

Program Overview

2 Business, Management, Marketing, and Related Support Services

Lightcast Q4 2022 Data Set

January 2023

San Mateo County Community College District



3401 CSM Drive
San Mateo, California 94402
650.358.6880

Parameters

Completions Year: 2021

Jobs Timeframe: 2020 - 2021

Job Postings Timeframe: Sep 2021 - Aug 2022

Programs:

Code	Description
52.0299	Business Administration, Management and Operations, Other

Code	Description
52.0201	Business Administration and Management, General

Regions:

Code	Description
6001	Alameda County, CA
6013	Contra Costa County, CA
6075	San Francisco County, CA

Code	Description
6081	San Mateo County, CA
6085	Santa Clara County, CA
6087	Santa Cruz County, CA

Education Level: Any

Tuition Type: Tuition & Fees

Graduate Status: Undergraduate

Residency: In-State

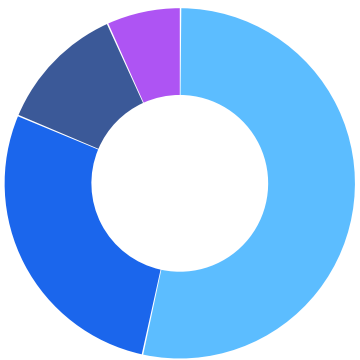
<p>40</p> <p>Institutions</p> <p>3% Growth (2017-2021)</p>	<p>9,354</p> <p>Completions</p> <p>5% Growth (2017-2021)</p>	<p>Completions Distribution</p> <p>Average: 233.9</p> <p>2 1,815</p> <p>Median: 97</p>
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Program Overview



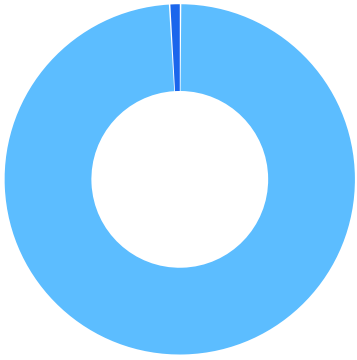
	Completions (2021)	% Completions	Institutions (2021)	% Institutions
● All Programs	9,354	100%	40	100%
● Distance Offered Programs	2,882	31%	14	35%
● Non-Distance Offered Programs	6,472	69%	34	85%

Market Share by Institution Type



Institution Type	Completions (2021)	Market Share
● Public, 4-year or above	4,990	53.3%
● Public, 2-year	2,610	27.9%
● Private not-for-profit, 4-year or above	1,115	11.9%
● Private for-profit, 4-year or above	639	6.8%

Market Share by Program

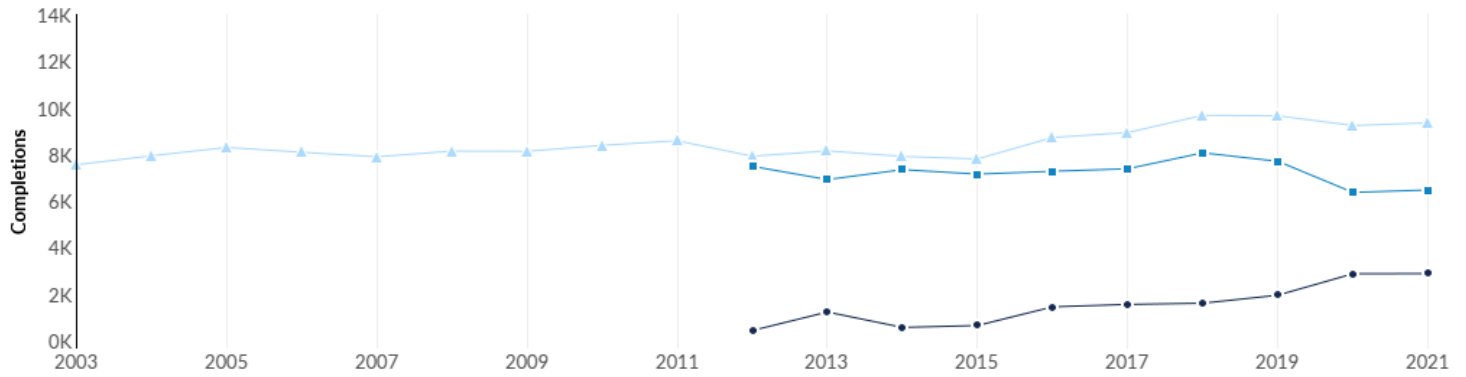


Program	Completions (2021)	Market Share
● Business Administration and Management, General (52.0201)	9,261	99.0%
● Business Administration, Management and Operations, Other (52.0299)	93	1.0%

