



Business and Entrepreneurship



Far North
Career & Training Pathways Profile

2026

Five-Year Outlook

2% sector growth

7,000+ annual job openings

18.4% of the Far North's jobs



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Introduction



Businesses, whether large or small, are a critical component of a thriving economy.

The Business and Entrepreneurship sector encompasses business administration and management, finance and accounting, and marketing and sales.

Careers in this sector are a good fit for students who are interested in contributing to the functioning of a large enterprise or who dream of starting their own business.

In California, over 90% of businesses are categorized as small (fewer than 20 employees), and 26% of businesses are family-owned according to the Public Policy Institute of California. Many community colleges offer programs that focus on the operation of small businesses due to the important contributions of small businesses in supporting vibrant communities.

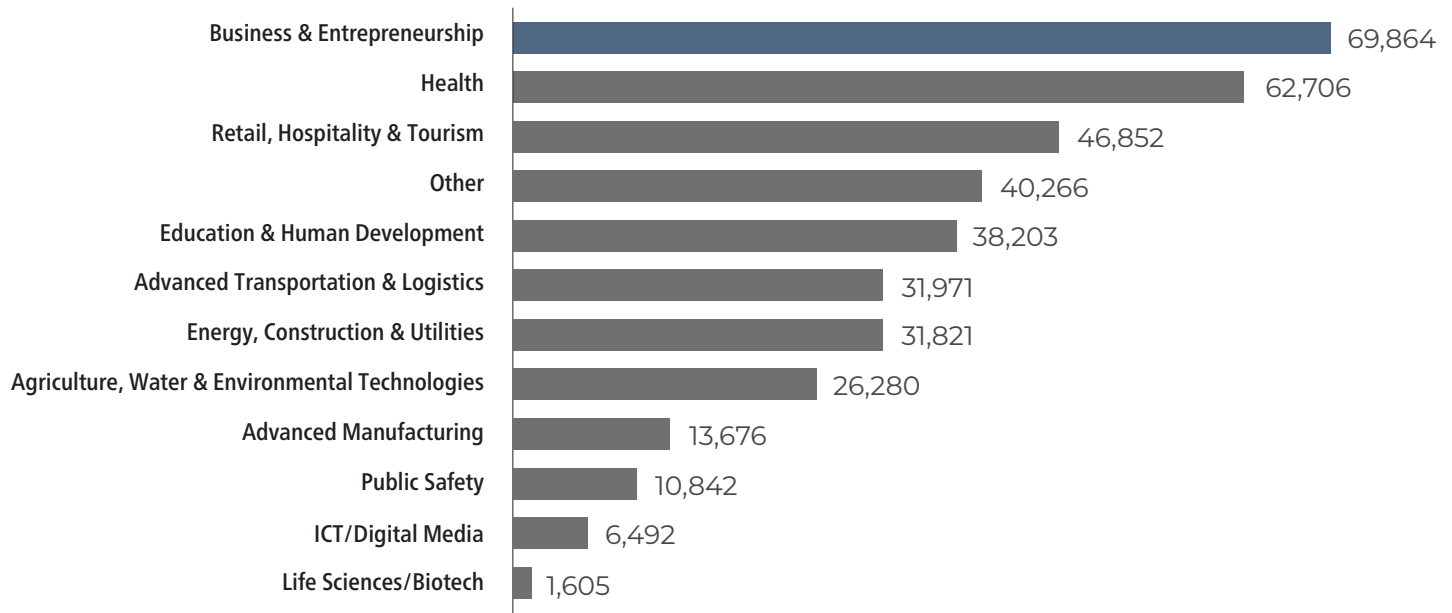
Some of the largest employers in the Far North are forest product manufacturers, hospitals

and medical centers, and government agencies.

The Business and Entrepreneurship sector has the largest share of employment in the Far North, employing over a sixth of all workers.

Overlap exists between the Business and Entrepreneurship sector and many other career areas that comprise the larger economy, because many of the occupations are also employed by other sectors. Therefore, drivers of other sectors often lead to growth in the Business and Entrepreneurship sector as well.

2024 Sector Employment



Note: The Far North subregion encompasses 15 counties (Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity) and seven community colleges (Butte, Feather River, Lassen, Mendocino, Redwoods, Shasta, and Siskiyou). The North Far North region spans 22 counties and 15 community colleges, stretching from the Greater Sacramento area, north to California's border with Oregon, and east to Nevada.

