

Program Overview

2 Business, Management, Marketing, and Related Support Services

Lightcast Q3 2023 Data Set

August 2023

San Mateo County Community College District



Parameters

Completions Year: 2020

Jobs Timeframe: 2022 - 2029

Job Postings Timeframe: Jun 2021 - Jul 2023

Programs:

Code	Description
52.0299	Business Administration, Management and Operations, Other

Code	Description
52.9999	Business, Management, Marketing, and Related Support Services, Other

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

Education Level:

Description
Associate degree

Tuition Type: Tuition & Fees

Graduate Status: Undergraduate

Residency: In-State

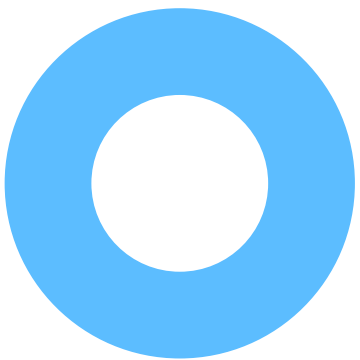
<p>2</p> <p>Institutions</p> <p>100% Growth (2016-2020)</p>	<p>151</p> <p>Completions</p> <p>-41% Growth (2016-2020)</p>	<p>Completions Distribution</p> <p>Average: 75.5</p> <p>8 ————— 143</p> <p>Median: 75.5</p>
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Program Overview



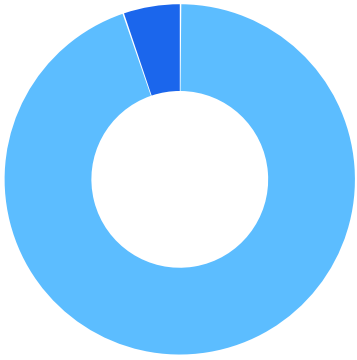
	Completions (2020)	% Completions	Institutions (2020)	% Institutions
● All Programs	151	100%	2	100%
● Distance Offered Programs	8	5%	1	50%
● Non-Distance Offered Programs	143	95%	1	50%

