



# Business and Entrepreneurship



North (Greater Sacramento)  
Career & Training Pathways Profile

2026

## Five-Year Outlook

3% sector growth

31,000+ annual job openings

23.6% of Greater Sacramento's jobs



POWERED BY



# Introduction



The Greater Sacramento area is comprised of large employers, myriad government agencies, and a thriving small business ecosystem.

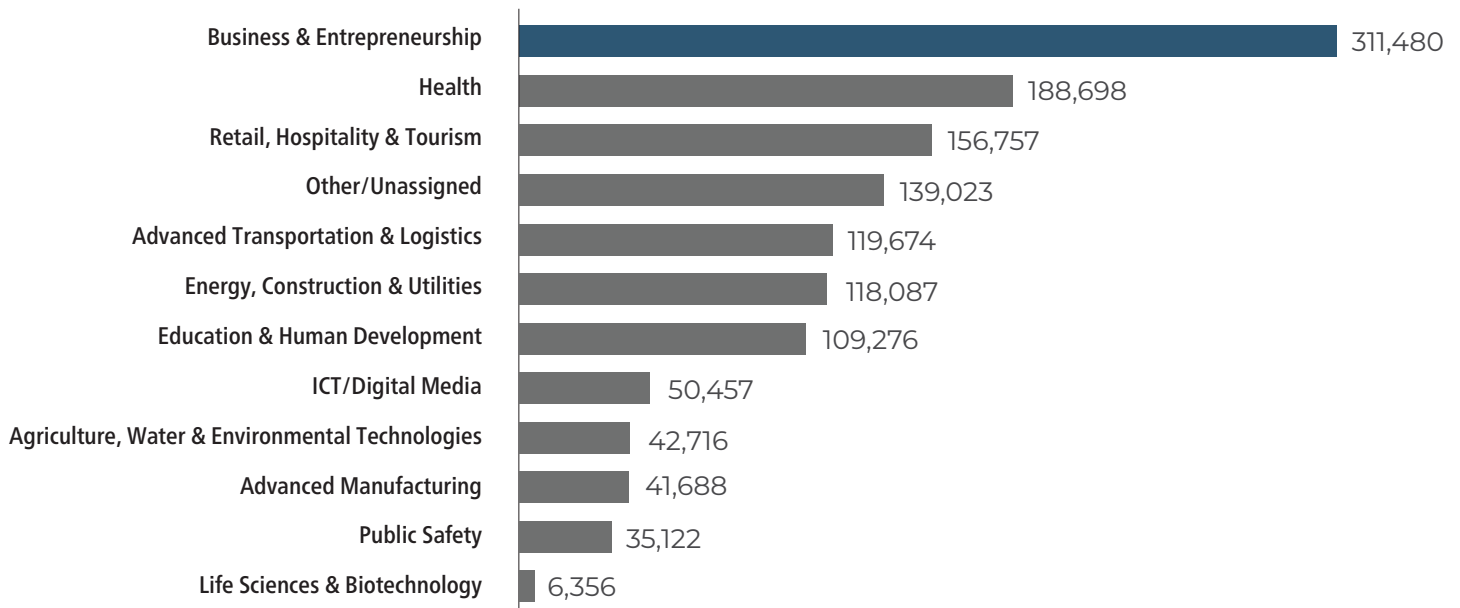
For all these entities, an important component of their success and sustained operation is their ability to create value through new products, services, or processes. Careers within the Business and Entrepreneurship sector encompass many different disciplines from administration and management to finance and accounting, and marketing and sales.

Nearly one-quarter of the jobs in the Greater Sacramento area are in the sector.

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. Taken

together, these dynamics make the Business and Entrepreneurship sector a cornerstone of the region's economic vitality and a key driver of future opportunity.