Sector Highlights

69,864
Jobs in 2024

71,121
Projected Jobs in 2029

2%
Projected Job Growth,
2024-2029

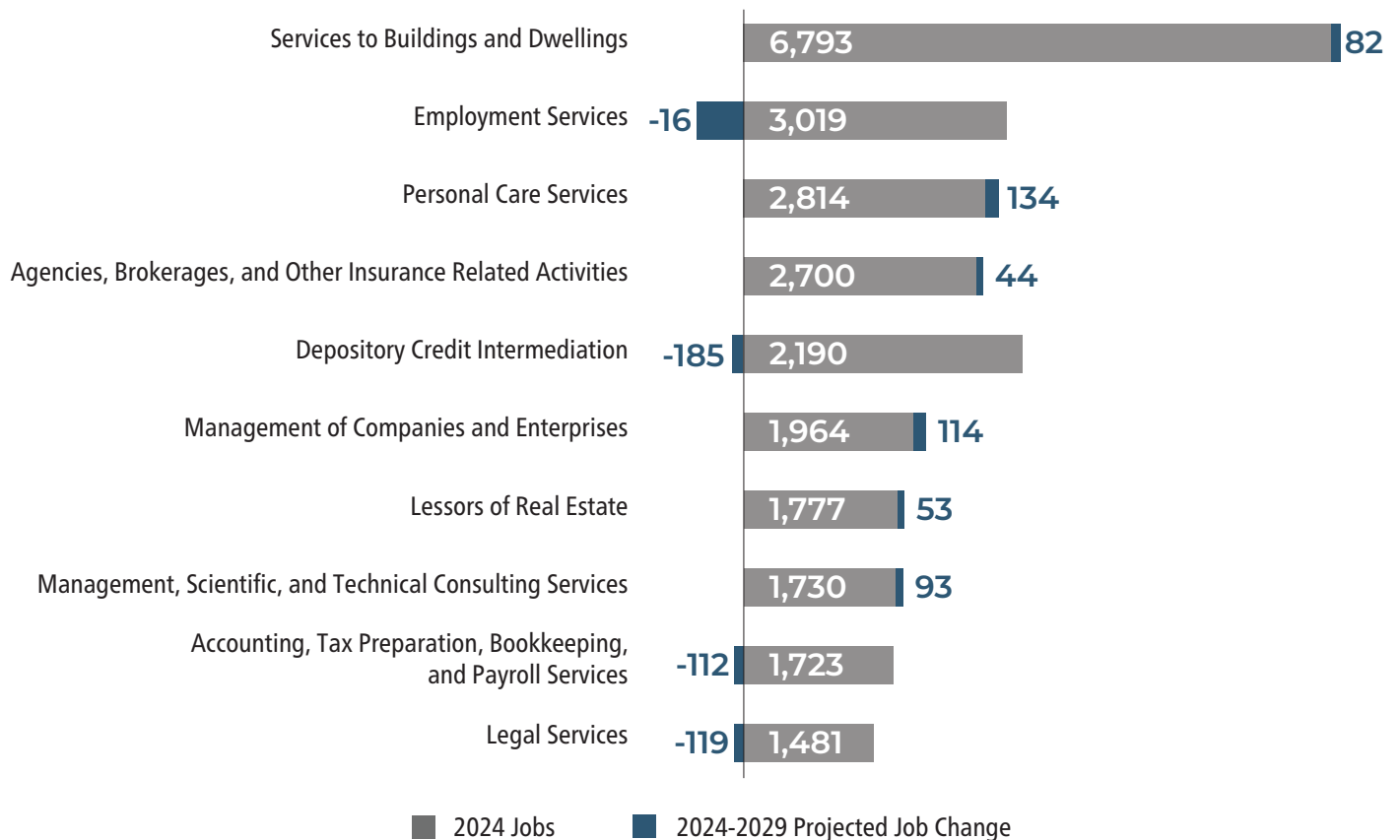
1,257
New Jobs by 2029

4,587
Businesses

6.9%
% of Far North
Employment, 2024



Employment by Subsector



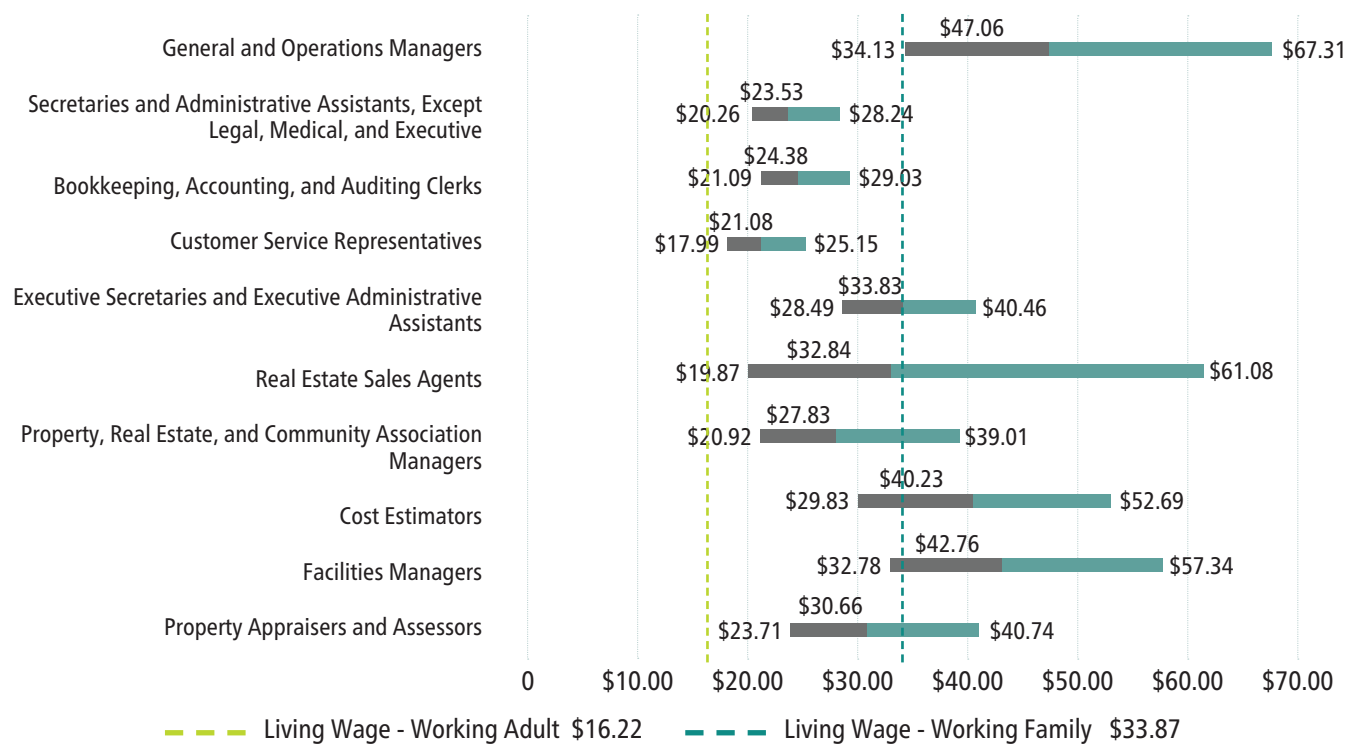
Note: The Business and Entrepreneurship sector includes 141 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector.

Top Occupations

| Occupation | 2024 Jobs | 2024-2029 Projected Change | 2024-2029 Average Annual Openings | Typical Entry-Level Education |
|---|-----------|----------------------------|-----------------------------------|-----------------------------------|
| General and Operations Managers | 5,434 | 6% | 512 | Bachelor's degree |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive | 3,912 | 3% | 466 | High school diploma or equivalent |
| Bookkeeping, Accounting, and Auditing Clerks | 3,866 | -2% | 440 | Some college, no degree |
| Customer Service Representatives | 2,701 | 1% | 374 | High school diploma or equivalent |
| Executive Secretaries and Executive Administrative Assistants | 866 | 4% | 98 | High school diploma or equivalent |
| Real Estate Sales Agents | 883 | 1% | 76 | High school diploma or equivalent |
| Property, Real Estate, and Community Association Managers | 872 | -1% | 71 | High school diploma or equivalent |
| Cost Estimators | 459 | 2% | 42 | Bachelor's degree |
| Facilities Managers | 386 | 5% | 36 | Bachelor's degree |
| Property Appraisers and Assessors | 267 | -1% | 23 | Bachelor's degree |