Market Share by Institution Type



Institution Type	Completions (2020)	Market Share
● Public, 2-year	151	100.0%

Market Share by Program

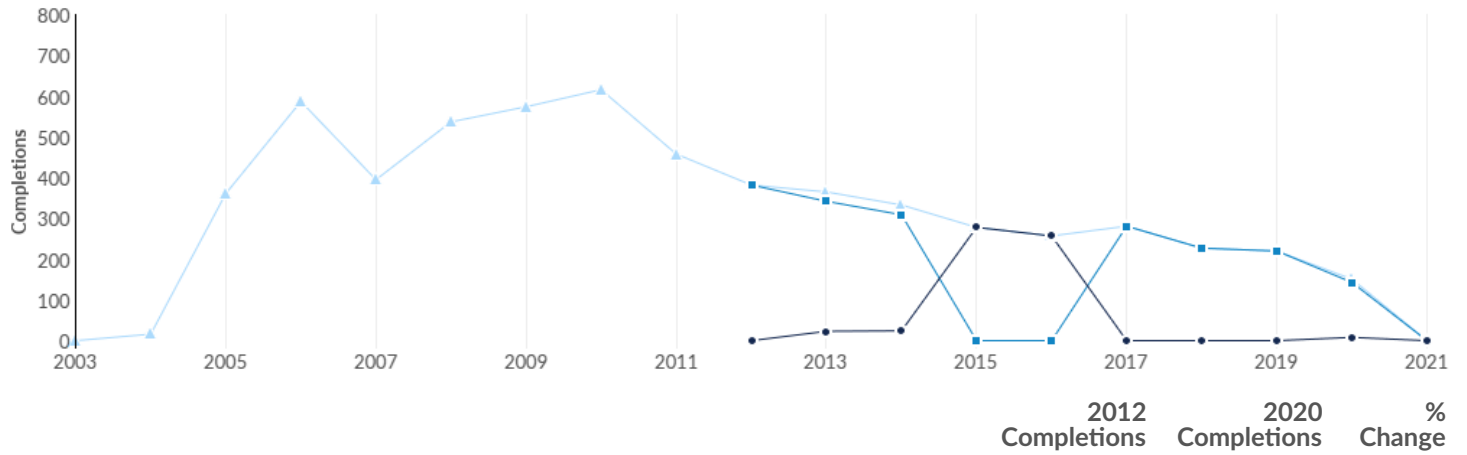


Program	Completions (2020)	Market Share
● Business, Management, Marketing, and Related Support Services, Other (52.9999)	143	94.7%
● Business Administration, Management and Operations, Other (52.0299)	8	5.3%

Completions by Institution

Institution	Associate's Degree Completions (2020)	Growth % YOY (2020)	Market Share (2020)	IPEDS Tuition & Fees (2020)	Completions Trend (2016-2020)
De Anza College	143	-35.0%	94.7%	\$1,561	
Skyline College	8	Insf. Data	5.3%	\$1,464	

Regional Trends



	2012 Completions	2020 Completions	% Change
Distance Offered Programs	0	8	+Insf. Data
Non-Distance Offered Programs	382	143	-62.6%
All Programs	382	151	-60.5%

Regional Completions by Award Level



Award Level	Completions (2020)	Percent
Associate's Degree	151	100.0%

Similar Programs

133

Programs (2020)

13,551

Completions (2020)

CIP Code	Program	Associate's Degree Completions (2020)
24.0101	Liberal Arts and Sciences/Liberal Studies	2,419
52.0201	Business Administration and Management, General	2,329
30.0101	Biological and Physical Sciences	1,682
42.0101	Psychology, General	1,513
45.0101	Social Sciences, General	1,399
43.0103	Criminal Justice/Law Enforcement Administration	678
45.1101	Sociology, General	664
45.0601	Economics, General	607
45.1001	Political Science and Government, General	283
11.0701	Computer Science	265

Target Occupations


*Filtered by the proportion of the national workforce in these occupations with an Associate's degree

<p>74,111 Jobs (2022)* 13% <i>above</i> National average*</p>	<p>+7.0% % Change (2022-2029)* Nation: +6.7%*</p>	<p>\$50.30/hr \$104.6K/yr Median Earnings Nation: \$30.55/hr; \$63.6K/yr</p>	<p>8,164 Annual Openings*</p>
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Occupation	2022 Jobs*	Annual Openings*	Median Earnings	Growth (2022 - 2029)*	Employment Concentration (2022)*
General and Operations Managers	5,910	652	\$68.55/hr	+12.42%	0.78
Office Clerks, General	5,909	794	\$23.34/hr	+3.69%	0.75
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	5,593	670	\$27.55/hr	-0.45%	0.83
Computer Occupations, All Other	4,630	403	\$70.41/hr	+8.88%	3.20
Customer Service Representatives	4,592	713	\$23.86/hr	+6.27%	0.59
Business Operations Specialists, All Other	4,198	458	\$43.18/hr	+8.50%	1.76
First-Line Supervisors of Office and Administrative Support Workers	3,611	420	\$37.26/hr	+3.99%	0.82
Managers, All Other	3,541	320	\$84.21/hr	+6.72%	1.95
Computer and Information Systems Managers	3,500	347	\$104.74/hr	+14.60%	3.74
Accountants and Auditors	3,324	334	\$48.52/hr	+7.70%	1.20
Computer User Support Specialists	3,107	345	\$37.30/hr	+18.60%	1.23
Executive Secretaries and Executive Administrative Assistants	2,613	290	\$45.93/hr	-8.76%	1.62
Sales Managers	2,594	235	\$81.31/hr	+4.12%	2.36
Financial Managers	2,145	209	\$92.33/hr	+13.10%	1.70
First-Line Supervisors of Retail Sales Workers	2,103	229	\$23.64/hr	-4.28%	0.69
Human Resources Specialists	2,032	229	\$45.91/hr	+9.69%	1.26
Project Management Specialists	2,018	206	\$62.61/hr	+12.04%	1.60

Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,935	194	\$38.35/hr	-1.86%	0.74
Management Analysts	1,759	191	\$53.37/hr	+9.27%	1.61
Market Research Analysts and Marketing Specialists	1,419	185	\$48.08/hr	+16.98%	1.64
Marketing Managers	1,077	110	\$96.07/hr	+7.99%	2.76
Construction Managers	1,017	96	\$54.12/hr	+9.73%	0.97
Administrative Services Managers	1,009	100	\$57.56/hr	+8.72%	1.51
Human Resources Managers	656	65	\$86.32/hr	+8.23%	2.00
Cost Estimators	642	61	\$46.20/hr	+2.34%	1.12
Industrial Production Managers	548	48	\$75.69/hr	+9.12%	1.30
Transportation, Storage, and Distribution Managers	547	50	\$59.33/hr	+4.75%	1.37
Chief Executives	539	40	\$110.64/hr	-0.37%	1.68
Facilities Managers	508	48	\$58.75/hr	+7.68%	1.60
Social and Community Service Managers	332	39	\$39.24/hr	+16.87%	1.47
Meeting, Convention, and Event Planners	296	38	\$35.33/hr	+13.18%	1.28
Purchasing Managers	192	18	\$79.46/hr	+7.29%	1.34
Entertainment and Recreation Managers, Except Gambling	140	19	\$35.10/hr	+10.71%	1.99
Personal Service Managers, All Other	44	4	\$20.89/hr	+6.82%	1.17
Agents and Business Managers of Artists, Performers, and Athletes	30	4	\$45.74/hr	+3.33%	1.17











Job Postings Summary

<p>35,139 Unique Postings 133,808 Total Postings</p>	<p>4 : 1 Posting Intensity  Regional Average: 4 : 1</p>	<p>6,643 Employers Competing 86,762 Total Employers</p>	<p>31 days Median Posting Duration Regional Average: 30 days</p>
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There were **133,808** total job postings for your selection from June 2021 to July 2023, of which **35,139** were unique. These numbers give us a Posting Intensity of **4-to-1**, meaning that for every 4 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.

