

FALL 2025

Business & Entrepreneurship

Los Angeles County Sector Profiles Project



Prepared by the Los Angeles Center of Excellence

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FOR LABOR MARKET RESEARCH

LOS ANGELES

A project supported by funding from the California Community Colleges
Chancellor's Office Workforce and Economic Development Division



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 Center of Excellence developed a series of sector profiles examining labor market and community college program data that identify opportunity areas for workforce development in the region.

These sector profiles highlight middle-skill occupations—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 overall workforce and support the economic vitality of the county and state.

The profiles bring attention to community college programs aligned with key middle-skill occupations and by analyzing the number of awards being conferred by postsecondary institutions, identify whether a shortage or oversupply of workers exist for these priority occupations in the sector.



Business & Entrepreneurship

IN L.A. COUNTY

1,210,159

Jobs in 2024

1,206,826

Projected Jobs
in 2029

-3,333

New Jobs by
2029

0%

Projected
Job Growth,
2024-2029

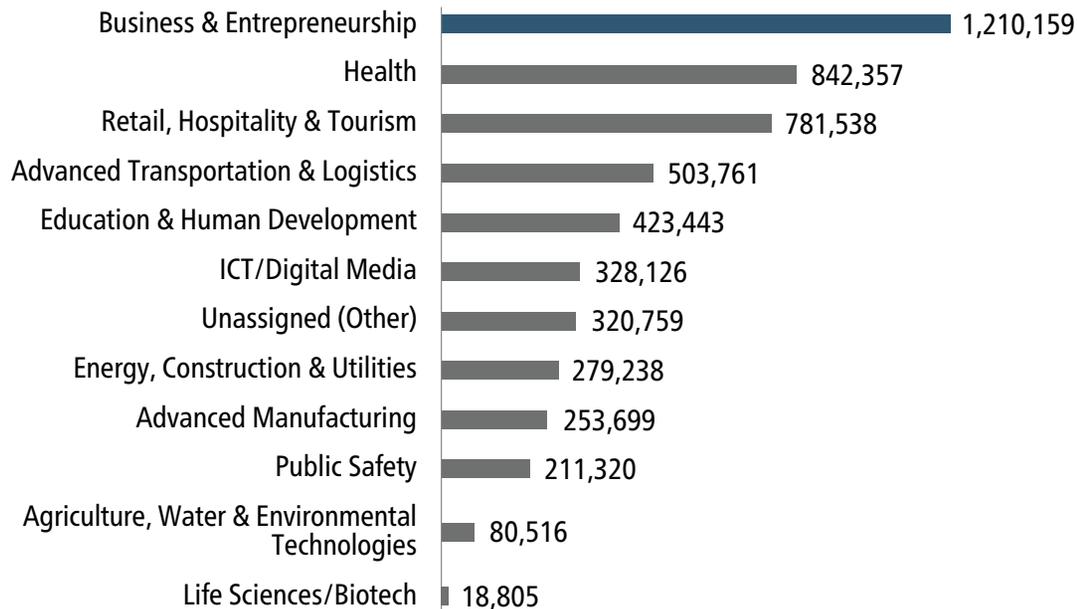
\$82,098

Median Annual
Earnings, 2024

23%

Of Los Angeles
County Employment,
2024

2024 Sector Employment



Regional Importance

Analysis by the L.A. COE shows that of the priority and emerging sectors studied, this sector ranks first in terms of employment size and second in terms of the most annual job openings. This sector includes large companies and corporations as well as small businesses, which are an integral part of Los Angeles County's economy. According to an analysis by the Los Angeles Economic Development Corporation (LAEDC), the county's 259,000 small businesses employ more than 2 million workers, accounting for roughly 52% of all employment in the region. These small businesses are largely concentrated in a few industries, including construction, wholesale trade, retail trade, and health care and social assistance. Overlap exists between the business and entrepreneurship sector and many other areas that comprise the larger Los Angeles economy. This is because many of the occupations that are categorized in this sector are also employed by other sectors. Additionally, the significant role of global trade in the county's economy contributes to the activities of many ancillary businesses.

