Program Overview
3 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	Code	Description
52.0701	Entrepreneurship/Entrepreneurial Studies	52.0704	Social Entrepreneurship
52.0703	Small Business Administration/Management		

Regions:

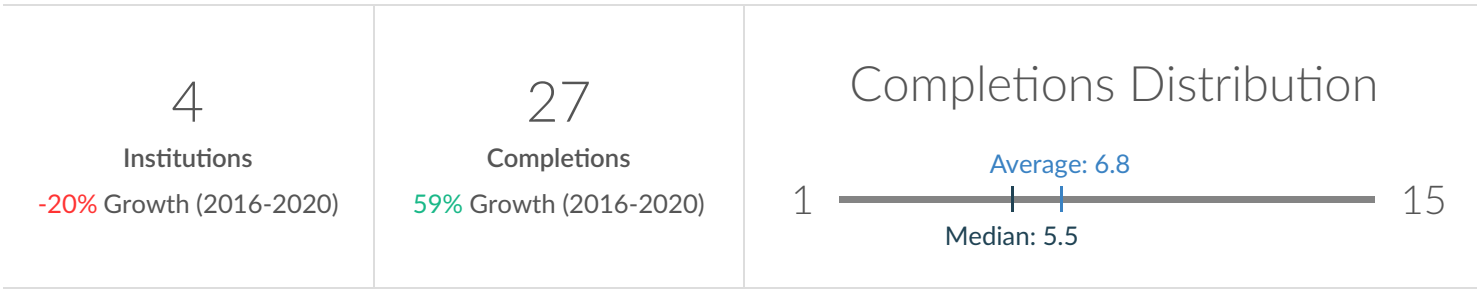| Code	Description	Code	Description
6001	Alameda County, CA	6081	San Mateo County, CA
6013	Contra Costa County, CA	6085	Santa Clara County, CA
6075	San Francisco County, CA		

Education Level:

Description
Associate degree

Tuition Type: Tuition & Fees

Graduate Status: Undergraduate

Residency: In-State

4	27	Completions Distribution
Institutions	**Completions**	
-20% Growth (2016-2020)	59% Growth (2016-2020)	

Average: 6.8

1 ———————————————— 15

Median: 5.5

Program Overview

27
Completions

		Completions (2020)	% Completions	Institutions (2020)	% Institutions
●	All Programs	27	100%	4	100%
●	Distance Offered Programs	0	0%	0	0%
●	Non-Distance Offered Programs	27	100%	4	100%

Market Share by Institution Type
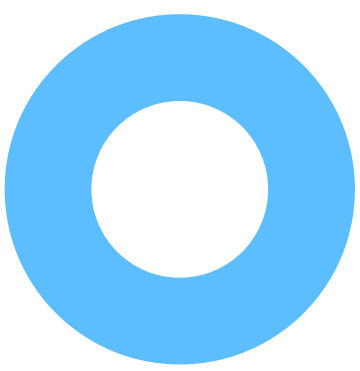
	Institution Type	Completions (2020)	Market Share
●	Public, 2-year	27	100.0%

Market Share by Program
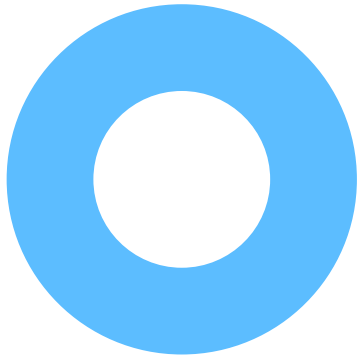
Program	Completions (2020)	Market Share
● Small Business Administration/Management (52.0703)	27	100.0%

Completions by Institution

Institution	Associate's Degree Completions (2020)	Growth % YOY (2020)	Market Share (2020)	IPEDS Tuition & Fees (2020)	Completions Trend (2016-2020)
Chabot College	15	400.0%	55.6%	$1,150	
Los Medanos College	9	80.0%	33.3%	$1,312	
Las Positas College	2	0.0%	7.4%	$1,168	
San Jose City College	1	-50.0%	3.7%	$1,362	

