employers who posted the most ads for management and finance occupations were Anthem Blue Cross, Intuit, and Chubb.

Exhibit 5. Top employers in job postings

Employer	Job Postings
Anthem Blue Cross	1,359
Intuit	300
Chubb	289
Amazon	274
Thermo Fisher Scientific	244

Management and Financial Occupations

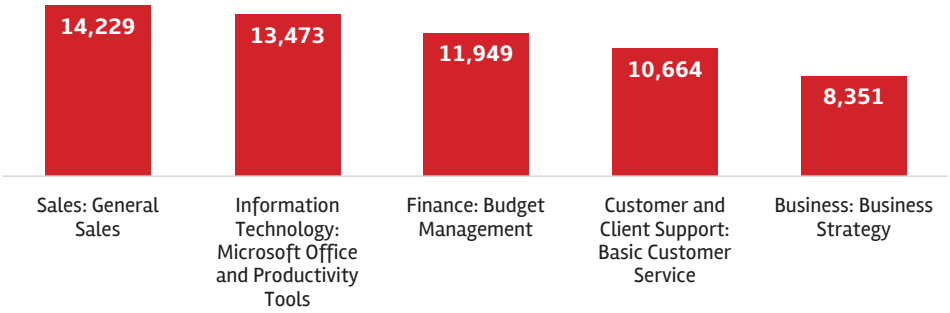
Local area job postings show how employers of management and finance occupations are grouped by industry. In Los Angeles County, direct health and medical insurance carriers posted the most job ads, a total of 1,719, followed by software publishers, 841 job ads, and commercial banking, 749 job ads.

Exhibit 6. Top industries in job postings[3]

Industry	Job Postings
Direct Health and Medical Insurance Carriers	1,719
Software Publishers	841
Commercial Banking	749
Direct Life Insurance Carriers	644
Aircraft Manufacturing	336

One way to determine how in-demand skills coalesce across occupations and industries is to look at skill clusters which can offer a broader picture of employer needs. The skill cluster areas for management and financial occupations span sales, information technology, finance, customer and client support, and business.

Exhibit 7. In-demand skill clusters



[3] Note: 74% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Education & Training Supply Analysis

In Los Angeles County, 16 community colleges and 34 proprietary schools and other training providers offer programs related to the management and financial occupations. In the 2019-20 academic year, community colleges conferred 6,596 awards, and proprietary schools and other training providers conferred 7,668 awards in the 2018-19 academic year.

Exhibit 8. Total awards by academic year[4]

	2017	2018	2019
Community Colleges	5,515	6,014	6,596
Proprietary Schools & Other Training Providers	7,164	7,825	7,668

Exhibit 9. Education and training programs

Community Colleges	· Business and Commerce, General (TOP 0501.00) · Tax Studies (TOP 0502.10) · Banking and Finance (TOP 0504.00) · Business Administration (TOP 0505.00) · Business Management (TOP 0506.00) · Management Development and Supervision (TOP 0506.30) · Small Business and Entrepreneurship (TOP 0506.40) · Marketing and Distribution (TOP 0509.00) · Insurance (TOP 0512.00)
Proprietary Schools and Training Providers	· Business/Commerce, General (CIP 52.0101) · Business Administration and Management, General (CIP 52.0201) · Office Management and Supervision (CIP 52.0204) · Business, Management, Marketing, and Related Support Services, Other (CIP 52.9999)

[4] Due to different data collection periods, the most recent three-year period of available data for community colleges is 2017-18 to 2019-20 while the three-year period for proprietary schools and other training providers is 2016-17 to 2018-19.

Employment Demand Analysis

Ten office and administrative occupations account for 250,536 jobs in the county. Combined they have 24,454 projected annual openings (new + replacement jobs). The largest occupation, in number of 2019 jobs, is customer service representatives. This occupation is projected to have the most annual job openings, 6,744.

Exhibit 10. Occupational employment, annual openings, and wages

Occupation (SOC Code)	2019 Jobs	Average Annual Openings	Entry-Level 25th Percentile Hourly Earnings	Median 50th Percentile Hourly Earnings	Experienced 75th Percentile Hourly Earnings
Accountants and Auditors (13-2011)	49,910	4,076	$27	$36	$48
Brokerage Clerks (43-4011)	1,303	123	$25	$29	$33
Buyers and Purchasing Agents (13-1028)	14,064	1,196	25	$33	42
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	48,622	4,393	$23	$29	$37
Payroll and Timekeeping Clerks (43-3051)	5,673	536	$21	$26	$31
Legal Secretaries and Administrative Assistants (43-6012)	9,492	934	$19	$26	$36
Bookkeeping, Accounting, and Auditing Clerks (43-3031)	55,618	5,679	$18	$23	$28
Bill and Account Collectors (43-3011)	5,735	584	$17	$21	$26
Procurement Clerks (43-3061)	2,248	190	$17	$19	$25
Customer Service Representatives (43-4051)	57,870	6,744	$15	$18	$24

Yellow rows have starting salaries below Living Wage

$15.04/hour Living Wage

Office And Administrative Occupations

Job Posting Finding

Job titles in postings for office and administrative occupations are largely related to accounting and payroll. A broad spectrum of employers are advertising for these positions, including companies that specialize in providing accounting services—such as Century Group, KPMG, Deloitte, and PricewaterhouseCoopers (PwC).

