



Labor Market Analysis for Program Recommendation

Business Management Occupations

Santa Rosa Junior College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

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Recommendation

Based on all available data, there appears to be an “undersupply” of Business Management workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 5,661 students in the Bay region and 638 students in the North Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0506.00 - Business Management programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Santa Rosa Junior College and in the region.

This report profiles Business Management Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Santa Rosa Junior College.

- **General and Operations Managers (11-1021):** Plan, direct, or coordinate the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Excludes First-Line Supervisors.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 35%
- **Sales Managers (11-2022):** Plan, direct, or coordinate the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%
- **Administrative Services Managers (11-3012):** Plan, direct, or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, and other office support services.
Entry-Level Educational Requirement: Bachelor’s degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 32%

- **Human Resources Managers (11-3121):** Plan, direct, or coordinate human resources activities and staff of an organization. Excludes managers who primarily focus on compensation and benefits (11-3111) and training and development (11-3131).

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%

Occupational Demand

Table 1. Employment Outlook for Business Management Occupations in Bay Region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
General and Operations Managers	81,062	83,562	2,500	3%	36,235	7,247	\$42	\$62
Sales Managers	29,394	29,260	-134	-0%	12,497	2,499	\$53	\$80
Administrative Services Managers	8,960	9,269	310	3%	3,873	775	\$41	\$56
Human Resources Managers	8,913	9,167	253	3%	3,855	771	\$59	\$78
Total	128,329	131,258	2,929	2%	56,460	11,292		

Source: Lightcast 2022.3

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Business Management Occupations in North Bay Sub-region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
General and Operations Managers	9,704	9,964	259	3%	4,311	862	\$36	\$51
Sales Managers	2,560	2,479	-81	-3%	1,049	210	\$39	\$57
Administrative Services Managers	950	949	-1	-0%	378	76	\$36	\$49
Human Resources Managers	653	649	-4	-1%	264	53	\$48	\$66
Total	13,867	14,040	173	1%	6,003	1,201		

Source: Lightcast 2022.3

North Bay Sub-Region includes: Marin, Napa, Solano, Sonoma Counties

Job Postings in Bay Region and North Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Jan. 2022 - Dec. 2022)

Occupation	Bay Region	North Bay
General and Operations Managers	26,445	1,765
Sales Managers	20,084	1,180
Human Resources Managers	7,040	508

Occupation	Bay Region	North Bay
Administrative Services Managers	3,460	311

Source: Lightcast

Table 4a. Top Job Titles for Business Management Occupations for latest 12 months (Jan. 2022 - Dec. 2022)
Bay Region

Title	Bay	Title	Bay
Operations Managers	1,767	Territory Managers	519
Business Development Managers	1,313	Chiefs of Staff	513
Human Resources Managers	1,226	Directors of Operations	485
Sales Managers	878	Assistant Operations Managers	483
Directors of Human Resources	825	Directors of Sales	422
General Managers	820	Product Owners	404
Operations Supervisors	640	District Managers	377
Regional Sales Managers	576	Operations Coordinators	327
Principal Product Managers	555	Territory Sales Managers	326

Source: Lightcast

Table 4b. Top Job Titles for Business Management Occupations for latest 12 months (Jan. 2022 - Dec. 2022)
North Bay Sub-Region

Title	North Bay	Title	North Bay
Operations Managers	249	Regional Sales Managers	45
Human Resources Managers	139	District Managers	42
General Managers	129	Territory Managers	42
Sales Managers	107	Business Office Managers	41
Assistant Operations Managers	101	Assistant General Managers	35
Operations Supervisors	94	Territory Sales Managers	33
Directors of Human Resources	93	District Sales Managers	30
Business Development Managers	54	Business Managers	29
Directors of Operations	46	Operations Coordinators	26

Source: Lightcast

Industry Concentration

Table 5. Industries hiring Business Management Workers in Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2021)
Internet Publishing and Broadcasting and Web Search Portals	6,515	7,868	21%	5%
Custom Computer Programming Services	5,425	6,103	13%	4%
Software Publishers	4,126	4,528	10%	3%
Corporate, Subsidiary, and Regional Managing Offices	4,635	4,222	-9%	4%
Computer Systems Design Services	2,864	3,039	6%	2%
Local Government, Excluding Education and Hospitals	2,931	3,010	3%	2%
Electronic Computer Manufacturing	2,613	2,864	10%	2%
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	2,183	2,353	8%	2%
Data Processing, Hosting, and Related Services	1,994	2,343	17%	2%
Administrative Management and General Management Consulting Services	1,810	2,175	20%	1%

Source: Lightcast 2022.3

Table 6. Top Employers Posting Business Management Occupations in Bay Region and North Bay Sub-Region (Jan. 2022 - Dec. 2022)

Employer	Bay	Employer	North Bay
ExecuNet	1,059	CVS Health	85
Google	880	Dollar Tree	68
Meta	655	Biomarin Pharmaceutical	66
Robert Half	474	Target	34
Amazon	463	Ultragenyx Pharmaceutical	31
Elevance Health	449	Robert Half	30
CVS Health	409	GPAC	28
Splunk	387	Hyatt	28
Doordash	380	Transdev	28
Gap	358	Healthcare Services Group	22

Source: Lightcast

Educational Supply

There are 15 community colleges in the Bay Region issuing 220 awards on average annually (last 3 years ending 2019-20) on TOP 0506.00 - Business Management. In the North Bay Sub-Region, there are two (2) community colleges that issued 38 awards on average annually (last 3 years) on this TOP code.