Top Companies Posting

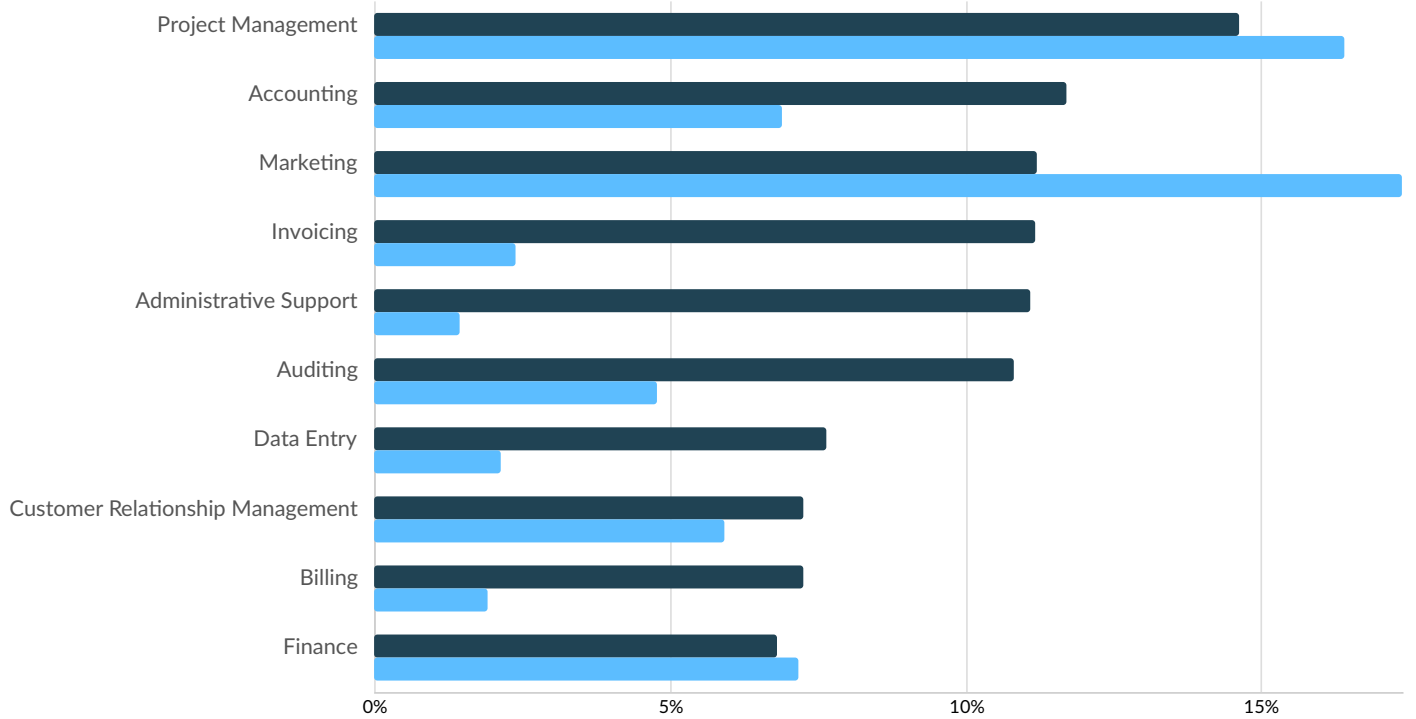
Company	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Accenture	1,626 / 840	2 : 1 	32 days
Randstad	899 / 510	2 : 1 	27 days
Stanford University	2,371 / 503	5 : 1 	27 days
Walmart	1,219 / 458	3 : 1 	30 days
Marriott International	2,083 / 390	5 : 1 	35 days
Bank of America	1,010 / 252	4 : 1 	34 days
Allied Universal	1,265 / 239	5 : 1 	35 days
Robert Half	490 / 232	2 : 1 	27 days
Lawrence Livermore National Laboratory	670 / 209	3 : 1 	32 days
Brightview	605 / 192	3 : 1 	32 days

Top Posted Job Titles

Job Title	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Administrative Assistants	6,014 / 1,662	4 : 1 	31 days
Executive Assistants	2,239 / 538	4 : 1 	29 days
Customer Service Representatives	2,393 / 436	5 : 1 	29 days
Project Coordinators	1,818 / 431	4 : 1 	29 days
Office Managers	1,762 / 333	5 : 1 	31 days
Accountants	742 / 305	2 : 1 	27 days
Assistant Store Managers	3,372 / 270	12 : 1 	29 days
Office Administrators	881 / 264	3 : 1 	32 days
Store Managers	1,094 / 258	4 : 1 	35 days
Facilities Coordinators	787 / 255	3 : 1 	33 days