Note: Jobs for the above occupations may not solely exist in this sector and may be found in other sectors that require related services. Projected change includes new job growth and replacements. Occupations with significant annual openings, active training programs in the subregion, wages at or close to the living wage, and training beyond a high school diploma but short of a bachelor's degree were prioritized for inclusion in the top middle-skill occupations.

Hourly Wages for Top Occupations



Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations across the Far North subregion where the living wage in 2024 for a single working adult was \$16.22 and for a working family (defined as an adult and one infant) was \$33.87.



Job Posting Trends

Job posting trends examine all occupations assigned to the Business and Entrepreneurship sector, regardless of skill or education level in the Far North subregion.

Unique Online Job Postings

8,194

(15% of Region's Postings)

Median Advertised Hourly Salary

\$26.09

(Regional Average \$29.05)

Median Posting Duration

26 days

(Regional Average 23 Days)

Posting Intensity

2:1

(Regional Average 2:1)

Note: Job postings count the number of online job postings advertised in the 15-county Far North subregion between November 1, 2024 and October 31, 2025. COE has identified 101 occupations aligned with the Business and Entrepreneurship sector, and those SOC codes were used to generate the list of aligned job postings. Contact the NFN COE for a complete listing of SOC codes by sector. Postings are limited to in-state employers and exclude staffing companies. Posting Intensity is the ratio of total job postings to unique (de-duplicated) job postings. Job posting results are weighted toward occupations with the most postings, influencing the frequency of results for employers, job titles, skills, work experience, and education.