A search of online job postings for office and administrative occupations that pay a wage greater than $15 per hour shows 38,544 postings related to this group in 2020 in Los Angeles County. The top five job titles were listed in 6,932 postings. The job title occurring the most frequently, bookkeeper, appeared in more than 1,650 postings.

Exhibit 11 Top job titles in job postings

Job Title	Job Postings
Bookkeeper	1,651
Staff Accountant	1,640
Senior Accountant	1,472
Accountant	1,112
Accounting Clerk	1,057

In Los Angeles County, employers who posted the most ads for office and administrative occupations were Anthem Blue Cross, Association of Chartered Certified Accountants (ACCA), and Intuit.

Exhibit 12. Top employers in job postings

Employer	Job Postings
Anthem Blue Cross	594
ACCA	502
Intuit	386
Certified Mobile Notary Service	200
University Of California	196

Office And Administrative Occupations

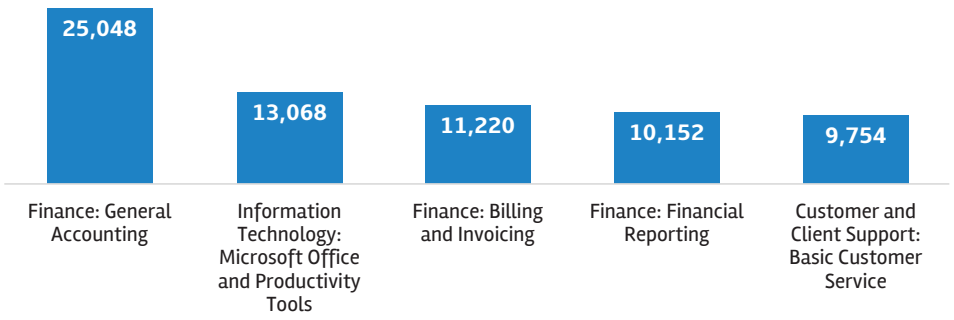
Local area job postings show how employers of office and administrative occupations are grouped by industry. In Los Angeles County, direct health and medical insurance carriers posted the most job ads, a total of 680, followed by software publishers, 481 job ads, and general medical and surgical hospitals, 284 job ads.

Exhibit 13. Top industries in job postings[5]

Industry	Job Postings
Direct Health and Medical Insurance Carriers	680
Software Publishers	481
General Medical and Surgical Hospitals	284
Colleges, Universities, and Professional Schools	253
Other Accounting Services	251

One way to determine how in-demand skills coalesce across occupations and industries is to look at skill clusters which can offer a broader picture of employer needs. The top skill cluster areas for office and administrative occupations are finance, information technology, and customer and client support.

Exhibit 14. In-demand skill clusters



[5] Note: 87% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Education & Training Supply Analysis

In Los Angeles County, 10 community colleges and 26 proprietary schools and other training providers offer programs related to office and administrative occupations. In the 2019-20 academic year, community colleges conferred 1,411 awards, and proprietary schools and other training providers conferred 797 awards in the 2018-19 academic year.

Exhibit 15. Total awards by academic year[6]

	2017	2018	2019
Community Colleges	1,028	1,240	1,411
Proprietary Schools & Other Training Providers	876	911	797

Exhibit 16. Education and training programs

Community Colleges	· Accounting (TOP 0502.00) · Legal Office Technology (TOP 0514.10) · Customer Service (TOP 0518.00)
Proprietary Schools and Training Providers	· Accounting (CIP 52.0301) · Accounting Technology/Technician and Bookkeeping (CIP 52.0302) · Accounting and Finance (CIP 52.0304) · Accounting and Business/Management (CIP 52.0305) · Accounting and Related Services, Other (CIP 52.0399)

[4] Due to different data collection periods, the most recent three-year period of available data for community colleges is 2017-18 to 2019-20 while the three-year period for proprietary schools and other training providers is 2016-17 to 2018-19.

Personal Care and Sales Occupations

Employment Demand Analysis

Fifteen personal care and sales occupations account for 215,863 jobs in Los Angeles County. Combined they have 20,736 projected annual openings (new + replacement jobs). The largest occupation, in number of 2019 jobs, is sales representatives, wholesale and manufacturing, except technical and scientific products. This occupation is projected to have the most annual job openings, 4,089.

