

12345 El Monte Road

Los Altos Hills, California 94022

650.949.7777

**Business Administration Program Report**

**For Greater South Bay and Peninsula Region**

**(Santa Clara and San Mateo Counties)**

**November 2014**

**Business Administration and Management, General**

A program that generally prepares individuals to plan, organize, direct, and control the functions and processes of a firm or organization. Includes instruction in management theory, human resources management and behavior, accounting and other quantitative methods, purchasing and logistics, organization and production, marketing, and business decision-making.

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| **Target Occupations**‡ |
| General and Operations Managers (11-1021) |
| Sales Managers (11-2022) |
| Administrative Services Managers (11-3011) |
| Industrial Production Managers (11-3051) |
| Transportation, Storage, and Distribution Managers (11-3071) |
| Construction Managers (11-9021) |
| Social and Community Service Managers (11-9151) |
| Managers, All Other (11-9199) |
| Management Analysts (13-1111) |

‡Based on EMSI crosswalk of the Classification of Instructional Programs (CIP) codes with Standard Occupational Classification (SOC) codes as published by the U.S. Department of Education.

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| **Target Occupation Performance** | | |
| **66,196\*** | **3.6%** | **$58.31/hr** |
| **Jobs (2014)** | **Growth (2014-2017)** | **Median Earnings** |
| National Location Quotient: 1.39† | National: 2.9% | National: $41.38/hr |

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| --- | --- | --- |
| Regional Openings (2014) | 2,185 |  |
| Foothill College Program Completions (2010) | 20 |  |
| Regional Program Completions (2013) | 2,948 |  |
| All Regional Completions for Target Occupations (2013) | 4,029 |  |

In 2012, the number of business administration jobs in the target occupations in Santa Clara and San Mateo Counties totaled 28,238. The Bureau of Labor Statistics (BLS) expects the total number of positions to increase by 2.1% over the next three years. Regional openings in 2012, which included created jobs and turnover, totaled 1,571. Completions in business administration programs totaled 2,973 from eighteen institutions, with an additional 847 completions from other related programs. These other programs are linked to multiple occupations and not all those who complete will enter the target occupations indicated in this report.

\*Based on total number of jobs for target occupations in Santa Clara and San Mateo Counties.

| **Target Occupations** | **Regional Openings (2014)** | **Median Hourly Earnings** | **Growth (2014-2017)** |
| --- | --- | --- | --- |
| Transportation, Storage, and Distribution Managers (11-3071) | 23 | $45.83 | 0.2% |
| Social and Community Service Managers (11-9151) | 78 | $36.11 | 8.6% |
| Managers, All Other (11-9199) | 211 | $50.51 | 0.7% |
| Administrative Services Managers (11-3011) | 119 | $50.78 | 4.8% |
| Industrial Production Managers (11-3051) | 42 | $58.63 | -2.6% |
| General and Operations Managers (11-1021) | 863 | $65.31 | 4.0% |
| Sales Managers (11-2022) | 203 | $79.39 | 1.5% |
| Construction Managers (11-9021) | 73 | $42.50 | -0.4% |
| Management Analysts (13-1111) | 574 | $45.15 | 7.2% |

†Represents occupation density as compared to national average (national average=1).

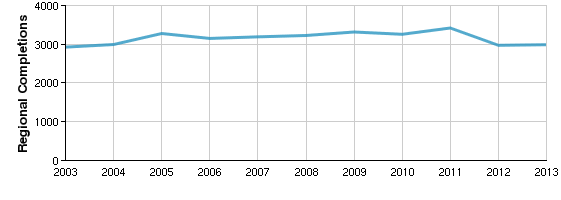
**Business Administration Occupations Performance**

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| **Regional Business Administration Training Providers** | |
| **18** | **2,988\*** |
| **Institutions** | **Completions (2013)** |

**Regional Breakdown for Business Administration Occupations**

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| --- | --- | --- | --- | --- | --- |
| County Name | 2014 Jobs | 2017 Jobs | 2014 Annual Openings | Median Hourly Earnings | 2014 National Location Quotient |
| Santa Clara | 47,673 | 49,375 | 1,564 | $57.29 | 1.38 |
| San Mateo | 18,523 | 19,213 | 620 | $60.93 | 1.43 |
| Total | 66,196 | 68,588 | 2,185 | $58.31 |  |

\*Based on IPEDS data.