Regional Trends
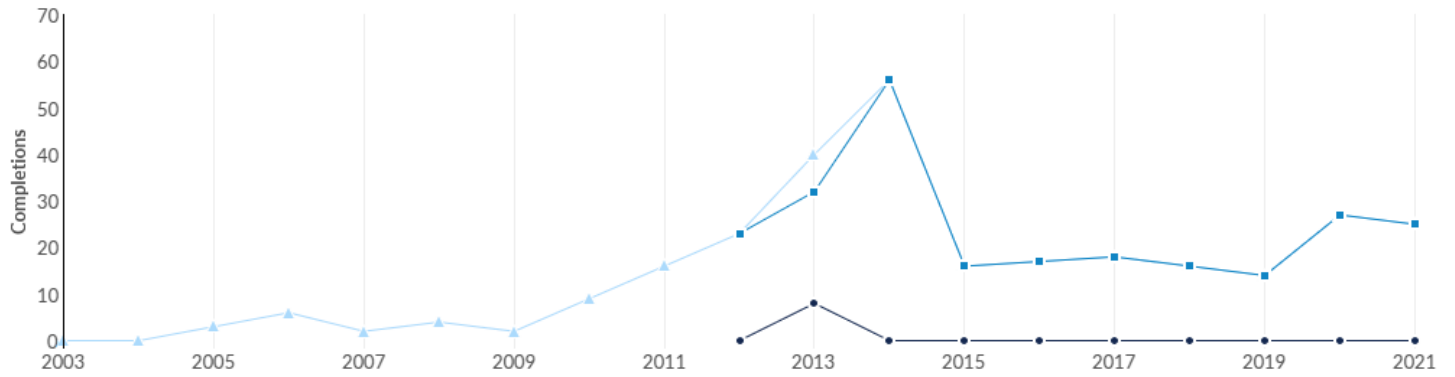
		2012 Completions	2020 Completions	% Change
●	Distance Offered Programs	0	0	0.0%
■	Non-Distance Offered Programs	23	27	+17.4%
▲	All Programs	23	27	+17.4%

Regional Completions by Award Level

	Award Level	Completions (2020)	Percent	
●	Associate's Degree	27	100.0%	▬▬▬▬

Similar Programs

92	11,531
Programs (2020)	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
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
52.0101	Business/Commerce, General	236

Target Occupations

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

24,918	+8.7%	$59.98/hr $124.8K/yr	2,543
Jobs (2022)*	% Change (2022-2029)*	Median Earnings	Annual Openings*
27% *above* National average*	Nation: +9.3%*	Nation: $40.39/hr; $84.0K/yr	

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
Computer Occupations, All Other	4,630	403	$70.41/hr	+8.88%	3.20
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
Project Management Specialists	2,018	206	$62.61/hr	+12.04%	1.60
Chief Executives	539	40	$110.64/hr	-0.37%	1.68
Financial and Investment Analysts	332	29	$60.25/hr	+7.23%	1.74
Financial Risk Specialists	85	8	$62.60/hr	+7.06%	1.06
Fundraisers	54	7	$36.57/hr	+16.67%	0.92

Job Postings Summary

8,893	3 : 1	2,299	31 days
Unique Postings	**Posting Intensity**	**Employers Competing**	**Median Posting Duration**
30,476 Total Postings	Regional Average: 4 : 1	86,762 Total Employers	Regional Average: 30 days

There were **30,476** total job postings for your selection from June 2021 to July 2023, of which **8,893** 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.

Top Companies Posting

Company	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Accenture	930 / 470	2 : 1	32 days
Marriott International	1,034 / 152	7 : 1	40 days
Lawrence Livermore National Laboratory	294 / 105	3 : 1	28 days
Stanford University	337 / 103	3 : 1	34 days
Allied Universal	471 / 96	5 : 1	32 days
Security Industry Specialists	190 / 86	2 : 1	32 days
Walmart	198 / 84	2 : 1	33 days
Bank of America	186 / 70	3 : 1	25 days
Randstad	129 / 70	2 : 1	32 days
CBRE	255 / 51	5 : 1	30 days

Top Posted Job Titles

Job Title	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Project Coordinators	1,738 / 395	4 : 1	29 days
Office Managers	1,762 / 333	5 : 1	31 days
Project Managers	738 / 227	3 : 1	27 days
Operations Managers	971 / 197	5 : 1	35 days
Front Office Managers	608 / 121	5 : 1	35 days
Operations Supervisors	356 / 100	4 : 1	27 days
Program Managers	240 / 98	2 : 1	38 days
General Managers	267 / 90	3 : 1	38 days
Document Control Specialists	221 / 72	3 : 1	28 days
Program Coordinators	197 / 71	3 : 1	33 days

