



International Business and Trade (TOP 0508.00)

November 2023

Prepared by the South Central Coast Center of Excellence for
Labor Market Research

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation – International Business and Trade. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

Key Findings

- In the South Central Coast region, **the number of jobs related to International Business and Trade are expected to remain steady** for Sales Managers and Buyers and Purchasing Agents and **increase** for General and Operations Managers and Logisticians.
- International Business and Trade is anticipated to experience a **low risk of automation** for all four related occupations.
- In 2021 there were 4,002 regional completions in programs related to the occupations identified as aligned with International Business and Trade and 3,628 openings, indicating **supply is meeting demand**.
- Typical entry-level education is a **bachelor's degree** for all four related occupations.
- Completers of International Business and Trade programs from the 2019-2020 academic year in the South Central Coast region had a **median annual wage upon completion of \$40,100**.
- 23% of students are **employed within a year** after completing a program.
- 45% of students **attained a living wage** within a year of completion.
- Completers experienced an average of **+35% change in earnings after exiting**.
- 39% of students were **part-time**, 14% **skill builders**, 25% **first-generation**, and 83% **economically disadvantaged**.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

There are four occupations in the standard occupational classification (SOC) system that were identified as related to International Business and Trade for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

Exhibit 1 – Occupation, Description, and Sample Job Titles

SOC Code	Title	Description	Sample of Reported Job Titles
11-1021	General and Operations Managers	Plan, direct, or coordinate the operations of public or private sector organizations, overseeing multiple departments or locations. 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. Usually manage through subordinate supervisors. Excludes First-Line Supervisors.	Business Manager, Center Manager, Department Manager, District Manager, General Manager (GM), Operations Director, Operations General Manager (Operations GM), Operations Manager, Plant Superintendent, Store Manager
11-2022	Sales Managers	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.	District Sales Manager, National Sales Manager, Regional Sales Manager, Sales and Marketing Vice President (Sales and Marketing VP), Sales Director, Sales Manager, Sales Supervisor, Sales Vice President (Sales VP)
13-1028	Buyers and Purchasing Agents	Buy merchandise or commodities, other than farm products, for resale to consumers at the wholesale or retail level, including both durable and nondurable goods. Analyze past buying trends, sales records, price, and quality of merchandise to determine value and yield. Select, order, and authorize payment for merchandise according to contractual agreements. May conduct meetings with sales personnel and introduce new products. May negotiate contracts. Includes assistant wholesale and retail buyers of nonfarm products.	Buyer, Grocery Buyer, Procurement Specialist, Purchaser, Purchasing Coordinator, Retail Buyer, Trader

SOC Code	Title	Description	Sample of Reported Job Titles
13-1081	Logisticians	Analyze and coordinate the ongoing logistical functions of a firm or organization. Responsible for the entire life cycle of a product, including acquisition, distribution, internal allocation, delivery, and final disposal of resources.	Client Services, Administrator, Logistician, Production Planner, Supply Management Specialist

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to International Business and Trade are expected to remain steady for Sales Managers and Buyers and Purchasing Agents and increase for General and Operations Managers and Logisticians.

Exhibit 2 – Five-Year Projections for International Business and Trade in the South Central Coast Region

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change
11-1021	General and Operations Managers	14,268	15,469	1,201	8%
11-2022	Sales Managers	4,654	4,706	52	1%
13-1028	Buyers and Purchasing Agents	2,493	2,458	-35	-1%
13-1081	Logisticians	1,628	1,842	214	13%