Completions by Institution

Institution	Completions (2021)	Growth % YOY (2021)	Market Share (2021)	IPEDS Tuition & Fees (2021)	Completions Trend (2017-2021)
San Jose State University	1,815	10.8%	19.4%	\$7,852	
San Francisco State University	1,605	2.2%	17.2%	\$7,304	
California State University-East Bay	1,011	26.9%	10.8%	\$6,995	
Sofia University	637	-15.5%	6.8%	\$16,250	
De Anza College	508	23.0%	5.4%	\$1,562	
University of California-Berkeley	415	-40.9%	4.4%	\$14,226	
Diablo Valley College	231	-11.8%	2.5%	\$1,312	
Santa Clara University	221	31.5%	2.4%	\$55,860	
Golden Gate University-San Francisco	215	4.4%	2.3%	\$11,343	
University of San Francisco	214	-1.8%	2.3%	\$53,472	
Evergreen Valley College	200	34.2%	2.1%	\$1,366	
Chabot College	192	29.7%	2.1%	\$1,150	
West Valley College	154	18.5%	1.6%	\$1,490	
Foothill College	144	6.7%	1.5%	\$1,565	
Contra Costa College	142	3.6%	1.5%	\$1,312	
Las Positas College	137	-11.0%	1.5%	\$1,168	
College of San Mateo	132	21.1%	1.4%	\$1,440	
Saint Mary's College of California	131	-26.8%	1.4%	\$51,768	
Skyline College	108	-31.6%	1.2%	\$1,464	
San Jose City College	99	35.6%	1.1%	\$1,366	

Regional Trends



	2012 Completions	2021 Completions	% Change
● Distance Offered Programs	435	2,882	+562.5%
■ Non-Distance Offered Programs	7,487	6,472	-13.6%
▲ All Programs	7,922	9,354	+18.1%

Regional Completions by Award Level



Award Level	Completions (2021)	Percent
● Award of less than 1 academic year	192	2.1%
● Award of at least 1 but less than 2 academic years	15	0.2%
● Associate's Degree	2,547	27.2%
● Bachelor's Degree	4,887	52.2%
● Postbaccalaureate certificate	8	0.1%
● Master's Degree	1,681	18.0%
● Post-masters certificate	8	0.1%
● Doctor's Degree	16	0.2%
Award of at least 2 but less than 4 academic years	0	0.0%

Similar Programs

205

Programs (2021)

44,775

Completions (2021)

CIP Code	Program	Completions (2021)
24.0101	Liberal Arts and Sciences/Liberal Studies	9,258
42.0101	Psychology, General	4,260
11.0701	Computer Science	3,601
45.1101	Sociology, General	2,207
45.1001	Political Science and Government, General	1,590
45.0101	Social Sciences, General	1,320
52.1301	Management Science	1,282
45.0601	Economics, General	1,224
45.0603	Econometrics and Quantitative Economics	1,062
51.2201	Public Health, General	910