## 2024 Sector Employment



Note: The North subregion encompasses seven counties (El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba) and eight community colleges (American River, Cosumnes River, Folsom Lake, Lake Tahoe, Sacramento City, Sierra, Woodland, and Yuba). 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

**311,480**  
Jobs in 2024

**321,334**  
Projected Jobs in 2029

**3%**  
Projected Job Growth,  
2024-2029

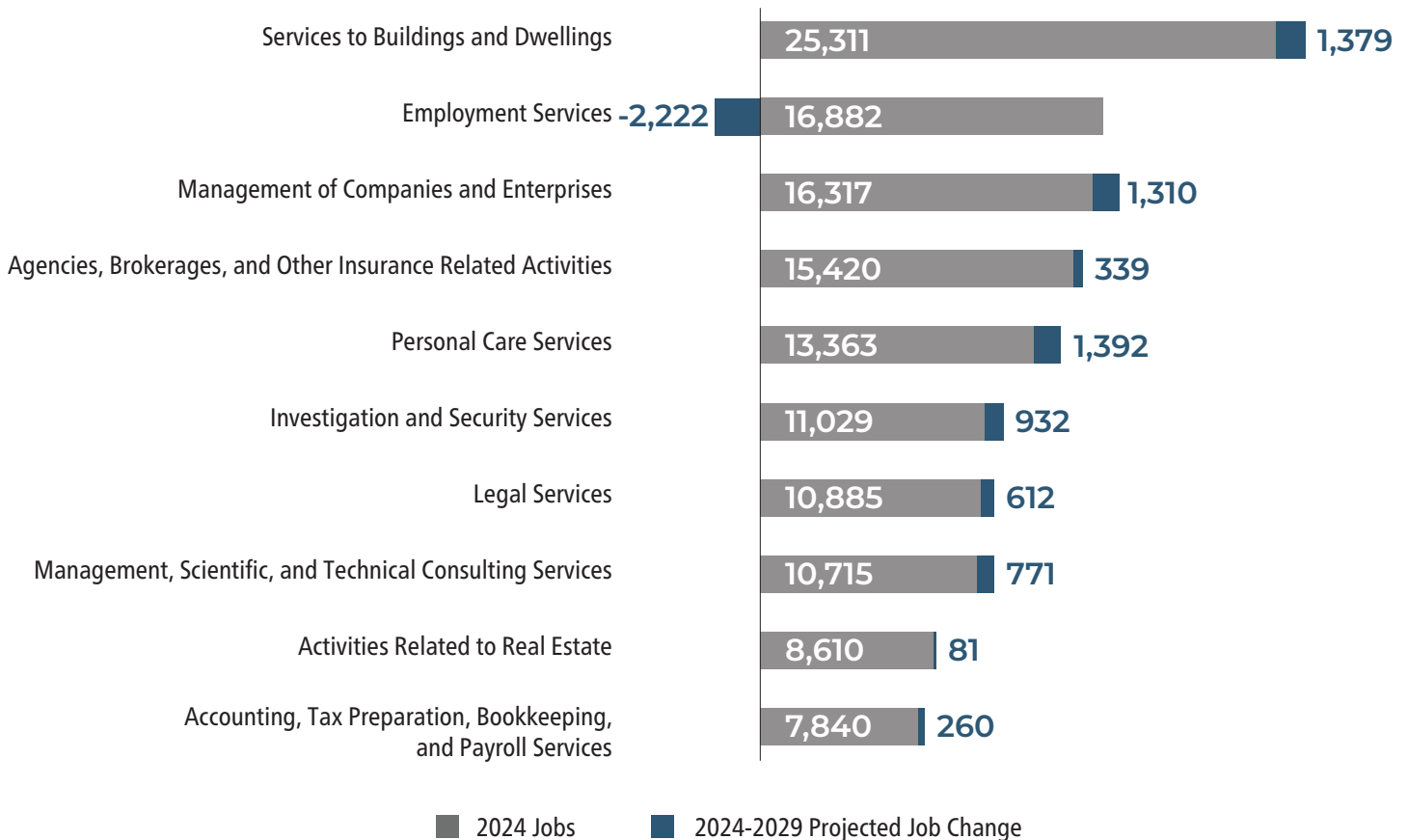
**9,854**  
New Jobs by 2029

**18,382**  
Businesses

**23.6%**  
% of Greater Sacramento  
Employment, 2024



## Employment by Subsector



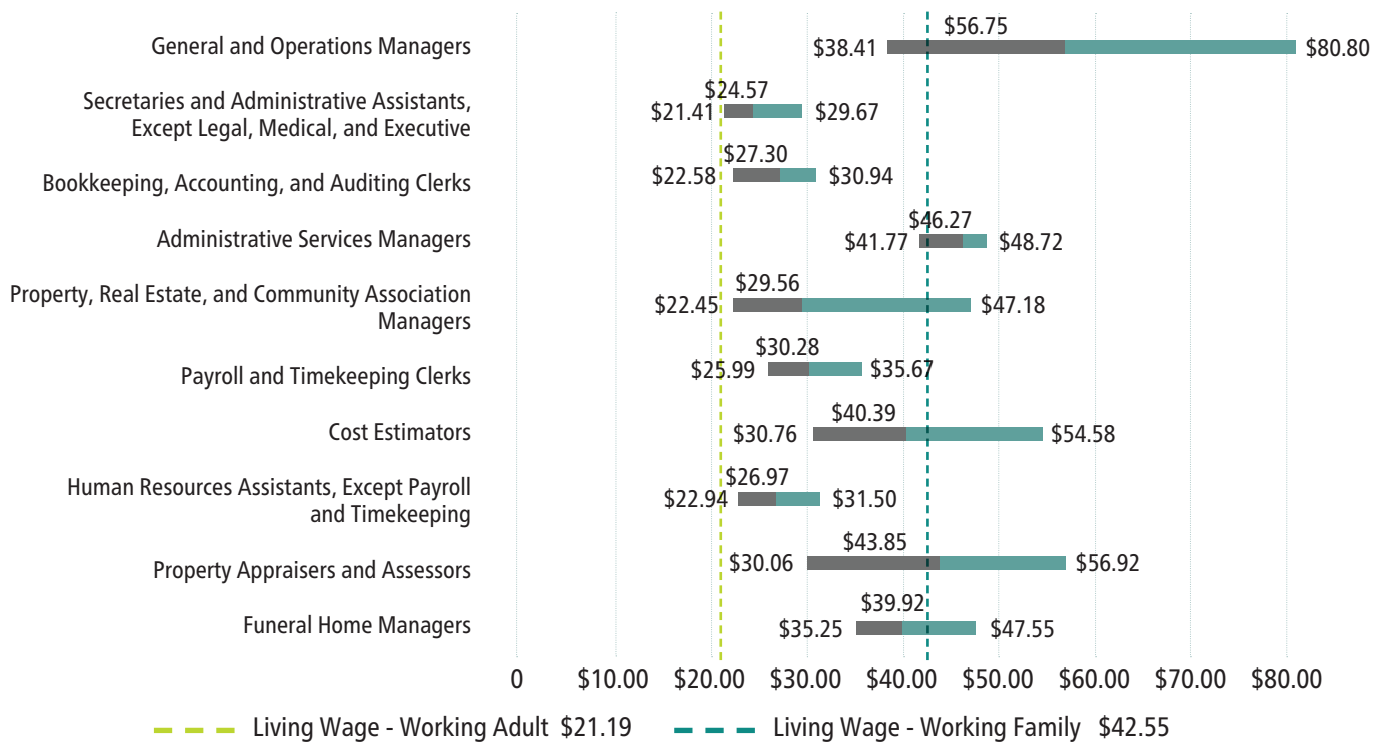
Note: The Business and Entrepreneurship sector includes 141 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector.

# Top Occupations

Occupation	2024 Jobs	2024-2029 Projected Change	2024-2029 Average Annual Openings	Typical Entry-Level Education
General and Operations Managers	19,760	7%	1,935	Bachelor's degree
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	11,581	5%	1,430	High school diploma or equivalent
Bookkeeping, Accounting, and Auditing Clerks	10,750	1%	1,260	Some college, no degree
Administrative Services Managers	6,658	4%	598	Bachelor's degree
Property, Real Estate, and Community Association Managers	3,926	1%	333	High school diploma or equivalent
Payroll and Timekeeping Clerks	2,127	-6%	215	High school diploma or equivalent
Cost Estimators	2,236	2%	201	Bachelor's degree
Human Resources Assistants, Except Payroll and Timekeeping	820	2%	94	Associate degree
Property Appraisers and Assessors	513	-3%	45	Bachelor's degree
Funeral Home Managers	273	6%	25	Associate 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 North (Greater Sacramento) subregion where the living wage in 2024 for a single working adult was \$21.19 and for a working family (defined as an adult and one infant) was \$42.55.