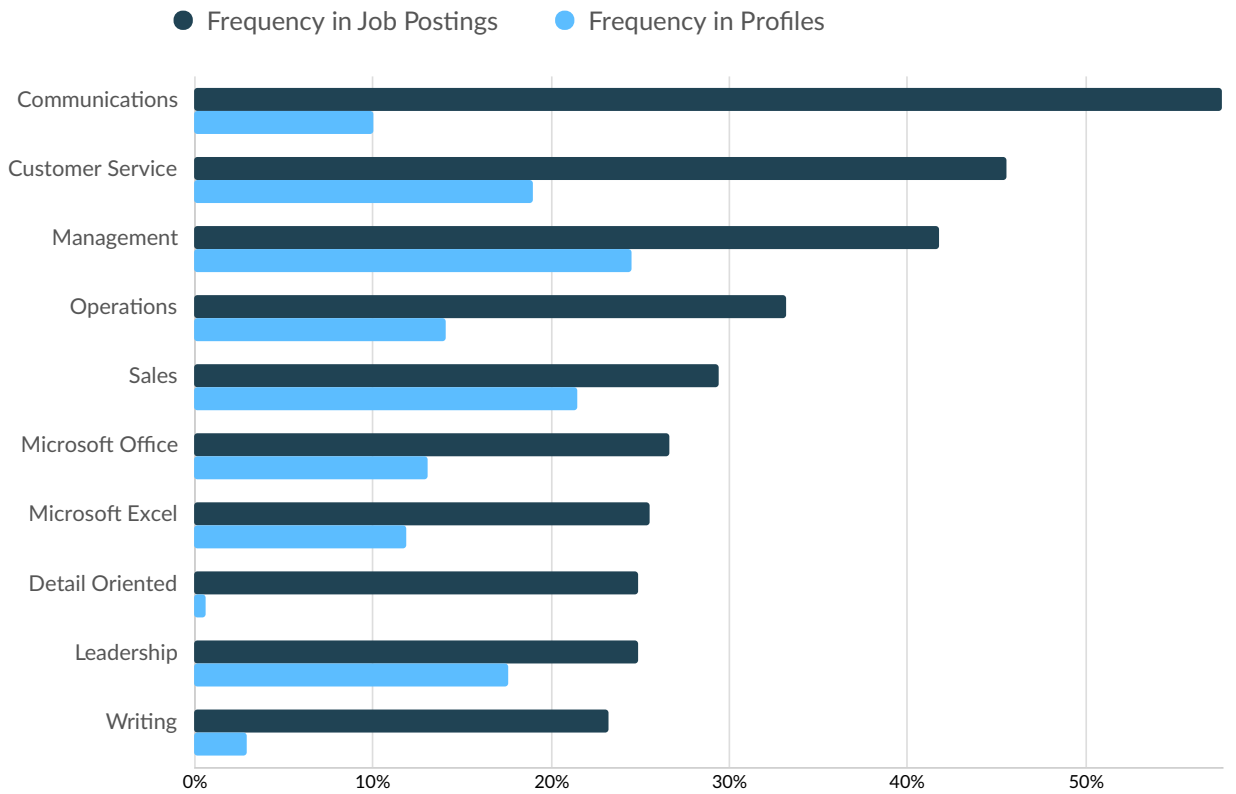
Top Specialized Skills

● Frequency in Job Postings ● Frequency in Profiles



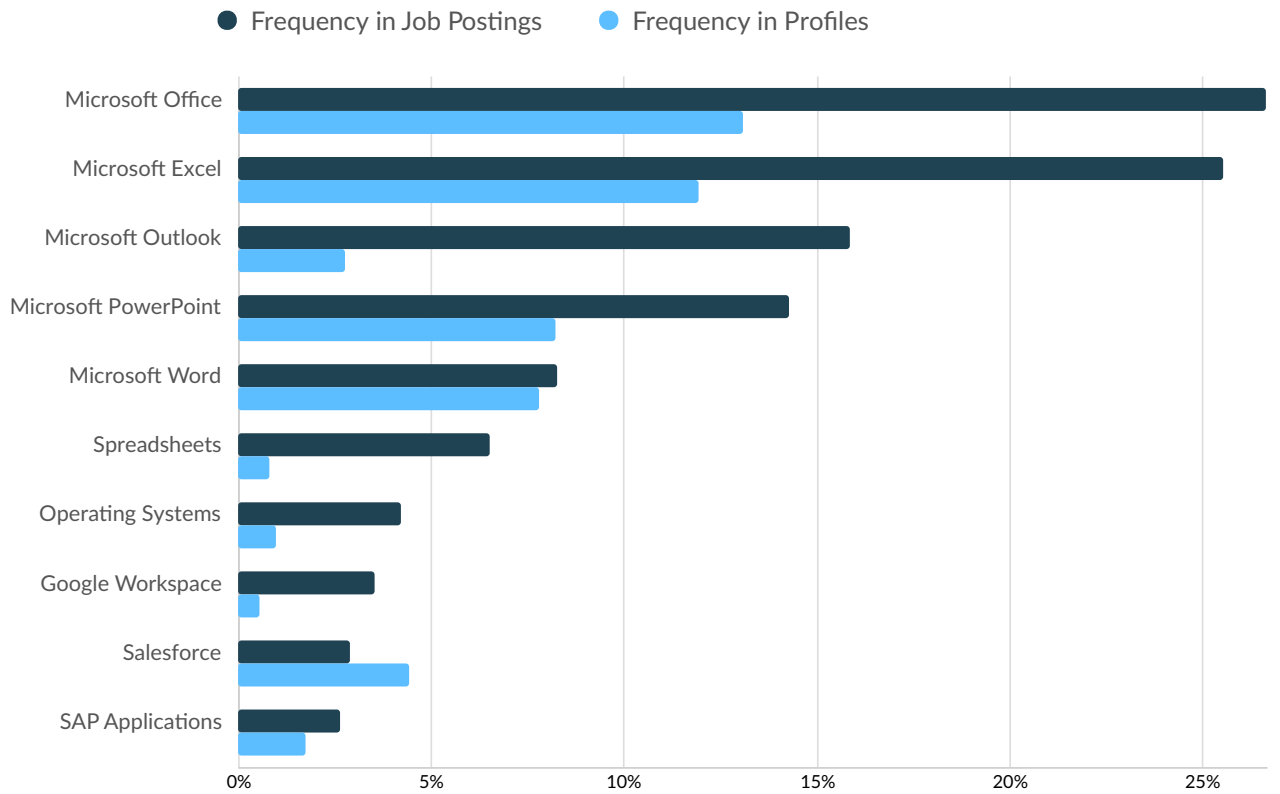
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Project Management	5,138	15%	249,688	16%
Accounting	4,117	12%	104,851	7%
Marketing	3,935	11%	264,552	17%
Invoicing	3,932	11%	36,253	2%
Administrative Support	3,904	11%	22,164	1%
Auditing	3,799	11%	72,762	5%
Data Entry	2,683	8%	32,714	2%
Customer Relationship Management	2,555	7%	90,204	6%
Billing	2,548	7%	29,322	2%
Finance	2,395	7%	109,281	7%

Top Common Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	20,269	58%	153,663	10%
Customer Service	16,024	46%	289,920	19%
Management	14,675	42%	372,988	25%
Operations	11,673	33%	214,853	14%
Sales	10,331	29%	327,100	21%
Microsoft Office	9,367	27%	199,089	13%
Microsoft Excel	8,970	26%	181,706	12%
Detail Oriented	8,746	25%	9,751	1%
Leadership	8,741	25%	268,279	18%
Writing	8,169	23%	44,871	3%

Top Software Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Microsoft Office	9,367	27%	199,089	13%
Microsoft Excel	8,970	26%	181,706	12%
Microsoft Outlook	5,575	16%	42,514	3%
Microsoft PowerPoint	5,016	14%	124,991	8%
Microsoft Word	2,905	8%	119,003	8%
Spreadsheets	2,299	7%	12,625	1%
Operating Systems	1,487	4%	14,750	1%
Google Workspace	1,242	4%	8,645	1%
Salesforce	1,015	3%	67,460	4%
SAP Applications	926	3%	26,685	2%

Top Qualifications

Qualification	Postings with Qualification
Valid Driver's License	4,790
CompTIA A+	578
Cardiopulmonary Resuscitation (CPR) Certification	519
Project Management Professional Certification	514
Registered Nurse (RN)	443
First Aid Certification	441
Security Clearance	401
Microsoft Certified Professional	325
Master Of Business Administration (MBA)	305
Licensed Practical Nurse (LPN)	292

Appendix A

Program Selection Details

CIP Code	Program Name
52.0299	Business Administration, Management and Operations, Other
52.9999	Business, Management, Marketing, and Related Support Services, 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