Sources:

- Los Angeles Economic Development Corporation, "Supporting Small Business Workforce Development for Power and Economic Opportunity: An Economic Study," Los Angeles Economic Development Corporation, 2023, <https://laedc.org/research/reports/>.

L.A. Jobs First:

"The Los Angeles County Regional Report," which is part of the Governor's "California Jobs First" initiative, identifies economic priorities for the region. Business and entrepreneurship was not selected as a target sector. However, Los Angeles County is one of several regions (including Kern County, Orange County, and Inland SoCal) that have identified small business/entrepreneurship support and development as a strategy for driving economic growth as part of California Jobs First.

The L.A. County Jobs First Collaborative's stakeholder outreach summary reveals that community stakeholders in the county prefer a diverse array of businesses in their communities, with the highest demand for entertainment, arts, and culture businesses (24% of community members hope for more in their neighborhoods), restaurants and dining establishments (19%), and health care services (18%). These stakeholders offered insights into the common barriers to entrepreneurship, with "excessively high" state and local tax rates hindering the establishment and growth of new and existing businesses, and lack of small business development resources and access to capital preventing their creation and expansion.

To meet stakeholder interests and California Jobs First goals, the collaborative has developed strategies to enhance the small business and entrepreneurship ecosystem, including increasing access to capital, encouraging the development of businesses aligned to the industry clusters with the highest growth potential, and helping small, mid-sized, and BIPOC-led nonprofits build capacity.

Sources:

- "The Playbook," California Jobs First, January 2025, pp. 31, <https://jobsfirst.ca.gov/wp-content/uploads/CJF-Investment-Playbook.pdf>.
- "Los Angeles County California Jobs First Regional Report: Part 1," California Community Foundation, May 2024, pp. 163-164, [https://24053461.fs1.hubspotusercontent-na2.net/hubfs/24053461/LA%20County%20CJF%20Regional%20Plan%E2%80%93Part%201_04-24%20\(1\).pdf](https://24053461.fs1.hubspotusercontent-na2.net/hubfs/24053461/LA%20County%20CJF%20Regional%20Plan%E2%80%93Part%201_04-24%20(1).pdf).
- "Los Angeles County California Jobs First Regional Report: Part 2," California Community Foundation, September 2024, pp. 122, https://24053461.fs1.hubspotusercontent-na2.net/hubfs/24053461/LA%20County%20CJF%20Regional%20Report%E2%80%93Part%202_093024.pdf.



Top Middle-Skill Occupations

By applying specific criteria to an analysis of employment in the sector, the L.A. COE identified the top 10 occupations in the sector in the county.