Source: Lightcast™ Analyst 2022

Earnings

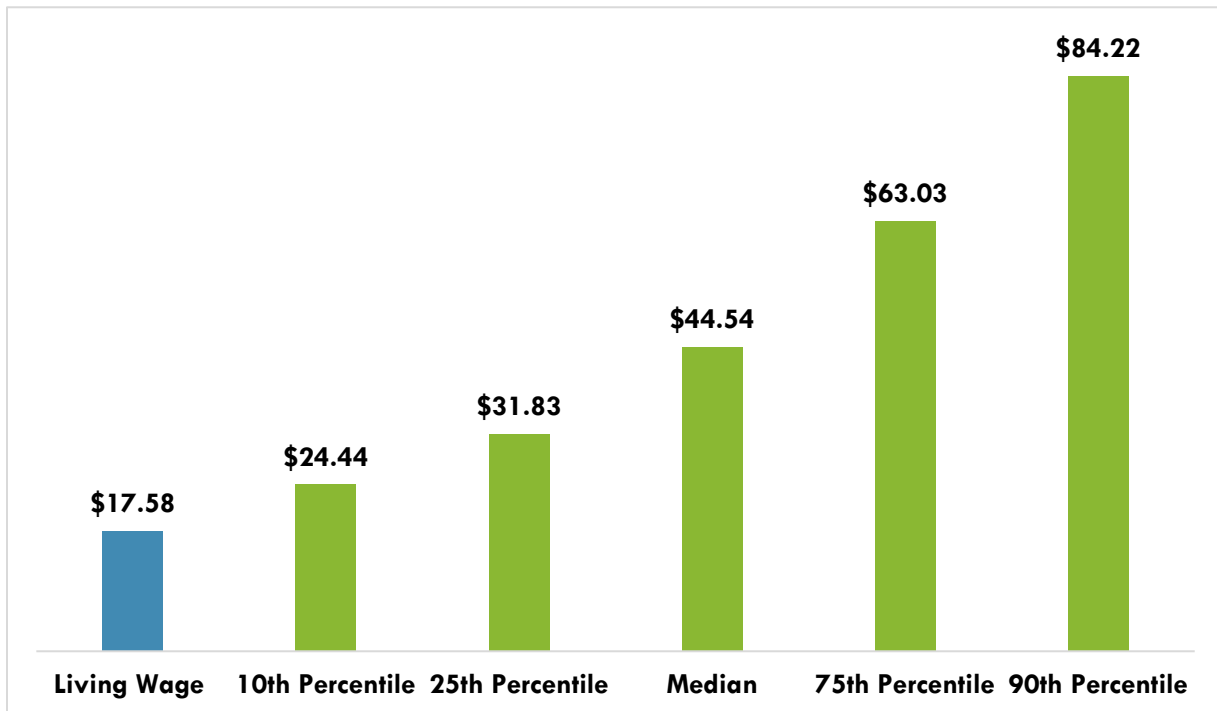
Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings are represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for International Business and Trade in the South Central Coast Region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-1021	General and Operations Managers	\$35.99	\$49.13	\$75.96
11-2022	Sales Managers	\$31.16	\$50.39	\$78.46
13-1028	Buyers and Purchasing Agents	\$26.24	\$34.58	\$45.82
13-1081	Logisticians	\$33.95	\$44.05	\$51.87

Source: Lightcast™ Analyst 2022

Exhibit 3b – Earnings for International Business and Trade in the South Central Coast Region



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Lightcast™ Analyst 2022

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for professionals in a given field, and what they are looking for in potential candidates. To identify job postings related to International Business and Trade the following standard occupational classifications were used:

11-1021	General and Operations Managers
11-2022	Sales Managers
13-1028	Buyers and Purchasing Agents
13-1081	Logisticians

Top Occupations

In 2022, there were 6,622 employer postings for the occupations related to International Business and Trade.

Exhibit 4 – Top Occupations by Job Postings

SOC Code	Occupation	Job Postings, Full Year 2022
11-1021	General and Operations Managers	2,854
11-2022	Sales Managers	1,960
13-1028	Buyers and Purchasing Agents	1,171
13-1081	Logisticians	637

Source: Lightcast™ Analyst 2022

Exhibit 4b – Top Occupations and Risk of Automation

SOC Code	Occupation	Risk of Automation
11-1021	General and Operations Managers	Low
11-2022	Sales Managers	Low
13-1028	Buyers and Purchasing Agents	Low
13-1081	Logisticians	Low

Source: Lightcast™ Analyst 2022

Top Titles

The top job titles for employers posting ads for jobs related to International Business and Trade are listed in Exhibit 5. Buyers is mentioned as the job title in 10% of all relevant job postings (327 postings).

Exhibit 5 – Job Titles

Title	Job Postings, Full Year 2022
Buyers	327
Operations Managers	303
General Managers	194
Sales Managers	176
Assistant Operations Managers	133

Source: Lightcast™ Analyst 2022

Top Employers

Exhibit 6 lists the major employers hiring professionals in the International Business and Trade field. The top employer posting job ads was Amgen. The top worksite cities for these occupations were Santa Barbara, Santa Clarita, Thousand Oaks, Oxnard, and Camarillo.

Exhibit 6 – Top Employers (n=2,232)

Employer	Job Postings, Full Year 2022
Amgen	207
Elevance Health	152
Northrop Grumman	144
Dollar Tree	98
CVS Health	90

Source: Lightcast™ Analyst 2022

Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to International Business and Trade. Marketing is the most sought-after specialized skill for employers, followed by Purchasing and Procurement. Management, Communications, and Operations were the most requested baseline skills. Microsoft Excel, Microsoft Office, and Microsoft PowerPoint were the most commonly requested software and programming skills.