Target Occupations

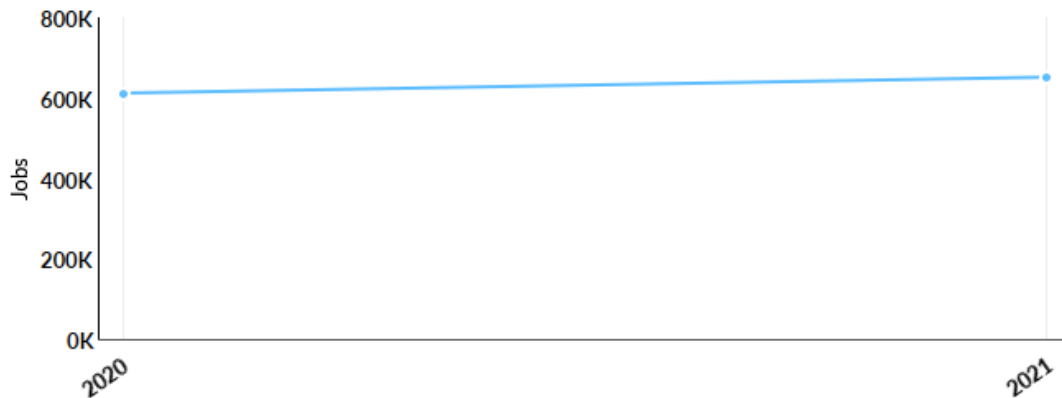
<p>611,383</p> <p>Jobs (2020)</p> <p>20% above National average</p>	<p>+6.5%</p> <p>% Change (2020-2021)</p> <p>Nation: +8.2%</p>	<p>\$50.78/hr</p> <p>\$105.6K/yr</p> <p>Median Earnings</p> <p>Nation: \$30.24/hr;</p> <p>\$62.9K/yr</p>	<p>105,985</p> <p>Annual Openings</p>
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Occupation	2020 Jobs	Annual Openings	Median Earnings	Growth (2020 - 2021)	Location Quotient (2020)
General and Operations Managers	56,516	16,801	\$64.60/hr	+21.53%	1.01
Customer Service Representatives	41,089	5,247	\$22.69/hr	-8.75%	0.62
Computer and Information Systems Managers	40,892	7,984	\$102.00/hr	+12.22%	3.76
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	39,661	4,336	\$26.13/hr	-3.96%	0.82
Business Operations Specialists, All Other	39,530	10,119	\$44.18/hr	+18.39%	1.88
Accountants and Auditors	38,292	4,228	\$47.50/hr	+1.96%	1.17
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	35,435	6,091	\$40.21/hr	+4.31%	1.54
Market Research Analysts and Marketing Specialists	33,379	5,546	\$49.47/hr	+6.92%	1.98
Managers, All Other	31,017	7,018	\$76.36/hr	+15.43%	1.45
First-Line Supervisors of Office and Administrative Support Workers	30,573	3,167	\$35.53/hr	-0.70%	0.90
Financial Managers	28,467	4,307	\$84.79/hr	+8.03%	1.80
Management Analysts	22,621	2,761	\$56.02/hr	+3.11%	1.05
Project Management Specialists	22,422	5,968	\$59.29/hr	+19.41%	1.52
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	22,226	2,392	\$37.31/hr	-2.33%	0.73
Sales Managers	21,622	6,288	\$83.78/hr	+20.78%	2.34
Computer User Support Specialists	21,079	1,535	\$35.97/hr	-14.17%	1.37
Human Resources Specialists	20,446	4,068	\$44.02/hr	+10.50%	1.26
Marketing Managers	17,866	2,564	\$94.71/hr	+6.05%	2.68

First-Line Supervisors of Retail Sales Workers	16,346	2,285	\$22.97/hr	+3.41%	0.55
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	15,989	1,588	\$66.69/hr	-7.84%	2.36
Chief Executives	8,294	649	\$110.65/hr	-0.96%	1.29
Human Resources Managers	7,622	1,042	\$80.38/hr	+5.72%	1.94

Growth

611,383 2020 Jobs	651,030 2021 Jobs	39,647 Change (2020-2021)	6.5% % Change (2020-2021)
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Occupation	2020 Jobs	2021 Jobs	Change	% Change
Chief Executives (11-1011)	8,294	8,214	-80	-1%
General and Operations Managers (11-1021)	56,516	68,682	12,166	22%
Marketing Managers (11-2021)	17,866	18,946	1,080	6%
Sales Managers (11-2022)	21,622	26,116	4,494	21%
Computer and Information Systems Managers (11-3021)	40,892	45,891	4,999	12%
Financial Managers (11-3031)	28,467	30,753	2,286	8%
Human Resources Managers (11-3121)	7,622	8,058	436	6%
Managers, All Other (11-9199)	31,017	35,802	4,785	15%
Human Resources Specialists (13-1071)	20,446	22,592	2,146	10%
Project Management Specialists (13-1082)	22,422	26,775	4,353	19%
Management Analysts (13-1111)	22,621	23,325	704	3%
Market Research Analysts and Marketing Specialists (13-1161)	33,379	35,688	2,309	7%
Business Operations Specialists, All Other (13-1199)	39,530	46,800	7,270	18%
Accountants and Auditors (13-2011)	38,292	39,042	750	2%

Computer User Support Specialists (15-1232)	21,079	18,092	-2,987	-14%
First-Line Supervisors of Retail Sales Workers (41-1011)	16,346	16,903	557	3%
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel (41-3091)	35,435	36,964	1,529	4%
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	15,989	14,736	-1,253	-8%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	22,226	21,708	-518	-2%
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	30,573	30,359	-214	-1%
Customer Service Representatives (43-4051)	41,089	37,495	-3,594	-9%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	39,661	38,089	-1,572	-4%