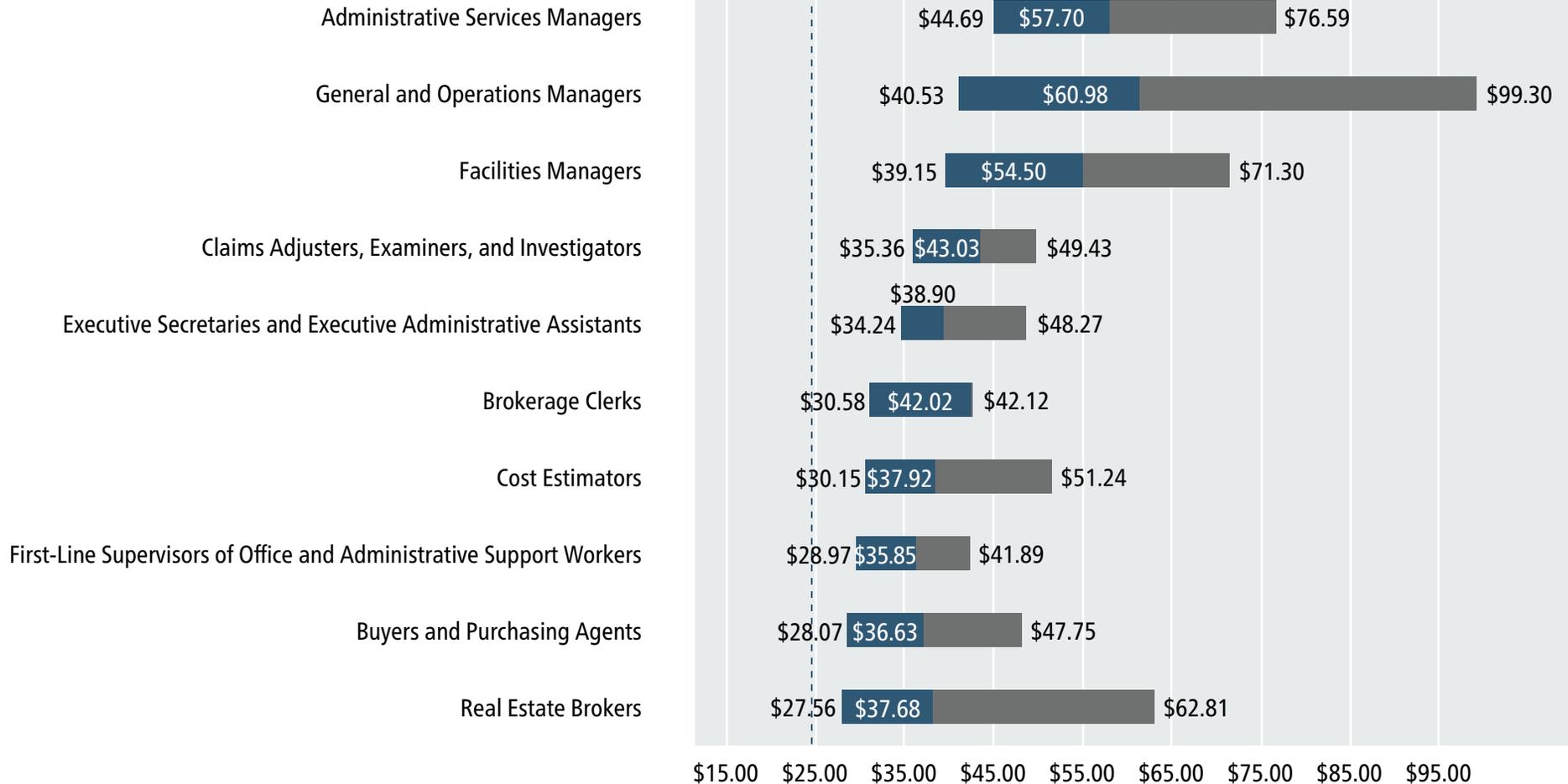
- Only middle-skill occupations were included to highlight jobs aligned with community college training.
- To bring attention to jobs that are in demand by employers, only occupations with more than 50 annual openings in the county were selected.
- Finally, to underscore the importance of connecting students with job opportunities that offer sustainable wages, occupations that pay above the region's living wage of \$24.03 were chosen for inclusion.

Occupation (SOC Code)	2024 Jobs	2029 Jobs	5-Year % Change	Annual Openings	Entry-Level Education
General and Operations Managers (11-1021)	77,084	79,187	3%	6,679	Bachelor's degree
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	47,009	45,568	(3%)	4,368	HS diploma or equivalent
Executive Secretaries and Executive Administrative Assistants (43-6011)	17,520	17,449	(0%)	1,795	HS diploma or equivalent
Buyers and Purchasing Agents (13-1028)	13,309	13,388	1%	1,284	Bachelor's degree
Administrative Services Managers (11-3012)	9,947	10,131	2%	842	Bachelor's degree
Real Estate Brokers (41-9021)	7,050	7,185	2%	610	HS diploma or equivalent
Cost Estimators (13-1051)	4,981	4,844	(3%)	414	Bachelor's degree
Facilities Managers (11-3013)	4,532	4,654	3%	403	Bachelor's degree
Claims Adjusters, Examiners, and Investigators (13-1031)	5,875	5,253	(11%)	377	HS diploma or equivalent
Brokerage Clerks (43-4011)	2,127	2,013	(5%)	239	HS diploma or equivalent

Note: Occupations are grouped by sector according to the occupational titles and codes assigned by the Bureau of Labor Statistics' Standard Occupational Classification (SOC) system.