| **Institution** | **Degrees** | **Certificates** | **Total Completions** |
| --- | --- | --- | --- |
| Foothill College | 40 | 0 | 40 |
| San Jose State University | 1,363 | 0 | 1,363 |
| Stanford University | 410 | 0 | 410 |
| Santa Clara University | 314 | 0 | 314 |
| University of Phoenix-Bay Area Campus | 167 | 0 | 167 |
| Notre Dame de Namur University | 107 | 0 | 107 |
| De Anza College | 64 | 42 | 106 |
| Evergreen Valley College | 84 | 0 | 84 |
| West Valley College | 42 | 39 | 81 |
| San Jose City College | 59 | 12 | 71 |
| International Technological University | 64 | 0 | 64 |
| Menlo College | 59 | 0 | 59 |
| Skyline College | 35 | 5 | 40 |
| Canada College | 33 | 1 | 34 |
| College of San Mateo | 20 | 4 | 24 |
| The National Hispanic University | 14 | 0 | 14 |
| Mission College | 0 | 7 | 7 |
| Gavilan College | 2 | 1 | 3 |

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| Other regional programs may train individuals eligible for the targeted business administration occupations, which are based on an occupation-program crosswalk developed by the Department of Education. These additional programs are offered at 16 regional colleges\*. As noted earlier, many postsecondary programs are linked to multiple occupations and not all those who complete the program will enter the target occupation.  **Related Regional Programs Allowing Entry to Business Administration** | |
| **24** | **4,029** |
| **Programs (2013)** | **Completions (2013)** |

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| --- | --- | --- | --- | --- | --- |
| Program | 2009 | 2010 | 2011 | 2012 | 2013 |
| Business Administration and Management, General (52.0201) | 3,316 | 3,257 | 3,419 | 2,973 | 2,988 |
| Business, Management, Marketing, and Related Support Services, Other (52.9999) | 283 | 289 | 262 | 244 | 297 |
| Business/Commerce, General (52.0101) | 106 | 108 | 108 | 148 | 171 |
| Business Administration, Management and Operations, Other (52.0299) | 194 | 173 | 113 | 126 | 134 |
| Human Services, General (44.0000) | 131 | 151 | 206 | 114 | 125 |
| Marketing/Marketing Management, General (52.1401) | 132 | 160 | 119 | 100 | 114 |
| Public Administration (44.0401) | 34 | 41 | 48 | 43 | 45 |
| Logistics, Materials, and Supply Chain Management (52.0203) | 18 | 25 | 16 | 18 | 28 |
| Applied Psychology (42.2813) | 0 | 0 | 0 | 0 | 26 |
| Small Business Administration/Management (52.0703) | 0 | 3 | 6 | 6 | 23 |
| Aeronautics/Aviation/Aerospace Science and Technology, General (49.0101) | 40 | 30 | 23 | 34 | 20 |
| Retail Management (52.0212) | 0 | 0 | 10 | 17 | 15 |
| Public Administration and Social Service Professions, Other (44.9999) | 2 | 0 | 0 | 0 | 14 |
| Construction Management (52.2001) | 0 | 0 | 4 | 8 | 11 |
| Entrepreneurship/Entrepreneurial Studies (52.0701) | 0 | 0 | 0 | 4 | 8 |
| International Business/Trade/Commerce (52.1101) | 21 | 11 | 4 | 6 | 6 |
| Homeland Security (43.0301) | 0 | 3 | 0 | 2 | 4 |
| Purchasing, Procurement/Acquisitions and Contracts Management (52.0202) | 0 | 0 | 0 | 0 | 0 |
| Construction Trades, General (46.0000) | 0 | 0 | 0 | 0 | 0 |
| Community Organization and Advocacy (44.0201) | 0 | 0 | 0 | 0 | 0 |
| Construction Engineering Technology/Technician (15.1001) | 0 | 0 | 0 | 0 | 0 |
| Operations Management and Supervision (52.0205) | 0 | 0 | 1 | 0 | 0 |
| Non-Profit/Public/Organizational Management (52.0206) | 2 | 0 | 0 | 0 | 0 |
| Project Management (52.0211) | 0 | 2 | 0 | 0 | 0 |