Percentile Earnings

\$31.94/hr

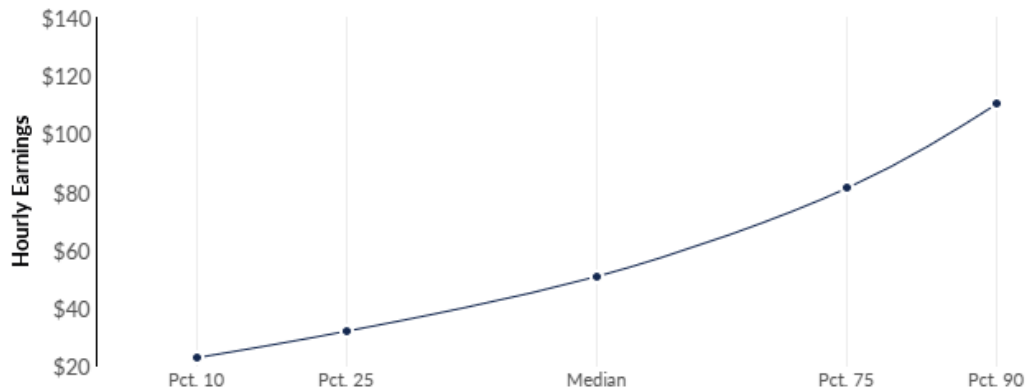
25th Percentile Earnings

\$50.78/hr

Median Earnings

\$81.21/hr

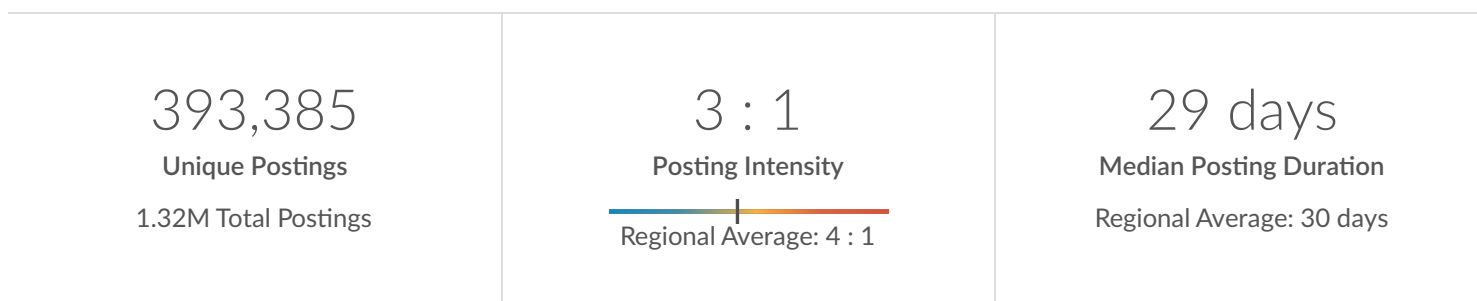
75th Percentile Earnings



Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Chief Executives (11-1011)	\$66.07	\$110.65	\$158.57
General and Operations Managers (11-1021)	\$44.22	\$64.60	\$97.33
Marketing Managers (11-2021)	\$74.10	\$94.71	\$109.86
Sales Managers (11-2022)	\$56.41	\$83.78	\$108.94
Computer and Information Systems Managers (11-3021)	\$80.13	\$102.00	\$120.65
Financial Managers (11-3031)	\$61.86	\$84.79	\$110.83
Human Resources Managers (11-3121)	\$60.43	\$80.38	\$102.75
Managers, All Other (11-9199)	\$48.85	\$76.36	\$105.10
Human Resources Specialists (13-1071)	\$32.43	\$44.02	\$59.78
Project Management Specialists (13-1082)	\$43.91	\$59.29	\$77.55
Management Analysts (13-1111)	\$41.46	\$56.02	\$75.05
Market Research Analysts and Marketing Specialists (13-1161)	\$35.64	\$49.47	\$68.94
Business Operations Specialists, All Other (13-1199)	\$30.84	\$44.18	\$62.78
Accountants and Auditors (13-2011)	\$37.29	\$47.50	\$61.88

Computer User Support Specialists (15-1232)	\$27.59	\$35.97	\$46.27
First-Line Supervisors of Retail Sales Workers (41-1011)	\$20.30	\$22.97	\$28.60
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel (41-3091)	\$28.41	\$40.21	\$61.16
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	\$42.88	\$66.69	\$84.30
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	\$26.65	\$37.31	\$52.51
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	\$28.45	\$35.53	\$45.50
Customer Service Representatives (43-4051)	\$19.02	\$22.69	\$28.67
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	\$21.46	\$26.13	\$30.20

Job Postings Summary



There were 1.32M total job postings for your selection from September 2021 to August 2022, of which 393,385 were unique. These numbers give us a Posting Intensity of 3-to-1, meaning that for every 3 postings there is 1 unique job posting.