Exhibit 3. Occupational employment, annual openings, and wages

Occupation (SOC Code)	2019 Jobs	Average Annual Openings	Entry-Level 25th Percentile Hourly Earnings	Median 50th Percentile Hourly Earnings	Experienced 75th Percentile Hourly Earnings
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	9,008	792	$28	$37	$52
Property Appraisers and Assessors (13-2021)	2,305	167	$25	$38	$51
Advertising Sales Agents (41-3011)	5,489	624	$21	$30	$46
Makeup Artists, Theatrical and Performance (39-5091)	1,596	160	$20	$49	$62
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	48,267	4,089	$19	$28	$44
Real Estate Brokers (41-9021)	6,034	544	$18	$35	$67
Insurance Sales Agents (41-3021)	18,447	1,662	$18	$25	$39
First-Line Supervisors of Non-Retail Sales Workers(41-1012)	11,819	927	$17	$28	$51
Real Estate Sales Agents (41-9022)	15,962	1,448	$16	$21	$28
Sales and Related Workers, All Other (41-9099)	9,762	1,079	$15	$19	$26
First-Line Supervisors of Retail Sales Workers (41-1011)	41,310	3,801	$13	$17	$29
Massage Therapists (31-9011)	8,060	1,056	$13	$17	$47
Skincare Specialists (39-5094)	2,751	336	$12	$15	$21
Manicurists and Pedicurists (39-5092)	9,771	1,234	$12	$13	$15
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	25,283	2,817	$12	$14	$21

Yellow rows have starting salaries below Living Wage

$15.04/hour Living Wage

Personal Care and Sales Occupations

Job Posting Finding

Employers of personal care and sales occupations are primarily insurance agencies, real estate companies, and technology companies.

A search of online job postings for personal care and sales occupations that pay a wage greater than $15 per hour shows 47,765 postings related to this group in 2020 in Los Angeles County. The top five job titles were listed in 6,341 postings. The job title that occurred most frequently, sales representative, appeared in nearly 2,300 postings.

Exhibit 18. Top job titles in job postings

Job Title	Job Postings
Sales Representative	2,290
Account Executive	1,333
Account Manager	1,154
Outside Sales Representative	980
Marketing Manager	518

In Los Angeles County, employers who posted the most ads for personal care and sales occupations were Assurance Agency, Charter Communications, and State Farm Insurance Companies.

Exhibit 19. Top employers in job postings

Employer	Job Postings
Assurance Agency	1,201
Charter Communications	833
State Farm Insurance Companies	484
Zurich Insurance	332
Berkshire Hathaway Homeservices California Properties	291

Personal Care and Sales Occupations

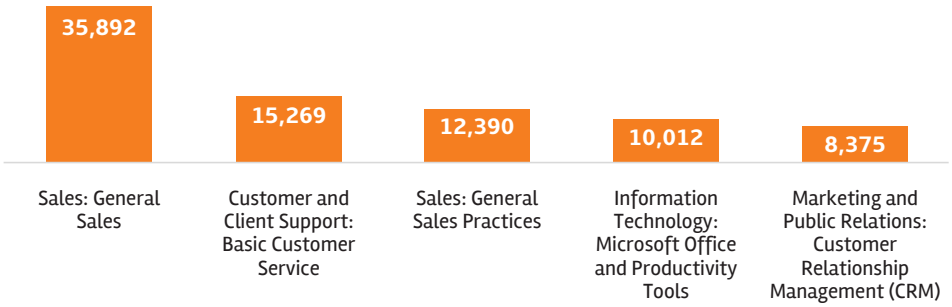
Local area job postings show how employers of personal care and sales occupations are grouped by industry. In Los Angeles County, direct life insurance carriers posted the most job ads, a total of 1,403, followed by direct health and medical insurance carriers, 464 job ads, and software publishers, 394 job ads.

