

Business Administration Occupations Labor Market Information Report

Prepared by the San Francisco Bay Center of Excellence
for Labor Market Research
August 2018

Recommendation

Based on all available data, there appears to be a significant undersupply of Business Administration workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). The gap is about 14,285 students annually in the Bay region and 3,587 students annually in the East Bay sub-region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0505.00 - Business Administration in the state and region. It is recommended that this 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 Laney College and in the region.

Introduction

This report profiles Business Administration Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Laney College.

- **General and Operations Managers (SOC 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%
- **Executive Secretaries and Executive Administrative Assistants (SOC 43-6011):** Provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings. May also train and supervise lower-level clerical staff. Excludes "Secretaries" (43-6012 through 43-6014).

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 47%
- **Administrative Services Managers (SOC 11-3011):** Plan, direct, or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, facilities planning and maintenance, custodial operations, and other office support services. Medical records administrators are included in "Medical and Health Services Managers" (11-9111). Excludes "Purchasing Managers" (11-3061).

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 38%

- **First-Line Supervisors of Office and Administrative Support Workers (SOC 43-1011):** Directly supervise and coordinate the activities of clerical and administrative support workers.

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 40%

Occupational Demand

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

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Annual Openings	10% Hourly Wage	Median Hourly Wage
General and Operations Managers	72,432	79,032	6,601	9%	36,853	7,371	\$26.22	\$59.61
Executive Secretaries and Executive Administrative Assistants	29,510	29,791	281	1%	16,181	3,236	\$23.13	\$33.63
Administrative Services Managers	11,550	12,425	875	8%	5,606	1,121	\$28.48	\$52.36
First-Line Supervisors of Office and Administrative Support Workers	40,320	43,829	3,509	9%	23,873	4,775	\$19.52	\$30.15
Total	153,812	165,078	11,266	7%	82,513	16,503	\$24.04	\$46.36

Source: EMSI 2018.2

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 Administration Occupations in East Bay Sub-Region

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Annual Openings	10% Hourly Wage	Median Hourly Wage
General and Operations Managers	19,999	21,464	1,464	7%	9,745	1,949	\$27.97	\$57.03
Executive Secretaries and Executive Administrative Assistants	6,392	6,375	(17)	(0%)	3,420	684	\$21.96	\$32.49
Administrative Services Managers	3,050	3,243	193	6%	1,435	287	\$27.28	\$47.57
First-Line Supervisors of Office and Administrative Support Workers	12,210	13,124	914	7%	7,044	1,409	\$18.52	\$29.47
TOTAL	41,651	44,206	2,555	6%	21,644	4,329	\$24.22	\$44.49

Source: EMSI 2018.2

East Bay Sub-Region includes Alameda and Contra Costa Counties

Job Postings in Bay Region and East Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (August 2017 - July 2018)

Occupation	Bay Region	East Bay
General and Operations Managers (11-1021.00)	13,495	2,644
First-Line Supervisors of Office and Administrative Support Workers (43-1011.00)	7,007	1,551
Executive Secretaries and Executive Administrative Assistants (43-6011.00)	4,561	854
Administrative Services Managers (11-3011.00)	3,224	713

Total	28,287	5,762
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Source: Burning Glass

Table 4. Top Job Titles for Business Administration Occupations for latest 12 months (August 2017 - July 2018)

Common Title	Bay	East Bay	Common Title	Bay	East Bay
Executive Assistant	3,628	672	Operations Supervisor	357	132
Office Manager	1,619	383	Customer Service Manager	346	102
Operations Manager	1,230	349	Payroll Manager	327	89
Facilities Manager	707	160	Executive Administrative Assistant	289	60
Customer Manager	652	52	Business Operations Manager	251	35
Assistant Manager	423	120	Vice President	240	
Facilities Coordinator	394	70	Assistant Office Manager	230	
General Manager	385	92	Front Office Manager	213	45

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Business Administration Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2017)	Jobs in Industry (2022)	% Change (2017-22)	% in Industry (2017)
Local Government, Excluding Education and Hospitals (903999)	6,373	6,471	2%	4.4%
Corporate, Subsidiary, and Regional Managing Offices (551114)	6,010	5,905	(2%)	4.2%
Custom Computer Programming Services (541511)	3,894	4,512	16%	2.7%
Internet Publishing and Broadcasting and Web Search Portals (519130)	3,574	4,902	37%	2.5%
Computer Systems Design Services (541512)	2,433	2,822	16%	1.7%
Commercial Banking (522110)	2,125	1,719	(19%)	1.5%
Supermarkets and Other Grocery (except Convenience) Stores (445110)	2,108	2,277	8%	1.5%
State Government, Excluding Education and Hospitals (902999)	2,087	1,976	(5%)	1.4%
Colleges, Universities, and Professional Schools (State Government) (902612)	2,017	1,799	(11%)	1.4%
Office Administrative Services (561110)	1,917	2,093	9%	1.3%
Hotels (except Casino Hotels) and Motels (721110)	1,792	1,823	2%	1.2%
Offices of Physicians (except Mental Health Specialists) (621111)	1,725	1,705	(1%)	1.2%
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) (541715)	1,696	1,718	1%	1.2%
General Medical and Surgical Hospitals (622110)	1,632	1,499	(8%)	1.1%
Colleges, Universities, and Professional Schools (611310)	1,619	1,664	3%	1.1%
Software Publishers (511210)	1,615	1,852	15%	1.1%