This is close to the Posting Intensity for all other occupations and companies in the region (4-to-1), indicating that they are putting average effort toward hiring for this position.

Job Postings vs. Hires

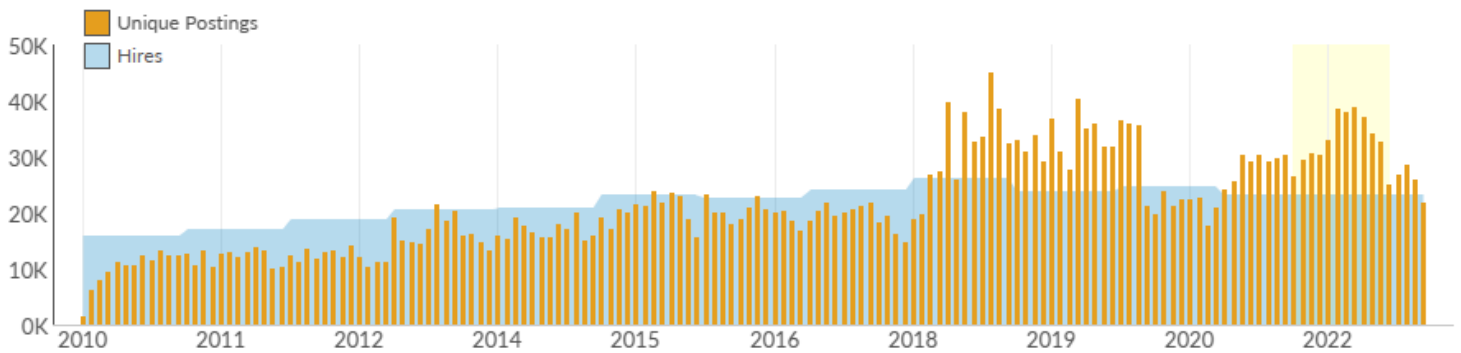
32,782

Avg. Monthly Postings (Sep 2021 - Aug 2022)

23,308

Avg. Monthly Hires (Sep 2021 - Aug 2022)











In an average month, there were 32,782 newly posted job postings for 22 Occupations, and 23,308 actually hired. This means there was approximately 1 hire for every 1 unique job posting for 22 Occupations.













Occupation	Avg Monthly Postings (Sep 2021 - Aug 2022)	Avg Monthly Hires (Sep 2021 - Aug 2022)
Managers, All Other	3,799	779
Marketing Managers	3,502	567
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,222	730
First-Line Supervisors of Retail Sales Workers	2,158	809
General and Operations Managers	2,090	2,570
Customer Service Representatives	2,031	2,005
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,776	1,656
Human Resources Specialists	1,627	1,134
Sales Managers	1,544	791
Financial Managers	1,415	861
Accountants and Auditors	1,362	1,472
Management Analysts	1,338	868
Computer User Support Specialists	1,317	569

Market Research Analysts and Marketing Specialists	1,304	1,465
Project Management Specialists	1,153	807
First-Line Supervisors of Office and Administrative Support Workers	1,043	1,178
Human Resources Managers	591	249
Business Operations Specialists, All Other	505	1,275
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	351	383
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	310	1,777
Computer and Information Systems Managers	235	1,167
Chief Executives	111	197