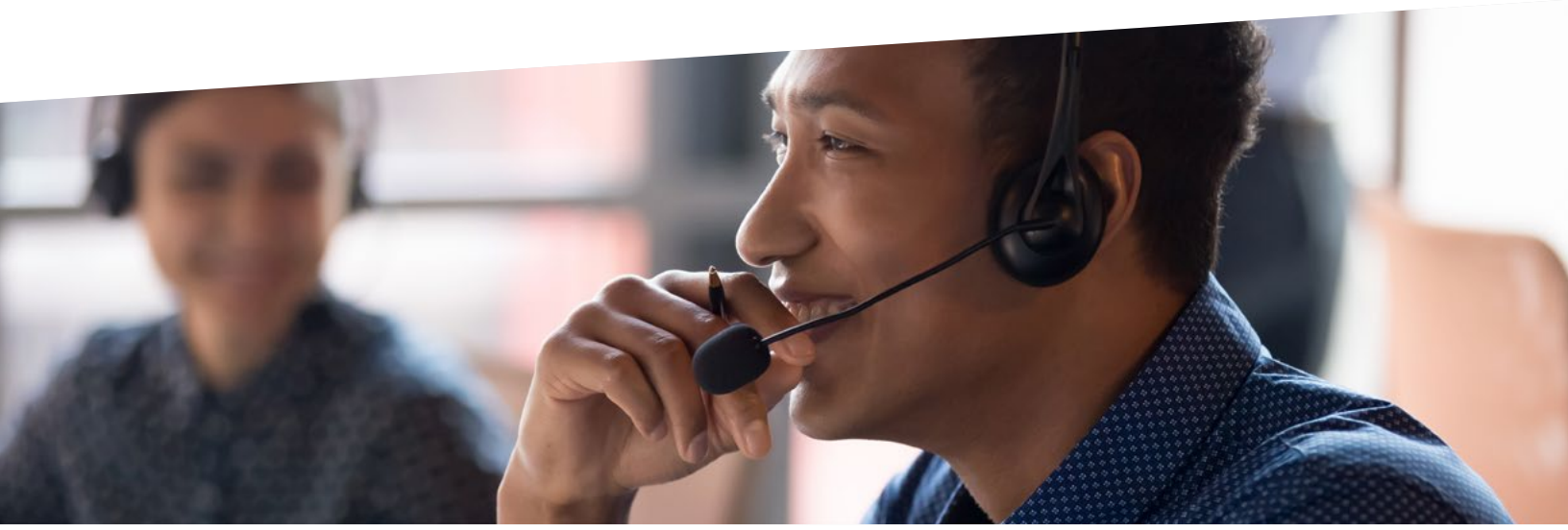
Exhibit 20. Top industries in job postings[7]

Industry	Job Postings
Direct Life Insurance Carriers	1,403
Direct Health and Medical Insurance Carriers	464
Software Publishers	394
Commercial Banking	366
Cable and Other Subscription Programming	322

One way to determine how in-demand skills coalesce across occupations and industries is to look at skill clusters which can offer a broader picture of employer needs. The skill cluster areas for personal care and sales occupations are sales, customer and client support, information technology, and marketing and public relations.

Exhibit 21. In-demand skill clusters





[7] Note: 80% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Education & Training Supply Analysis

In Los Angeles County, 17 community colleges and 46 proprietary schools and other training providers offer programs related to personal care and sales occupations. In the 2019-20 academic year, community colleges conferred 751 awards, and proprietary schools and other training providers conferred 1,279 awards in the 2018-19 academic year.

Exhibit 22. Total awards by academic year[8]

	2017	2018	2019
Community Colleges	1,007	1,003	956
Proprietary Schools & Other Training Providers	1,134	1,225	1,004

Exhibit 23. Education and training programs

Community Colleges	· Advertising (TOP 0509.10) · Sales and Salesmanship (TOP 0509.40) · E-Commerce (Business emphasis) (TOP 0509.70) · Real Estate (TOP 0511.0) · Cosmetology and Barbering (TOP 3007.00)
Proprietary Schools and Training Providers	· Advertising (CIP 09.0903) · Cosmetology/Cosmetologist, General (CIP 12.0401) · Massage Therapy/Therapeutic Massage (CIP 51.3501) · E-Commerce/Electronic Commerce (CIP 52.0208) · Real Estate (CIP 52.1501)

[8] Due to different data collection periods, the most recent three-year period of available data for community colleges is 2017-18 to 2019-20 while the three-year period for proprietary schools and other training providers is 2016-17 to 2018-19.

More About the Centers of Excellence

The Centers of Excellence (COE) for Labor Market Research deliver regional workforce research and technical expertise to California Community Colleges for program decision-making and resource-development. This information has proven valuable to colleges in beginning, revising, or updating economic development and Career Education (CE) programs, strengthening grant applications, assisting in the accreditation process, and in supporting strategic planning efforts.

The Centers of Excellence Initiative is funded in part by the Chancellor's Office, California Community Colleges, Economic and Workforce Development Program. The Centers aspire to be the leading source of regional workforce information and insight for California Community Colleges. More information about the Centers of Excellence is available at coeccc.net.

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To download a copy of this, visit LA/Orange County under *Studies by Region* coeccc.net.

Sources

Emsi 2021.1, QCEW, non-QCEW, Self-Employed; Centers of Excellence Skill/Occupation Crosswalk; Burning Glass Technologies' Labor Insight Real-time Labor Market Information tool; CalPASS Plus/LaunchBoard; California Community Colleges Chancellor's Office Data Mart; Integrated Postsecondary Education Data System (IPEDS).

Important Disclaimer

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 college/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.

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