There are 17 four-year institutions in the Bay Region issuing 5,411 Bachelor's degrees on average annually (last 3 years ending 2019-20) on CIP 52.0201 - Business Administration and Management, General. There are three (3) four-year institutions in the North Bay Sub-Region issuing 525 Bachelor's degrees on this CIP code.

Table 7a. Community College Awards on TOP 0506.00 Business Management in Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Cabrillo	SC-Monterey	2	0	0	2
Canada	Mid-Peninsula	2	0	1	3
Chabot	East Bay	2	0	10	12
Contra Costa	East Bay	45	0	38	83
De Anza	Silicon Valley	11	0	30	41
Diablo Valley	East Bay	0	0	2	2
Laney	East Bay	7	0	0	7
Merritt	East Bay	0	0	2	2
Mission	Silicon Valley	1	0	0	1
Monterey	SC-Monterey	0	0	1	1
San Jose City	Silicon Valley	2	1	3	6
San Mateo	Mid-Peninsula	8	0	6	14
Santa Rosa	North Bay	15	0	18	33
Solano	North Bay	3	0	2	5
West Valley	Silicon Valley	3	0	5	8
Total		101	1	118	220

Source: Data Mart

Note: The annual average for awards is 2017-18 to 2019-20.

Table 7b. Bachelor's Degree Awards on CIP 52.0201 - Business Administration and Management, General in Bay Region

College	Subregion	Bachelor's degree	Total
California State University- East Bay	East Bay	711	711
California State University- Monterey Bay	SC-Monterey	268	268
California State University - Maritime Academy	North Bay	44	44
Cogswell University of Silicon Valley	Silicon Valley	2	2
Dominican University of California	North Bay	46	46
Golden Gate University-San Francisco	Mid-Peninsula	115	115
Holy Names University	East Bay	16	16
John F. Kennedy University	East Bay	16	16

College	Subregion	Bachelor's degree	Total
Lincoln University	East Bay	8	8
Menlo College	Mid-Peninsula	63	63
Mills College	East Bay	3	3
Notre Dame de Namur University	Mid-Peninsula	45	45
San Francisco State University	Mid-Peninsula	1,507	1,507
San Jose State University	Silicon Valley	1,609	1,609
Sonoma State University	North Bay	435	435
University of California- Berkeley	East Bay	358	358
University of San Francisco	Mid-Peninsula	165	165
Total		5,411	5,411

Note: The annual average for awards is 2017-18 to 2019-20.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 11,292 annual openings for the Business Management occupational cluster and 5,631 annual (3-year average) awards for an annual undersupply of 5,661 students. In the North Bay Sub-Region, there is also a gap with 1,201 annual openings and 563 annual (3-year average) awards for an annual undersupply of 638 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.00 Business Management

Metric Outcomes	Bay All CTE Programs	SRJC All CTE Programs	State 0506.00	Bay 0506.00	North Bay 0506.00	SRJC 0506.00
Students with a Job Closely Related to Their Field of Study	74%	76%	75%	78%	81%	83%
Median Annual Earnings for SWP Exiting Students	\$48,926	\$42,874	\$37,264	\$47,052	\$49,598	\$50,898
Median Change in Earnings for SWP Exiting Students	23%	30%	17%	21%	25%	29%
Exiting Students Who Attained the Living Wage	50%	57%	51%	50%	63%	67%

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills, Certifications and Education

Table 9. Top Skills for Business Management Occupations in Bay Region (Jan. 2022 - Dec. 2022)

Skill	Posting	Skill	Posting
Marketing	13,677	Process Improvement	4,469
Finance	8,748	Presentation Skills	4,391
Business Development	8,186	Auditing	4,006

Skill	Posting	Skill	Posting
Operations Management	7,384	Accounting	3,913
Selling Techniques	6,624	Workflow Management	3,864
Sales Management	5,274	Project Management	3,855
Sales Prospecting	5,137	Data Analysis	3,838
Customer Relationship Management	5,087	Performance Management	3,752
Salesforce	4,754	Business Strategies	3,676
Key Performance Indicators (KPIs)	4,722	New Product Development	3,647

Source: Lightcast

Table 10. Certifications for Business Management Occupations in Bay Region (Jan. 2022 - Dec. 2022)

Certification	Posting	Certification	Posting
Master Of Business Administration (MBA)	5,368	Chartered Financial Analyst	194
Professional in Human Resources	890	FINRA Series 7 (General Securities Representative)	148
Senior Professional In Human Resources	732	ServSafe Certification	127
Project Management Professional Certification	556	Real Estate Salesperson License	92
SHRM-CP (Society for Human Resource Management Certified Professional)	410	Six Sigma Certification	81
Certified Public Accountant	309	CDL Class C License	80
SHRM-SCP (Society for Human Resource Management Senior Certified Professional)	301	Food Handler's Card	76
Certified Power Quality Professional	230	Certified Scrum Product Owner	72
Security Clearance	201	Commercial Driver's License	70
Bachelor Of Science In Business	195	Forklift Certification	70

Source: Lightcast

Table 11. Education Requirements for Business Management Occupations in Bay Region

Education Level	Job Postings	% of Total
High school or GED	5,279	10%
Associate degree	1,987	4%
Bachelor's degree & higher	45,186	86%

Education Level	Job Postings	% of Total
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Source: Lightcast

Note: 34% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Launchboard

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor's Office MIS system

Contacts

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