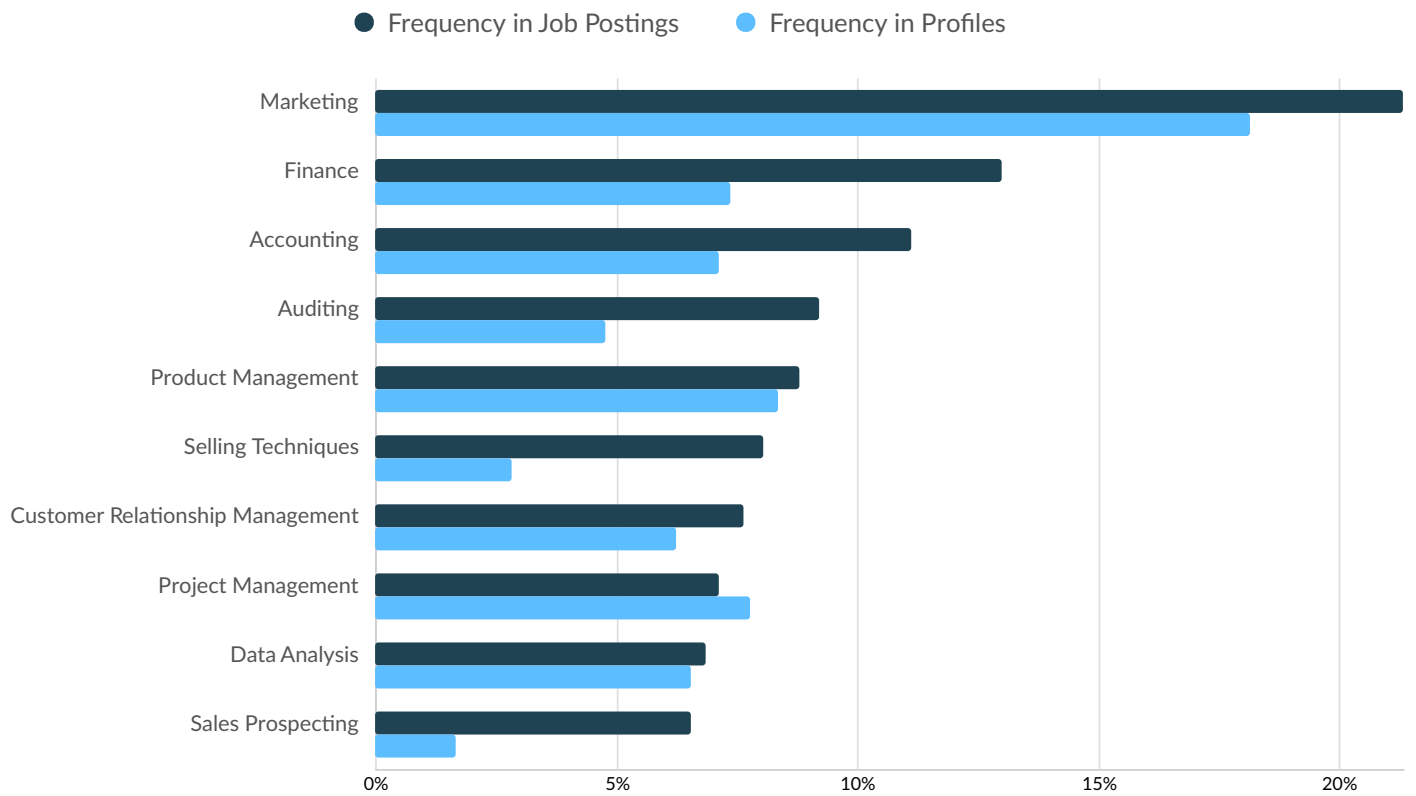
Top Companies Posting

Company	Total/Unique (Sep 2021 - Aug 2022)	Posting Intensity	Median Posting Duration
Robert Half	18,584 / 8,589	2 : 1 	26 days
Google	12,195 / 4,189	3 : 1 	30 days
Randstad	8,033 / 4,044	2 : 1 	29 days
Meta	10,634 / 3,943	3 : 1 	32 days
Stanford University	13,114 / 3,000	4 : 1 	27 days
Amazon	6,438 / 2,628	2 : 1 	29 days
Deloitte	5,691 / 2,503	2 : 1 	24 days
PricewaterhouseCoopers	5,686 / 2,304	2 : 1 	25 days
Walmart	7,651 / 2,225	3 : 1 	27 days
KPMG	9,083 / 2,112	4 : 1 	22 days