Source: EMSI 2018.2

Table 6. Top Employers Posting Business Administration Occupations in Bay and East Bay Sub-Region (August 2017 - July 2018)

Employer	Bay	Employer	Bay	Employer	East Bay
Google Inc.	439	Stanford University	154	Sysco Corporation	136
Sysco Corporation	360	Marriott International Incorporated	149	Uc San Diego	91
Facebook	237	Wells Fargo	130	University California	91

University California	201	The Home Depot Incorporated	123	University Of California Berkeley	74
Dollar Tree	193	Cisco Systems Incorporated	117	Dollar Tree	67
Apple Inc.	162	H&R Block	114	Tesla Motors	55
Gap Inc.	157	Mitsubishi	104	CVS Health	51
Amazon	156	Target	98	Kaiser Permanente	50
CVS Health	154	Sephora	91	The Home Depot Incorporated	49
Jones Lang Lasalle Incorporated	154	UC San Diego	91	H&R Block	46

Source: Burning Glass

Educational Supply

There are 28 community colleges and one other institution in the Bay Region issuing 2,218 Associates or Certificate awards annually on TOP 0505.00 - Business Administration and CIP 52.0201 Business Administration and Management, General. There are 10 colleges in the East Bay sub-region issuing 742 awards annually. Additionally, there are eight other educational institutions issuing 1,106 Bachelor's awards annually on CIP 52.0201 Business Administration and Management, General in the East Bay.

Table 7.a Associates and Certificate Awards on 050500 - Business Administration in the Bay Area

College	Sub-Region	CIP Code	Headcount	Associates	Certificates	Total
Alameda	East Bay	n/a	n/a	44	1	45
Berkeley City	East Bay	n/a	n/a	22		22
Cabrillo	Santa Cruz & Monterey	n/a	n/a	51		51
Canada	Mid-Peninsula	n/a	n/a	38	0	38
Chabot Hayward	East Bay	n/a	33	91		91
Contra Costa	East Bay	n/a	317	13		13
De Anza	Silicon Valley	n/a	3,123	255	31	286
Diablo Valley	East Bay	n/a	2,810	191	22	213
Evergreen Valley	Silicon Valley	n/a	n/a	122		122
Foothill	Silicon Valley	n/a	2,085	75		75
Gavilan	Silicon Valley	n/a	n/a	27	1	28
Hartnell	Santa Cruz & Monterey	n/a	n/a	65		65
Laney	East Bay	n/a	93	92	33	125
Las Positas	East Bay	n/a	n/a	69		69
Los Medanos	East Bay	n/a	n/a	51		51
Marin	North Bay	n/a	149	29		29
Merritt	East Bay	n/a	n/a	9		9
Mission	Silicon Valley	n/a	n/a	52		52
Monterey	Santa Cruz & Monterey	n/a	464	70	10	80
Napa	North Bay	n/a	n/a	36		36
Ohlone	East Bay	n/a	15	104		104
San Francisco	Mid-Peninsula	n/a	n/a	26		26
San Jose City	Silicon Valley	n/a	n/a	82		82
San Mateo	Mid-Peninsula	n/a	n/a	79		79
Santa Rosa	North Bay	n/a	n/a	145		145
Skyline	Mid-Peninsula	n/a	n/a	86	3	89
Solano	North Bay	n/a	n/a	70	10	80
West Valley	Silicon Valley	n/a	386	103	9	112
Golden Gate University-San Francisco	Mid-Peninsula	52.0201				1
			n/a		1	
Total Bay Region			9,475	2,097	121	2,218

Total East Bay Sub-Region	3,268	686	56	742
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Source: IPEDS, Data Mart and Launchboard

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

Table 7.b Bachelor's Awards on CIP 52.0201 Business Administration and Management, General the East Bay Region.

There eight other educational institutions issuing 1,106 Bachelor's awards annually on 52.0201 Business Administration and Management, General, annually in the East Bay Region.