Top Specialized Skills

Legend: ● Frequency in Job Postings ● Frequency in Profiles
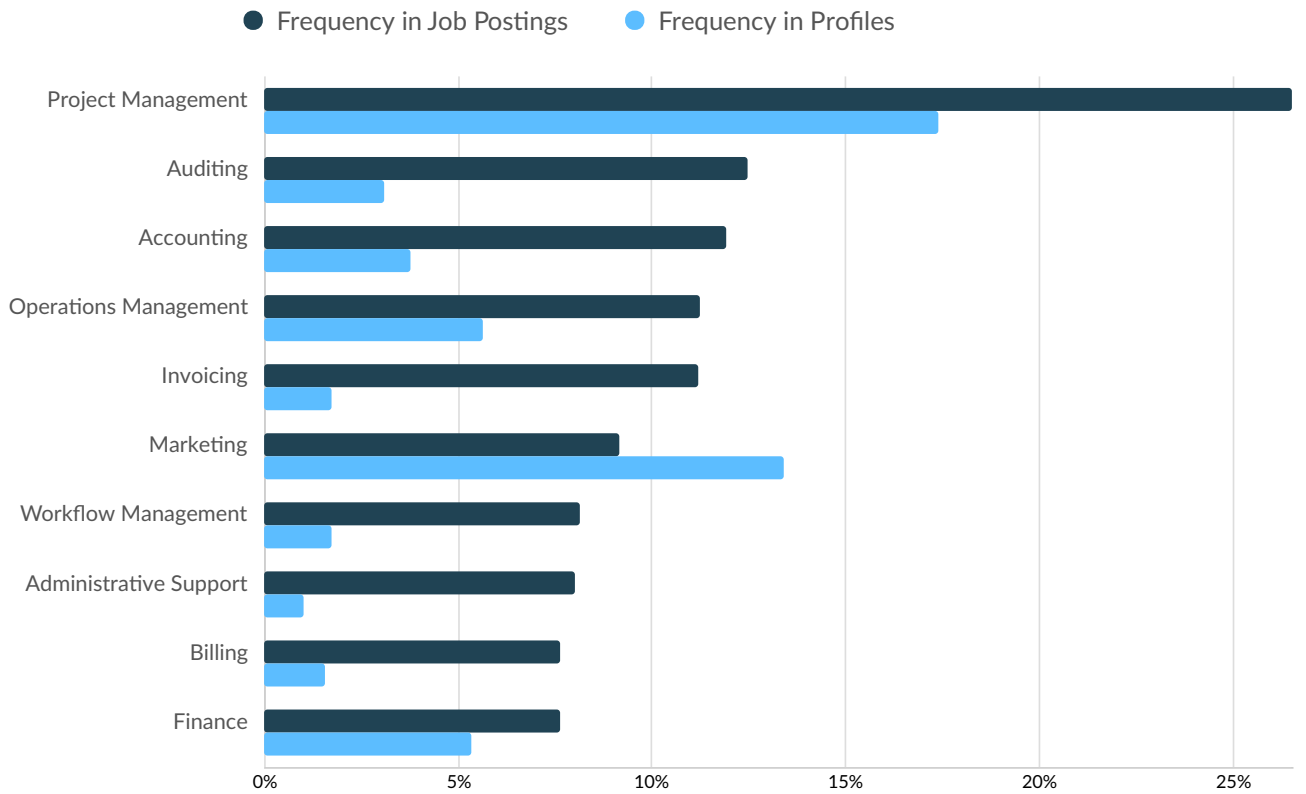
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Project Management	2,361	27%	129,386	17%
Auditing	1,112	13%	23,137	3%
Accounting	1,063	12%	27,951	4%
Operations Management	1,000	11%	41,917	6%
Invoicing	998	11%	13,047	2%
Marketing	815	9%	99,693	13%
Workflow Management	727	8%	13,061	2%
Administrative Support	713	8%	7,551	1%
Billing	681	8%	11,638	2%
Finance	680	8%	39,665	5%