\*Additional colleges: De Anza College, Canada College, College of San Mateo, Notre Dame de Namur University, University of Phoenix- Bay Area Campus, San Jose State University, West Valley College, Gavilan College, Mission College, San Jose City College, Skyline College, Menlo College, Stanford University, Santa Clara University, Heald College- San Jose, and BioHealth College

**Target Occupations Demographics**

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| **Gender Demographics (Regional)** | | | |
| **Santa Clara-San Mateo Counties | Occupation Gender Demographics** | **Jobs (2014)** | **% of Total** |  |
| Male | 44,382 | 67.0% |  |
| Female | 21,814 | 33.0% |  |

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| **Age Demographics (Regional)** | | | |
| **Santa Clara-San Mateo Counties | Occupation Age Demographics** | **Jobs (2014)** | **% of Total** |  |
| 14-18 Years | 57 | 0.1% |  |
| 19-21 Years | 295 | 0.4% |  |
| 22-24 Years | 1,198 | 1.8% |  |
| 25-34 Years | 12,666 | 19.1% |  |
| 35-44 Years | 20,363 | 30.8% |  |
| 45-54 Years | 19,264 | 29.1% |  |
| 55-64 Years | 10,059 | 15.2% |  |
| 65+ Years | 2,294 | 3.5% |  |

The Demographics among those employed in business administration occupations in Santa Clara and San Mateo Counties for 2014 show that about two-thirds are men (67.0%) and over half are between the ages of 35-54 (59.9%)

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| **Inverse Staffing Patterns (Regional)** | | | |
| **Industry** | **Occupation Group Jobs in Industry (2014)** | **% of Occupation Group in Industry (2014)** | **% of Total Jobs in Industry (2014)** |
| Custom Computer Programming Services (541511) | 2,876 | 4.3% | 5.7% |
| Other Scientific and Technical Consulting Services (541690) | 2,826 | 4.3% | 27.1% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 2,517 | 3.8% | 6.6% |
| Administrative Management and General Management Consulting Services (541611) | 2,382 | 3.6% | 38.3% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 1,964 | 3.0% | 12.1% |

**Industries Employing Business Administration Occupations**

A number of industries in Santa Clara and San Mateo Counties employ those trained in business administration and its related occupations. The following table represents a regional industry breakdown of the number of business administration positions employed, the percentage of business administration jobs employed by industry and the percentage business administration jobs represent within all jobs by each industry. While custome computer programming services and other scientific and technical consulting services each employed 4.3% of all regional business administration positions in 2014, business administration and its related occupations represent 32.8% of the total jobs in both industries.

**Compatible Occupations for Business Administration**

Individuals completing a business administration program share many skills and abilities with other occupations. The Occupational Information Network (O\*Net) identifies compatible occupations based on an analysis of overlapping knowledge, skills and ability. Additional education required for transition can range from short on-site training to advanced post-secondary degrees. The following tables show how much education might be needed to be employed in these compatible occupations.

**Top Ten Compatible Occupations for Business Administration: Associate’s or Less**

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| --- | --- | --- | --- | --- | --- |
| Rank | Occupation | Median Hourly Earnings | 2014 Jobs | 2014-2017 Change | 2014-2017 Estimated Annual Openings |
| 1 | Supply Chain Managers | $50.51 | 7,484 | 50 | 156 |
| 2 | First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand | $23.23 | 1,264 | 20 | 31 |
| 3 | Logistics Managers | $45.83 | 971 | 2 | 18 |
| 4 | Transportation Managers | $45.83 | 971 | 2 | 18 |
| 5 | First-Line Supervisors of Non-Retail Sales Workers | $36.34 | 3,501 | (35) | 55 |
| 6 | First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators | $27.08 | 1,174 | 23 | 31 |
| 7 | Purchasing Agents, Except Wholesale, Retail, and Farm Products | $37.35 | 4,448 | 21 | 70 |
| 8 | Business Continuity Planners | $43.48 | 14,831 | 558 | 296 |
| 9 | Claims Examiners, Property and Casualty Insurance | $34.87 | 1,083 | (28) | 19 |
| 10 | First-Line Supervisors of Housekeeping and Janitorial Workers | $22.44 | 1,633 | 87 | 56 |

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| **Data Sources and Calculations** |

**State Data Sources**

This report uses state data from the following agencies: California Labor Market Information Department

**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.

**Completers Data**

The completers 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.

**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 also affected by county-level EMSI earnings by industry.

**Staffing Patterns Data**

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

**Industry Data**

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.