College	Sub-Region	CIP Code	Bachelor's
Argosy University-San Francisco Bay Area	East Bay	52.0201	1
California State University-East Bay	East Bay	52.0201	689
Holy Names University	East Bay	52.0201	17
John F. Kennedy University	East Bay	52.0201	12
Lincoln University	East Bay	52.0201	26
Northwestern Polytechnic University	East Bay	52.0201	18
Saint Mary's College of California	East Bay	52.0201	2
University of California-Berkeley	East Bay	52.0201	342
Total East Bay Sub-Region			1,106

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 16,503 annual openings for the Business Administration occupational cluster and 2,218 annual awards for an annual gap of 14,285. In the East Bay, there is also a gap with 4,329 annual openings and 742 annual awards for an annual gap of 3,587. Even if the 1,106 annual Bachelor's degree awards from East Bay educational institutions are included in the supply calculations for the Bay region and East Bay sub-region, a significant undersupply still exists.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0505.00 - Business Administration

2015-16	Bay (All CTE Programs)	Laney College (All CTE Programs)	State (0505.00)	Bay (0505.00)	East Bay (0505.00)	Laney College (0505.00)
% Employed Four Quarters After Exit	74%	67%	63%	67%	66%	63%
Median Earnings Two Quarters After Exit	\$10,310	\$9,982	\$7,846	\$9,388	\$8,813	\$6,552
Median % Change in Earnings	46%	47%	44%	52%	57%	n/a
% of Students Earning a Living Wage	63%	61%	42%	41%	40%	n/a

Source: Launchboard Pipeline (version available on 8/1/18)

Skills, Certificates and Education

Table 9. Top Skills for Business Administration Occupations in Bay Region (Aug 2017 - July 2018)

Skill	Postings	Skill	Postings	Skill	Postings
Budgeting	7,054	Retail Industry Knowledge	1,659	Strategic Planning	1,195
Scheduling	6,649	Supervisory Skills	1,586	Merchandising	1,107
Administrative Support	5,246	Key Performance Indicators (KPIs)	1,484	Cost Control	1,082

Customer Service	4,858	Facility Management	1,458	Business Process	1,049
Project Management	4,703	Business Development	1,399	Software as a Service (SaaS)	1,004
Staff Management	4,064	Business Administration	1,387	Business Acumen	1,003
Operations Management	4,047	Performance Appraisals	1,383	Quality Assurance and Control	1,001
Office Management	2,565	Salesforce	1,382	Purchasing	967
Accounting	2,230	Process Improvement	1,346	Procurement	965
Expense Reports	2,228	Spreadsheets	1,327	Performance Management	943
Customer Contact	2,065	Business Operations	1,325	Business Planning	941
Travel Arrangements	2,012	Performance Analysis	1,266	Occupational Health and Safety	941
Sales	1,935	Product Management	1,262	Quality Management	929
Onboarding	1,880	Customer Billing	1,239	Appointment Setting	927
Repair	1,732	Administrative Functions	1,205	Event Planning	908

Source: Burning Glass

Table 10. Certifications for Business Administration Occupations in the Bay Region (Aug 2017 - July 2018)

Note: 13% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

Certification	Postings	Certification	Postings
Driver's License	1,906	Series 6	31
Project Management Certification	314	Six Sigma Green Belt Certification	31
Project Management Professional (PMP)	148	Certified Information Systems Auditor (CISA)	29
IT Infrastructure Library (ITIL) Certification	140	Lean Six Sigma Certification	27
First Aid Cpr Aed	138	Certified Information Security Manager (CISM)	24
Series 7	98	Investment Advisor	23
Six Sigma Certification	87	American Registry of Radiologic Technologists (ARRT) Certification	21
Certified Payroll Professional (CPP)	82	Basic Cardiac Life Support Certification	21
Security Clearance	76	Certified Administrative Professional	21
Certified Protection Professional (CPP)	74	Certified Public Accountant (CPA)	21
ITIL Certification	69	Six Sigma Black Belt Certification	21
Phlebotomy Certification	57	Business License	20
Certified Facility Manager (CFM)	56	Basic Life Saving (BLS)	19
Registered Nurse	54	Insurance Agent Certification	19
Certified Information Systems Security Professional (CISSP)	43	Licensed Professional Engineer	18
ServSafe	40	Social Work License	18
Certified Financial Planner (CFP)	39	Cdl Class C	17
Real Estate Certification	38	EPA CFC/HCFC Certification	17
Food Handler Certification	34	Professional in Human Resources	17
Insurance License	33	Contractors License	16
Forklift Operator Certification	32	Building Operator Certification	14

Source: Burning Glass

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

Note: 62% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

Education (minimum advertised)	Latest 12 Mos. Postings
High school or vocational training	3,541 (20%)
Associate Degree	817 (5%)
Bachelor's Degree or Higher	13,149 (75%)

Source: Burning Glass

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

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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