Hourly Wages

Living Wage,
\$24.03/hour



Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations Los Angeles County.

Job Postings

Job postings can provide insights into workforce trends and employer hiring preferences. Analysis can reveal which competencies and skills employers most value for new hires, areas in which employers are hiring more aggressively than others, and changes in demand for certain types of workers or specific skillsets.



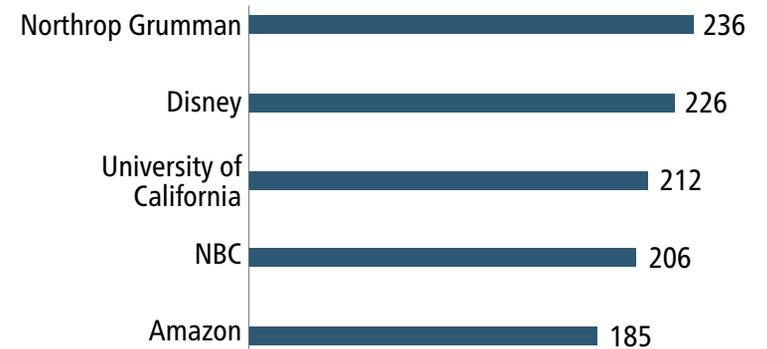
Earnings

Occupational Title	Number of Job Postings	Median Annual Earnings
General and Operations Managers	9,009	\$94,976
First-Line Supervisors of Office and Administrative Support Workers	7,787	\$64,768
Buyers and Purchasing Agents	3,756	\$87,296
Executive Secretaries and Executive Administrative Assistants	2,437	\$71,936
Facilities Managers	2,213	\$88,320
Claims Adjusters, Examiners, and Investigators	1,907	\$79,616
Cost Estimators	1,334	\$105,216
Real Estate Brokers	717	\$72,960
Administrative Services Managers	548	\$83,200
Brokerage Clerks	276	\$63,744

In-Demand Skills

Specialized Skills	Soft Skills	Software and Technical Skills
<ul style="list-style-type: none"> • Project Management • Marketing • Finance • Auditing • Workflow Management 	<ul style="list-style-type: none"> • Communication • Operations • Management • Customer Service • Leadership 	<ul style="list-style-type: none"> • Microsoft Office (Excel, Outlook, PowerPoint, Word) • Google Workspace • Spreadsheets • SAP Applications • QuickBooks

Top Employers



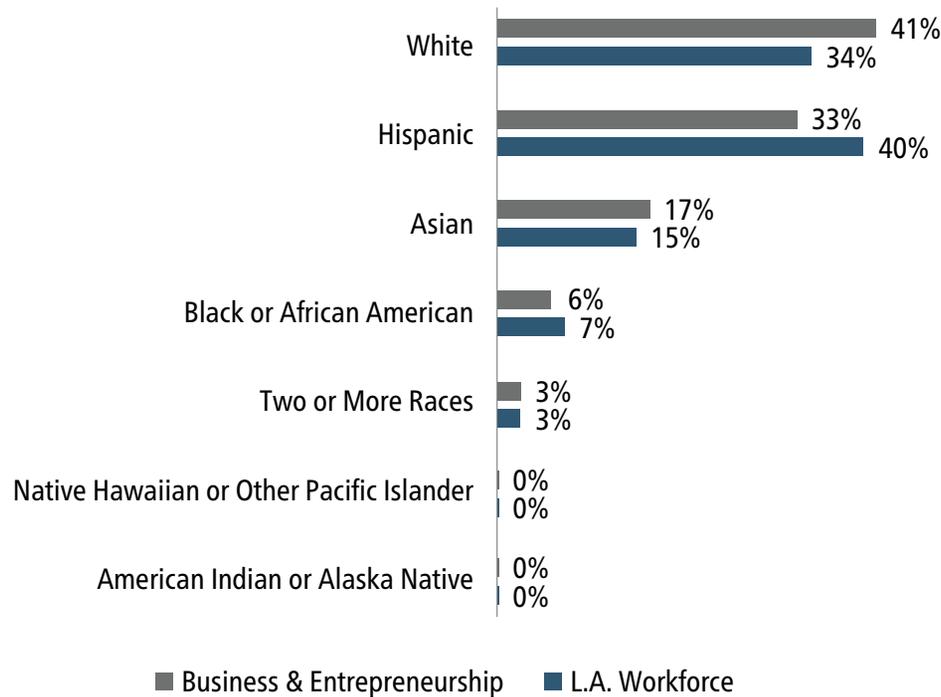
Note: Job posting data was analyzed for the top 10 middle-skill occupations in Los Angeles County from August 1, 2024 to July 31, 2025. Postings are limited to in-state employers and exclude staffing companies.