Top Common Skills

● Frequency in Job Postings   **● Frequency in Profiles**
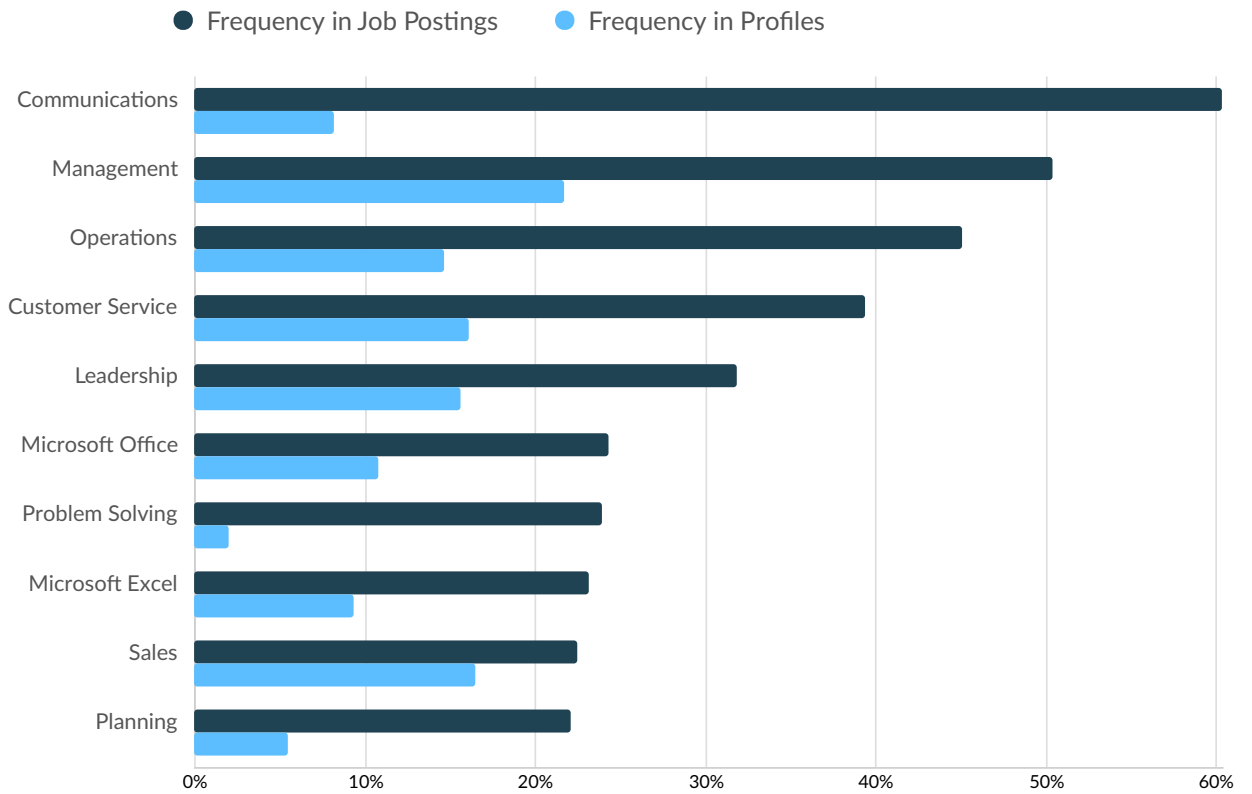
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	5,370	60%	61,027	8%
Management	4,483	50%	161,457	22%
Operations	4,016	45%	109,221	15%
Customer Service	3,507	39%	119,775	16%
Leadership	2,833	32%	116,462	16%
Microsoft Office	2,168	24%	80,526	11%
Problem Solving	2,129	24%	15,182	2%
Microsoft Excel	2,062	23%	69,326	9%
Sales	1,999	22%	122,616	17%
Planning	1,970	22%	40,859	6%