Top Employers

Employers with the Most Postings

- | | |
|------------------------------|------------------------|
| 1. Tri Counties Bank | 6. JP Morgan Chase |
| 2. Wells Fargo | 7. Oroville Hospital |
| 3. Sierra Pacific Industries | 8. O'Reilly Auto Parts |
| 4. Umpqua Bank | 9. H&R Block |
| 5. State of California | 10. Adventist Health |

Most In-Demand Skills

Specialized Skills

- Accounting
- Auditing
- Marketing
- Finance
- Selling Techniques

Soft Skills

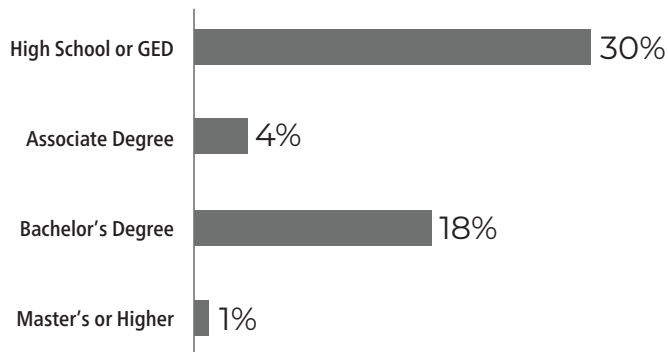
- Communication
- Management
- Operations
- Lifting Ability
- Customer Service

Software and Technical Skills

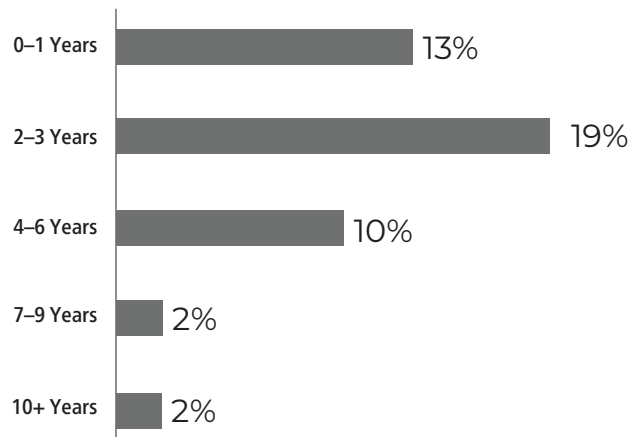
- Microsoft Office (Excel, Outlook, Word)
- Geographic Information Systems
- Spreadsheets
- Software Systems
- Database Software

Education & Experience in Job Postings

Employer-Preferred Education



Employer-Preferred Work Experience



The percentages might not equal 100% because not all employers include education or work experience in their job postings.

COMMUNITY COLLEGE Training Programs



| Butte | Feather River | Lassen | Mendocino | Redwoods | Shasta | Siskiyou |
|---------------------------------|---------------|---------------------------|---------------------------|---------------------------|--|---|
| Accounting | Business | Business Administration | Business - Accounting | Bookkeeping | Accounting Clerk/Bookkeeper | Accounting |
| Business Administration | | Small Business Management | Business Management | Business Administration | Business: Management | Administrative Assistant and Office Aide |
| Business Management | | | Business Administration | Business General | Business: Marketing and Finance | Business Administration |
| Cosmetology | | | Business Entrepreneurship | Small Business Management | Customer Service Academy | Small Business Startup, Marketing & Media |
| Legal Office Administration | | | Real Estate | | Small Business/Entrepreneurship Start-up | |
| Marketing | | | | | | |
| Project Management | | | | | | |
| Real Estate | | | | | | |
| Small Business/Entrepreneurship | | | | | | |

Note: Due to discrepancies in the California Community Colleges Curriculum Inventory (COCI) and how Taxonomy of Programs (TOP) codes are categorized by sector, this list may not include all related or currently available training programs.



This publication was supported through Strong Workforce Program (SWP) funding from the North Far North Regional Consortium and the California Community Colleges Chancellor's Office Economic and Workforce Development Grant. SWP is an initiative designed to expand career education (CE) programs offered by the California Community Colleges to supply a skilled workforce to California's employers. The North Far North Regional Consortium (NFNRC) is charged with coordinating the planning and implementation of CE programs among community colleges within the 22-county North Far North region, which includes the North (Greater Sacramento) and Far North subregions. The NFNRC has 12 sectors, which are listed in the chart on page 1. This sector profile summarizes key data about current and projected workforce demand, hourly wages, job postings, and community college programs to support the goals of SWP.



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Sources

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