Top Posted Job Titles

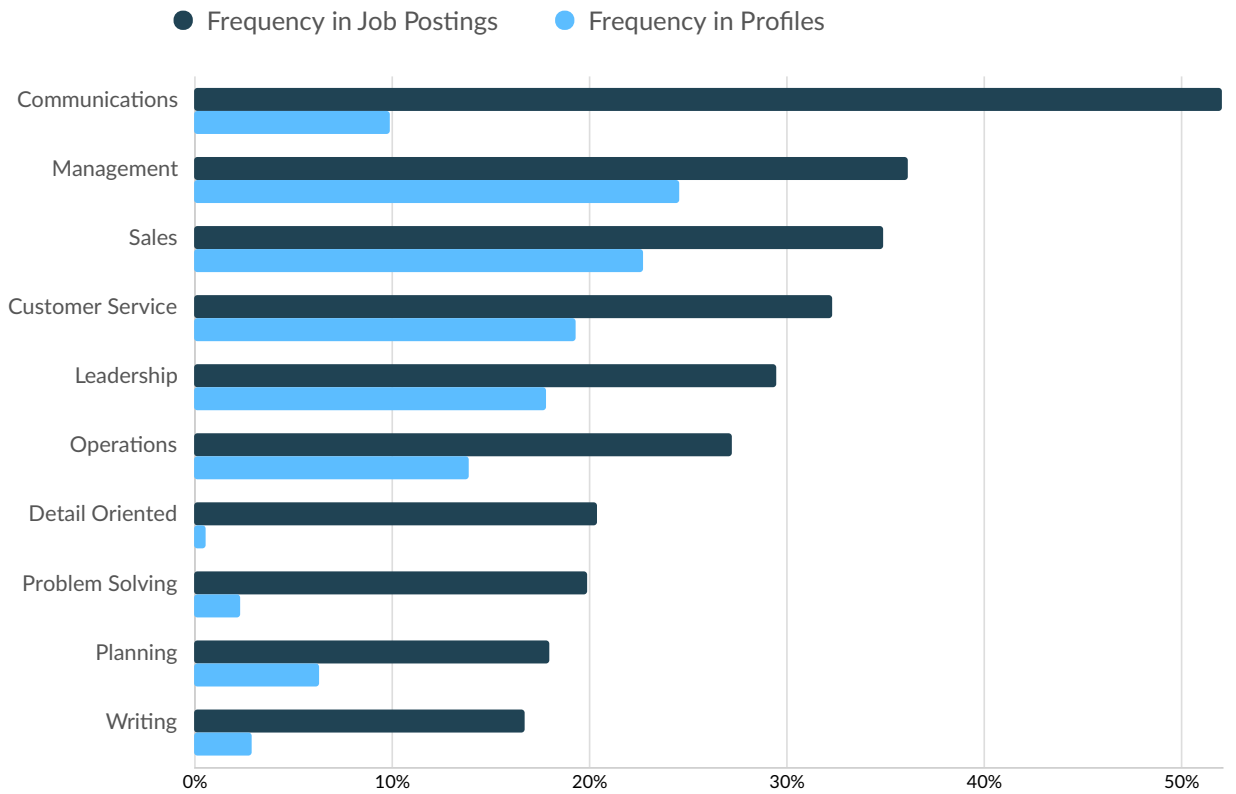
Job Title	Total/Unique (Sep 2021 - Aug 2022)	Posting Intensity	Median Posting Duration
Administrative Assistants	34,710 / 7,842	4 : 1 	31 days
Product Managers	12,729 / 4,730	3 : 1 	27 days
Customer Service Representatives	23,206 / 4,392	5 : 1 	30 days
Program Managers	11,736 / 4,308	3 : 1 	28 days
Project Managers	12,020 / 4,017	3 : 1 	31 days
Account Executives	7,621 / 2,617	3 : 1 	26 days
Business Analysts	6,192 / 2,423	3 : 1 	25 days
Marketing Product Managers	6,288 / 2,177	3 : 1 	30 days
Technical Program Managers	5,518 / 2,176	3 : 1 	24 days
Assistant Store Managers	8,995 / 2,088	4 : 1 	32 days

Top Specialized Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Marketing	83,904	21%	259,025	18%
Finance	51,142	13%	105,362	7%
Accounting	43,794	11%	101,561	7%
Auditing	36,270	9%	68,072	5%
Product Management	34,668	9%	119,529	8%
Selling Techniques	31,662	8%	40,470	3%
Customer Relationship Management	30,087	8%	89,061	6%
Project Management	28,023	7%	111,156	8%
Data Analysis	26,969	7%	93,602	7%
Sales Prospecting	25,789	7%	23,763	2%