Top Software Skills

Legend: ● Frequency in Job Postings ● Frequency in Profiles
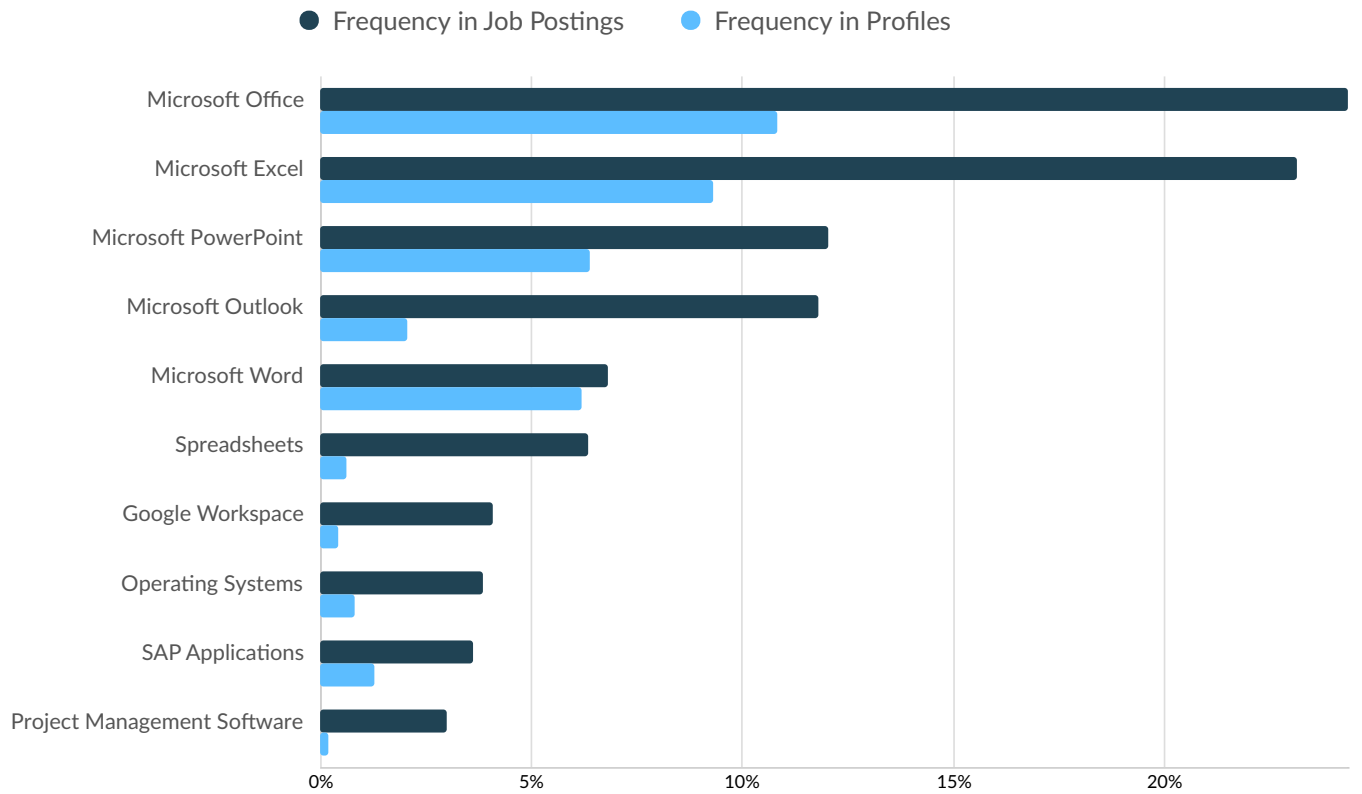
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Microsoft Office	2,168	24%	80,526	11%
Microsoft Excel	2,062	23%	69,326	9%
Microsoft PowerPoint	1,071	12%	47,380	6%
Microsoft Outlook	1,052	12%	15,404	2%
Microsoft Word	608	7%	46,066	6%
Spreadsheets	566	6%	4,519	1%
Google Workspace	365	4%	3,095	0%
Operating Systems	342	4%	5,991	1%
SAP Applications	321	4%	9,510	1%
Project Management Software	267	3%	1,317	0%

Top Qualifications

Qualification	Postings with Qualification
Valid Driver's License	1,227
Project Management Professional Certification	380
Cardiopulmonary Resuscitation (CPR) Certification	264
First Aid Certification	227
Security Clearance	222
Registered Nurse (RN)	123
Master Of Business Administration (MBA)	118
Cisco Certified Network Associate	94
Certified Associate In Project Management	77
Program Management Professional	76

Appendix A

Program Selection Details

CIP Code	Program Name
52.0701	Entrepreneurship/Entrepreneurial Studies
52.0703	Small Business Administration/Management
52.0704	Social Entrepreneurship

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