Workforce & Student Demographics

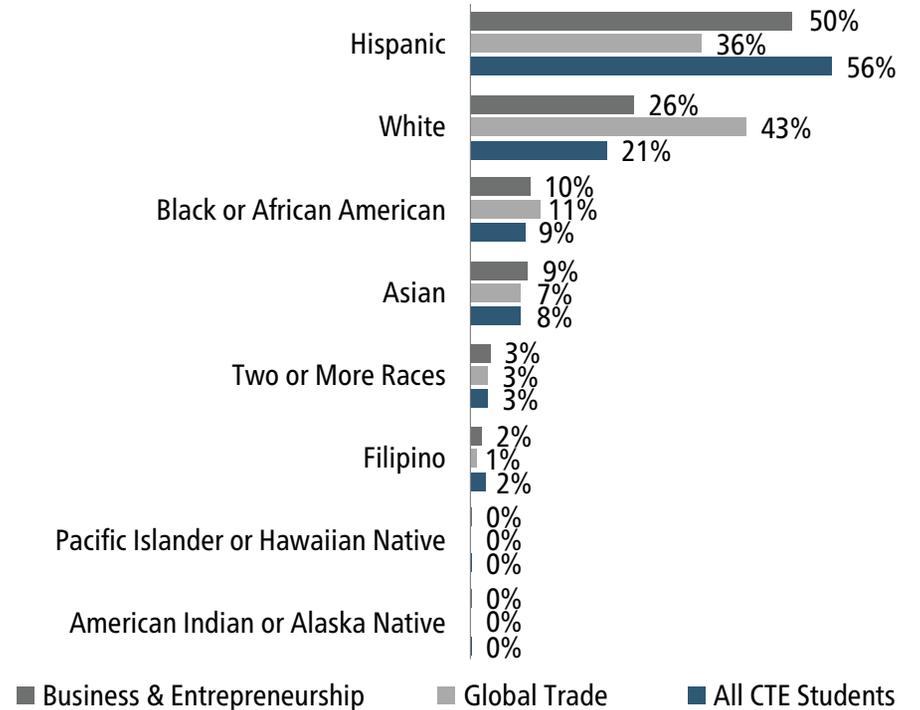
Due to the diversity of their student populations, community colleges play an important role in actively addressing equity gaps and disparities in the labor market while encouraging access to in-demand, well-paid career opportunities for students. Examining workforce race and ethnicity alongside student race and ethnicity can be useful for assessing

whether students from diverse backgrounds are equitably transitioning into the workforce and securing opportunities that align with their education. This type of data analysis can assist with identifying barriers to employment or advancement for certain groups and can highlight employment areas that might benefit from promoting inclusive hiring practices.