Exhibit 7 – Specialized Skills (n= 19,775)

Skills	Job Postings, Full Year 2022
Marketing	1,273
Purchasing	1,185
Procurement	888
Supply Chain	804
Project Management	762
Operations Management	744
Sales Management	674
Finance	642
Merchandising	634
Business Development	610
Auditing	597
Selling Techniques	595
Accounting	540
Customer Relationship Management	535
Material Requirements Planning	513

Source: Lightcast™ Analyst 2022

Exhibit 7b – Baseline Skills (n= 44,453)

Skills	Job Postings, Full Year 2022
Management	3,431
Communications	3,216
Operations	2,869
Sales	2,838
Leadership	2,307
Customer Service	2,126
Planning	1,739
Microsoft Excel	1,320
Problem Solving	1,172
Writing	1,098

Source: Lightcast™ Analyst 2022

Exhibit 7c – Software and Programming Skills (n= 6,420)

Skills	Job Postings, Full Year 2022
Microsoft Excel	1,320
Microsoft Office	1,067
Microsoft PowerPoint	753
Microsoft Outlook	498
SAP Applications	349
Microsoft Word	318
Salesforce	231
Microsoft Access	192
Spreadsheets	183
Dashboard	111

Source: Lightcast™ Analyst 2022

Industry Concentration

Exhibit 8 shows the industries with the most International Business and Trade postings in the South Central Coast region. Note: 20% 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.

Exhibit 8 – Industries Employing the Most in the International Business and Trade Field, 2022

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Manufacturing	1,372	26%
Retail Trade	695	13%
Professional, Scientific, and Technical Services	561	11%
Administrative and Support and Waste Management and Remediation Services	507	9%
Finance and Insurance	353	7%

Source: Lightcast™ Analyst 2022

Certifications

Exhibit 9 lists the most in-demand certifications in the International Business and Trade field. The top requested certification in job postings was Valid Driver's License.

Exhibit 9 – Certifications (n= 2,279)

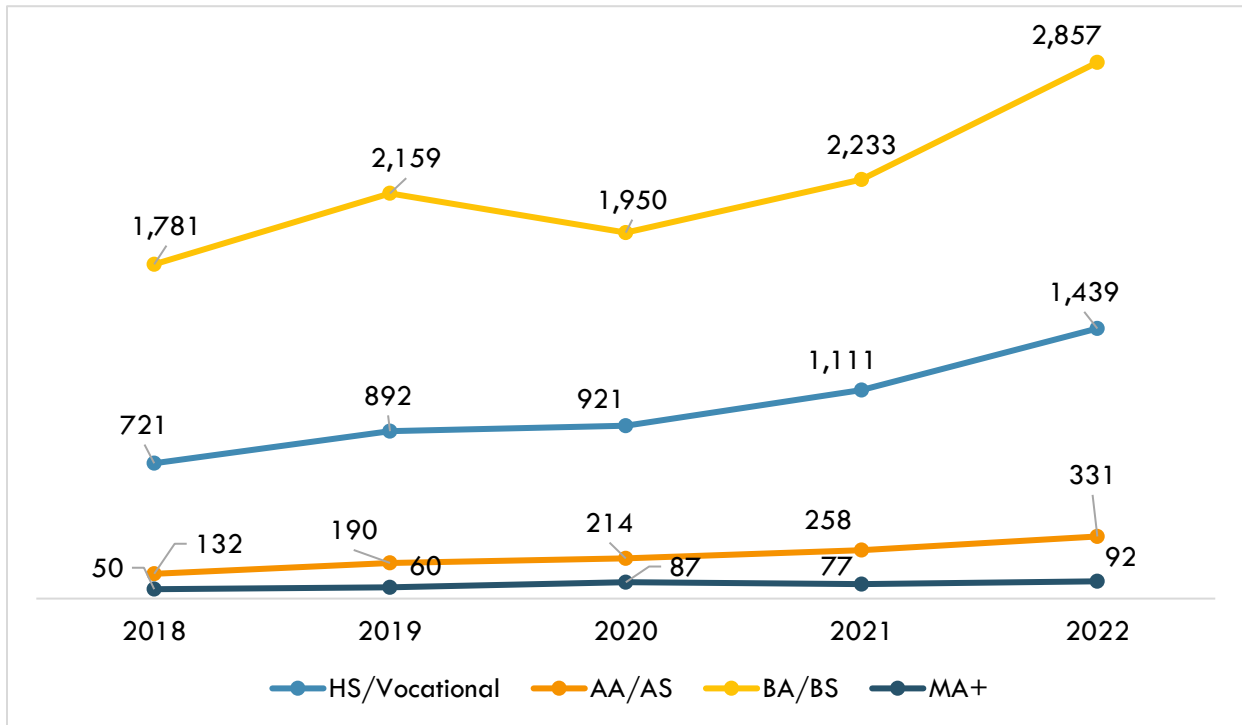
Certifications	Job Postings, Full Year 2022
Valid Driver's License	756
Master of Business Administration (MBA)	242
Secret Clearance	214
Security Clearance	179
Cardiopulmonary Resuscitation (CPR) Certification	65