# Job Posting Trends

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

Unique Online Job Postings

**60,646**

(25% of Region's Postings)

Median Advertised Hourly Salary

**\$36.06**

(Regional Average \$30.77)

Median Posting Duration

**25 days**

(Regional Average 25 Days)

Posting Intensity

**3:1**

(Regional Average 2:1)

Note: Job postings count the number of online job postings advertised in the 7-county North (Greater Sacramento) 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. State of California             | 6. Sedwick               |
| 2. CVS Health                      | 7. Wells Fargo           |
| 3. Lumen Technologies              | 8. Accenture             |
| 4. Cardinal Health                 | 9. Golden 1 Credit Union |
| 5. University of California, Davis | 10. Sutter Health        |

# Most In-Demand Skills

### Specialized Skills

- Marketing
- Project Management
- Accounting
- Finance
- Auditing

### Soft Skills

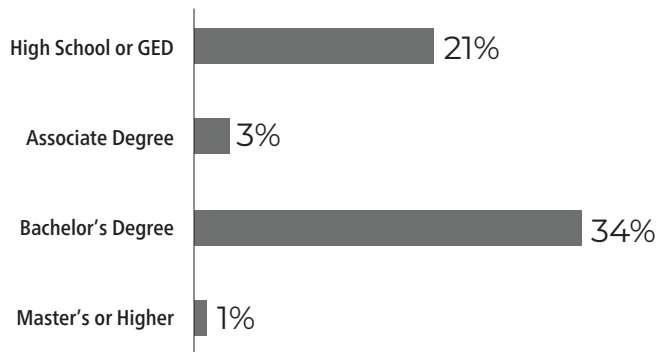
- Communication
- Customer Service
- Sales
- Management
- Operations

### Software and Technical Skills

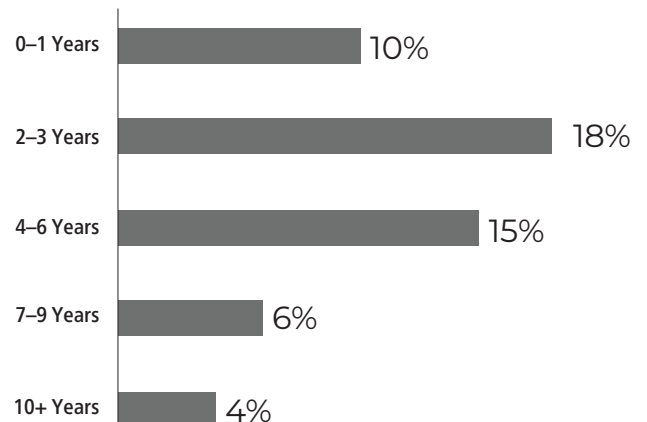
- Microsoft Office (Access, Excel, Outlook, PowerPoint, Word)
- Salesforce
- Spreadsheets
- Google Workspace
- SAP Applications

# 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



American River College	Cosumnes River College	Folsom Lake College	Lake Tahoe College	Sacramento City College	Sierra College	Woodland Community College	Yuba College
Accounting	Accounting	Accounting	Accounting Technician	Accounting	Accounting	Accounting	Accounting
Advertising and Sales Promotion	Accounting, Taxation	Business Administration	Business-Accounting & Finance	Art and Science of Nail Technology	Business Administration	Business Management	Business Administration
Business Administration	Advertising/ Public Relations	Business Analyst/ Data Analytics	Business Administration	Business Administration	Entrepreneurship for Makers	Entrepreneurship	General Business Management
Computer Applications for Small Business	Business Administration	New World of Work	General Business	Business, General	General Business		Personnel Management
Conflict Management	Business, General	Project Management	Management	Cosmetology	Interdisciplinary Entrepreneurship		Human Resources
Cross-Cultural Conflict Resolution	Business, Small Business Management/ Entrepreneurship	Public Management/ Civil Service	Marketing	Entrepreneurship	Management		Small Business Management
Entrepreneurship/ Small Business Management	Management in Business	Small Business Management/ Entrepreneurship	Certified Bookkeeper Foundational Skills	Full Charge Bookkeeper	Marketing		
Financial Services Apprenticeship	Marketing		Real Estate Salesperson	Management	Real Estate		
Funeral Service Education	Real Estate		Small Business Ownership	Real Estate	Taxation		
General Business				Social Media Marketing			
Law Office Clerical Assistant							
Leadership							
Management							
Marketing Essentials							
Project Management							
Real Estate							
Taxation							

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.

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#### Sources

- Lightcast 2025.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed
- Centers of Excellence for Labor Market Research Occupation Crosswalk
- California Community Colleges Chancellor's Office Data Mart
- California Community Colleges Curriculum Inventory (COCI)