Workforce Race & Ethnicity



Student Race & Ethnicity



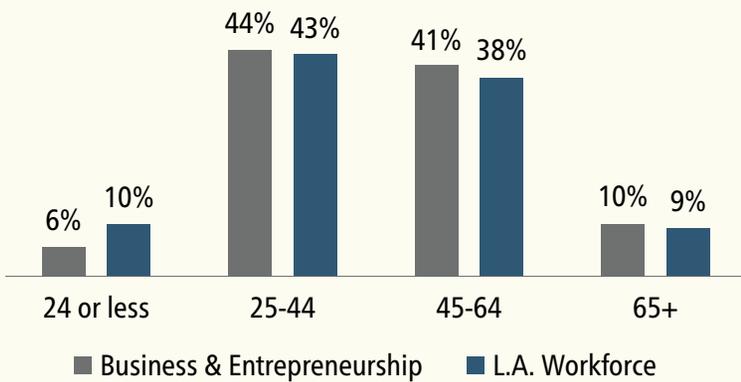
Note: While global trade is usually considered a subsector of the business and entrepreneurship sector, it has been broken out in the above Student Race & Ethnicity chart to highlight its significance in the regional economy and educational delivery system. For student data, "All Masked Values," "Unknown," and "Multiple Values Reported" are not included in the above charts. Data shown is from the 2023-24 academic year.

Examining demographics can lend insights into barriers to employment and assist with addressing impending workforce shortages or calibrating institutional allocation of resources.

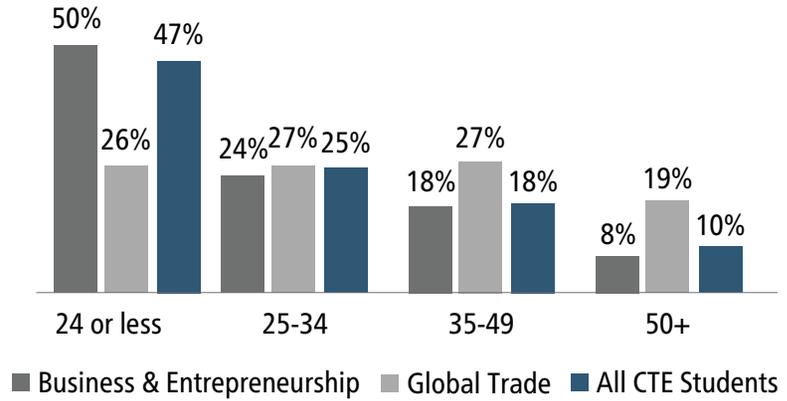
The L.A. COE recommends three strategies to address equity gaps for community colleges:

- Collaborate with employers to promote diversity in priority jobs and boost interest among underrepresented groups for these roles.
- Develop targeted recruitment and retention strategies for priority programs with significantly underrepresented groups.
- Focus on closing equity gaps in programs that also have existing disparities in high-demand, well-paid jobs.