Source: Lightcast™ Analyst 2022

Job Postings - Minimum Educational Attainment Over Time

Exhibit 10 displays the change in job advertisements over the last five years for International Business and Trade, according to the minimum advertised education. In 2022, there were 4,719 total job ads posted with a minimum advertised education, with 2,857 of them requiring a bachelor’s degree.

Exhibit 10 – Educational Demand, Minimum Advertised



Source: Lightcast™ Analyst 2022

Job Postings – Proportion of Job Postings by Minimum Educational Attainment Required

To gauge employer preference for candidates with particular education levels, the proportion of job postings by minimum advertised education appears in Exhibit 11. Employers posting job ads for International Business and Trade have frequently sought candidates with a bachelor’s degree.

Exhibit 11 – Occupational Demand by Education, Minimum Advertised

Minimum Education Requirement	2018	2019	2020	2021	2022
HS Diploma / Vocational Training	27%	27%	29%	30%	30%
Associate Degree	5%	6%	7%	7%	7%
Bachelor’s Degree	66%	66%	61%	61%	61%
Graduate Degree	2%	2%	3%	2%	2%

Source: Lightcast™ Analyst 2022

Education and Training

Exhibit 12 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 12 – Education and Training Requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
11-1021	General and Operations Managers	Bachelor's degree	None
11-2022	Sales Managers	Bachelor's degree	None
13-1028	Buyers and Purchasing Agents	Bachelor's degree	Moderate-term on-the-job training
13-1081	Logisticians	Bachelor's degree	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 4,002 regional completions (2021) and 3,628 regional openings (2021) in the South Central Coast region aligned with programs related to the occupations in this report.

Exhibit 13 – Completions and Openings

17 Regional Institutions had Related Programs (2021)	4,002 Regional Completions (2021)	3,628 Annual Openings (2021)
--	---	--

Source: Lightcast™ Analyst 2022

Related Programs

CIP Code	Program	Completions (2021)
52.0201	Business Administration and Management, General	2,934
52.0101	Business/Commerce, General	740
52.1301	Management Science	91
52.1801	Sales, Distribution, and Marketing Operations, General	86
52.0703	Small Business Administration/Management	47
52.1401	Marketing/Marketing Management, General	29
52.0213	Organizational Leadership	27
52.1101	International Business/Trade/Commerce	18
52.0299	Business Administration, Management and Operations, Other	15
52.0208	E-Commerce/Electronic Commerce	8
52.0701	Entrepreneurship/Entrepreneurial Studies	7

Source: Lightcast™ Analyst 2022

CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to International Business and Trade in the South Central Coast region.

Exhibit 14 – CCC and Non-CCC Awards the South Central Coast, 2021

CCC Programs	Completers
Cuesta College	853
College of the Canyons	369
Moorpark College	282
Ventura College	225
Allan Hancock College	200
Santa Barbara City College	165
Antelope Valley Community College District	157
Oxnard College	89
Non-CCC Programs	Completers
California Polytechnic State University-San Luis Obispo	821
California State University-Channel Islands	339
California Lutheran University	315
The Master's University and Seminary	67
Laurus College	43
University of Antelope Valley	32
University of California-Santa Barbara	27
Antioch University-Santa Barbara	12
Ventura Adult and Continuing Education	6

Source: Lightcast™ Analyst 2022

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the regional International Business and Trade Programs (TOP: 0508.00) for the 2019-2020 academic year.

- Completers of International Business and Trade programs from the 2019-2020 academic year in the South Central Coast region had a **median annual wage upon completion of \$40,100.**
- 23% of students are **employed within a year** after completing a program.
- 45% of students **attained a living wage** within a year of completion.
- Completers experienced an average of +35% **change in earnings after exiting.**
- 39% of students were **part-time**, 14% **skill builders**, 25% **first-generation**, and 83% **economically disadvantaged.**

Sources

O*Net Online, Lightcast™ Analyst 2022, MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to International Business and Trade. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; 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 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.