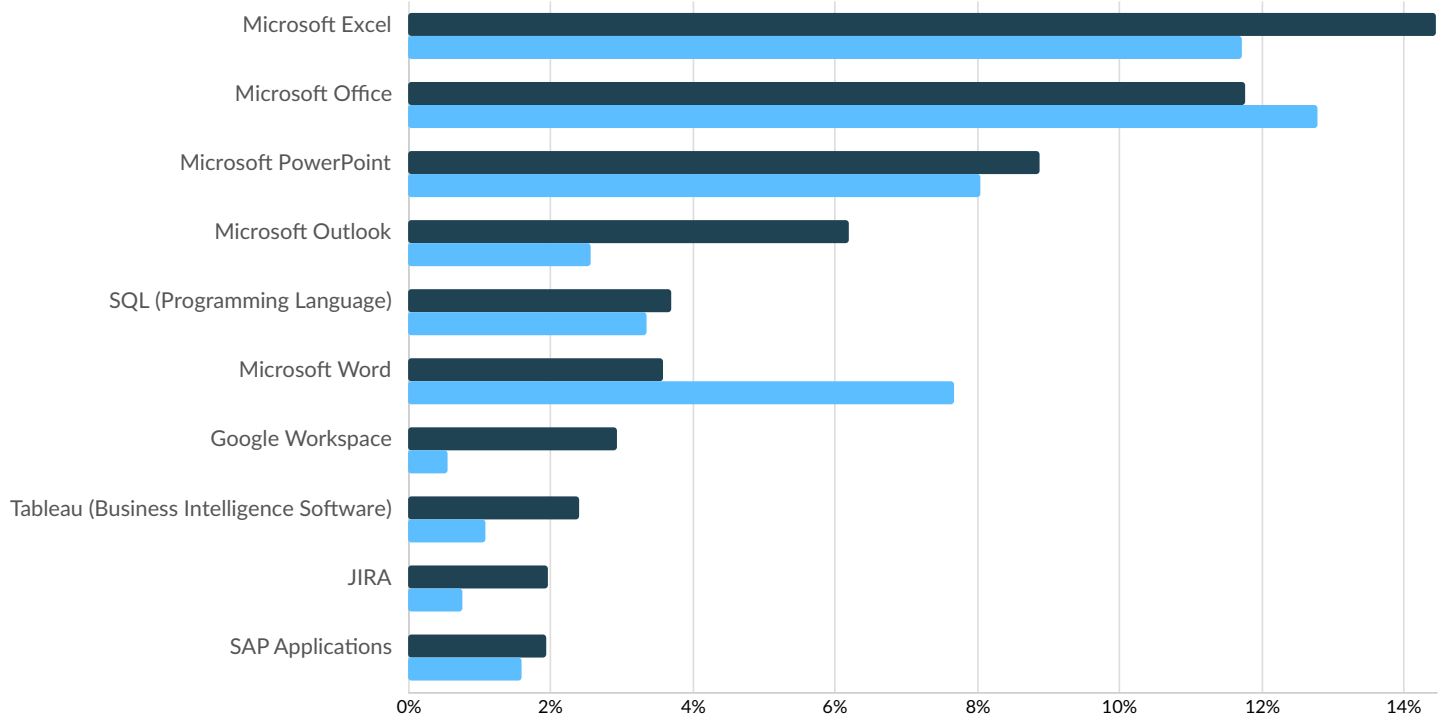
Top Common Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	205,038	52%	142,169	10%
Management	142,241	36%	351,176	25%
Sales	137,487	35%	325,016	23%
Customer Service	127,308	32%	275,979	19%
Leadership	116,056	30%	254,219	18%
Operations	107,359	27%	198,310	14%
Detail Oriented	80,457	20%	8,591	1%
Problem Solving	78,314	20%	33,484	2%
Planning	70,756	18%	90,478	6%
Writing	65,881	17%	41,671	3%

Top Software Skills

● Frequency in Job Postings ● Frequency in Profiles



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Microsoft Excel	56,856	14%	167,409	12%
Microsoft Office	46,299	12%	182,625	13%
Microsoft PowerPoint	34,921	9%	114,927	8%
Microsoft Outlook	24,345	6%	36,482	3%
SQL (Programming Language)	14,526	4%	47,804	3%
Microsoft Word	14,135	4%	109,519	8%
Google Workspace	11,522	3%	7,828	1%
Tableau (Business Intelligence Software)	9,452	2%	15,374	1%
JIRA	7,714	2%	10,929	1%
SAP Applications	7,612	2%	22,835	2%

Top Qualifications

Qualification	Postings with Qualification
Master Of Business Administration (MBA)	22,676
Project Management Professional Certification	6,512
Certified Public Accountant	5,734
Professional in Human Resources	1,884
Security Clearance	1,495
Senior Professional In Human Resources	1,361
CompTIA A+	1,303
Certified Information System Auditor (CISA)	1,217
Certified Power Quality Professional	1,157
Certified Internal Auditor	1,144

Appendix A

Program Selection Details

CIP Code	Program Name
52.0201	Business Administration and Management, General
52.0299	Business Administration, Management and Operations, Other

Appendix B - Data Sources and Calculations

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

State Data Sources

This report uses state data from the following agencies: California Employment Development Department