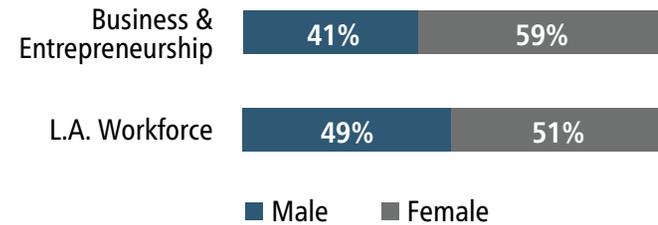
Workforce Age



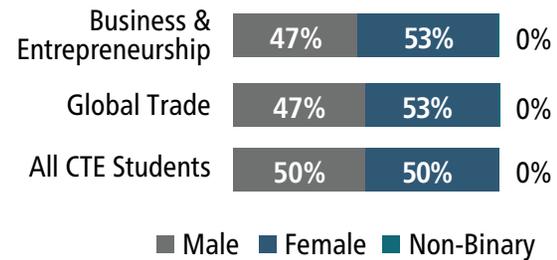
Student Age



Workforce Gender



Student Gender

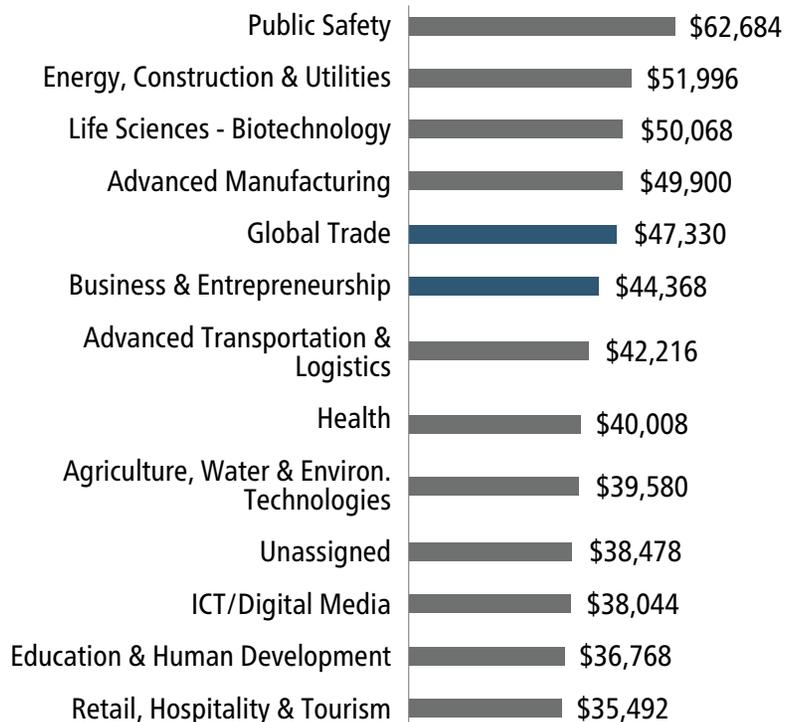


Note: While global trade is usually considered a subsector of the business and entrepreneurship sector, it has been broken out in the Student Age and Student Gender charts to highlight its significance in the regional economy and educational delivery system. For student data, "All Masked Values," "Unknown," and "Multiple Values Reported" are not included in the above charts. Data shown is from the 2023-24 academic year.

Student Outcomes

Tracking Strong Workforce Program outcomes is critical for evaluating whether regional community colleges are effectively preparing students for in-demand, well-paid jobs. This type of data-driven analysis can assist colleges in assessing whether students are successfully completing programs, securing employment related to their field of study, and increasing their earnings as they transition into the workforce.

Median annual earnings for exiting students, 2022-23



Strong Workforce Program Metrics

Sector	2023-24	2022-23	2022-23	2021-22
ICT/Digital Media	60,820	29%	34%	68%
Business & Entrepreneurship	59,779	23%	42%	73%
Public Safety	38,218	26%	59%	54%
Health	36,256	38%	35%	83%
Education & Human Development	30,660	32%	27%	76%
Unassigned	14,883	30%	31%	74%
Energy, Construction & Utilities	14,621	35%	51%	77%
Retail, Hospitality & Tourism	11,234	32%	30%	66%
Advanced Manufacturing	9,945	40%	49%	81%
Advanced Transportation & Logistics	7,075	50%	37%	80%
Agriculture, Water & Environmental Technologies	3,641	39%	34%	67%
Global Trade	1,439	25%	48%	59%
Life Sciences - Biotechnology	376	93%	47%	N/A

Note: While global trade is usually considered a subsector of the business and entrepreneurship sector, it has been broken out in these charts to highlight its significance in the regional economy and educational delivery system. SWP metrics were the most recent year available.



Program Inventory

Analysis of academic offerings and the average number of awards conferred by community colleges in the county can be used by administrators for strategic planning to address program gaps to meet regional workforce needs, to make informed decisions about resource allocations, and to ensure students have access to programs that lead to promising career outcomes.



Program Awards by Community College

Community College	3-Year Average
Cerritos	1,431
Citrus	631
Compton	80
East LA	534
El Camino	420
Glendale	483
LA City	301
LA Harbor	112
LA Mission	101
LA Pierce	394
LA Southwest	67
LA Trade-Tech	219
LA Valley	564
Long Beach	643
Mt San Antonio	1,031
Pasadena	1,095
Rio Hondo	413
Santa Monica	954
West LA	284
TOTAL	9,757



Program Awards by Taxonomy of Programs (TOP) Code

TOP	Program	3-Year Average
0501.00	Business and Commerce, General	602
0502.00	Accounting	1,036
0502.10	Tax Studies	49
0504.00	Banking and Finance	75
0505.00	Business Administration	4,393
0506.00	Business Management	1,132
0506.30	Management Development and Supervision	177
0506.40	Small Business and Entrepreneurship	395
0508.00	International Business and Trade	73
0509.00	Marketing and Distribution	221
0509.10	Advertising	31
0509.40	Sales and Salesmanship	31
0509.70	E-Commerce (Business Emphasis)	4
0511.00	Real Estate	694
0511.10	Escrow	3
0512.00	Insurance	15
0514.10	Legal Office Technology	14
0518.00	Customer Service	21
0599.00	Other Business and Management	12
3005.00	Custodial Services	11
3007.00	Cosmetology and Barbering	767
	TOTAL	9,757

The above program inventory provides awards data by TOP code and features a three-year average for the academic years 2021-22 to 2023-24.

TOP codes without existing programs are included below to highlight potential opportunities for program development in the sector.

TOP Codes without Existing Programs

TOP	Program
1255.00	Mortuary Science
1262.00	Massage Therapy
0509.20	Purchasing



Demand & Supply Analysis

Occupations with similar knowledge areas, skills, and abilities (KSAs) have been grouped together to evaluate workforce demand and student supply in Los Angeles County. The table compares workforce demand as measured by annual job openings in the county with the supply of unduplicated students as measured by the number of awards conferred by community colleges and other postsecondary institutions.

Note: Due to variations in employer demand and awards conferred each year, it is important to take into consideration that the over- or under-supply of students may be an underestimation or overestimation.



Occupation	Demand (Annual Openings)	Community College Supply	Other Postsecondary Supply	Undersupply (-) / Oversupply (+)
Brokerage Clerks (43-4011)				
Executive Secretaries and Executive Administrative Assistants (43-6011)	6,402	1,981	51	-4,370
First-Line Supervisors of Office and Administrative Support Workers (43-1011)				
Buyers and Purchasing Agents (13-1028)				
Claims Adjusters, Examiners, and Investigators (13-1031)	2,075	838	5	-1,232
Cost Estimators (13-1051)				
General and Operations Managers (11-1021)				
Administrative Services Managers (11-3012)	7,924	6,789	419	-716
Facilities Managers (11-3013)				
Real Estate Brokers (41-9021)	610	697	3	+90

Appendix: Sector Comparison

Sector	Number of Middle-Skill Occupations	Number of Degrees and Certificates Offered	Number of Los Angeles Community Colleges Issuing Awards
Advanced Manufacturing	46	254	16
Advanced Transportation & Logistics	41	176	14
Agriculture, Water & Environmental Technologies	19	83	9
Business & Entrepreneurship (and Global Trade)	45	510	19
Education & Human Development	6	215	19
Energy, Construction & Utilities	49	235	17
Health	40	318	19
ICT/Digital Media	25	808	19
Life Sciences/Biotech	4	49	11
Public Safety	21	122	19
Retail, Hospitality & Tourism	19	178	17
Unassigned (Other)	12	138	19

Data Dashboard

To further assist with regional planning and strategic investments, the L.A. COE has prepared an interactive online dashboard featuring labor market and community college program data.

Access the dashboard:
<https://bit.ly/2025LAdata>



Data Sources:

- Lightcast 2025.3, QCEW, non-QCEW, Self-Employed
- Centers of Excellence Skill/Occupation Crosswalk
- California Community Colleges Chancellor's Office DataVista
- California Community Colleges Chancellor's Office Data Mart
- Integrated Postsecondary Education Data System (IPEDS)
- Chancellor's Office Curriculum Inventory System (COCI)

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