



Education Report

Entrepreneurship/Entrepreneurial Studies

California



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Definition of Entrepreneurship/Entrepreneurial Studies, CIP 52.0701

A program that generally prepares individuals to perform development, marketing and management functions associated with owning and operating a business.

Awards

The table below is a list of postsecondary awards in CIP 52.0701 that were granted by institutions located in California in the 2021 academic year.

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
University of San Francisco		52	64	\$39,825
Ashford University		62		\$23,585
Loyola Marymount University		62		\$40,180
University of California-Irvine			31	\$11,633
California Lutheran University			7	\$24,065
University of Silicon Valley			6	\$23,631
California Intercontinental University		2	3	
Mount Saint Mary's University	1		3	\$24,508
Azusa Pacific University		3		\$27,112
California Baptist University		3		\$23,494
College of Alameda				\$12,583
Hussian College-Los Angeles				\$38,126
Skyline College				\$4,885
Touro University Worldwide				\$18,121
Total	1	184	114	

1. Undergraduate certificates and associate's degrees

2. Bachelor's degrees and post-baccalaureates

3. Master's, post-master's, and doctorates

4. Average net price represents full-time beginning undergraduate students who paid the in-state or in-district tuition rate and were awarded grant or scholarship aid from federal, state or local governments, or the institution. Data as of the 2020-2021 academic year.

Awards data are per the National Center for Education Statistics (NCES) and JobsEQ for the 2021 academic year. Any programs shown here reflect only data reported to the NCES; reporting is required of all schools participating in any federal finance assistance program authorized by Title IV of the Higher Education Act of 1965, as amended—other training providers in the region that do not report data to the NCES are not reflected in the above.

Occupation Crosswalk

The below table lists all occupations linked with the program, Entrepreneurship/Entrepreneurial Studies, CIP 52.0701.

		Education and Training Requirements			Educational Attainment				
		Typical Education Needed for Entry	Work Experience in a Related Occupation	Typical On-the-Job Training Needed to Attain Competency in the Occupation	No College	Some College, No Degree	Associate's Degree	Bachelor's Degree	Postgraduate Degree
11-1011	Chief Executives	Bachelor's degree	5 years or more	None	6%	9%	4%	45%	36%
11-1021	General and Operations Managers	Bachelor's degree	5 years or more	None	14%	17%	9%	43%	18%
11-9199	Managers, All Other	Bachelor's degree	Less than 5 years	None	12%	12%	6%	42%	28%
25-1011	Business Teachers, Postsecondary	Doctoral or professional degree	None	None	1%	1%	1%	14%	83%

Education and training requirements are from the Bureau of Labor Statistics (BLS); educational attainment mix are regional data modeled by Chmura using Census educational attainment data projected to 2022Q4 along with source data from the BLS

Definition of Chief Executives (11-1011)

Determine and formulate policies and provide overall direction of companies or private and public sector organizations within guidelines set up by a board of directors or similar governing body. Plan, direct, or coordinate operational activities at the highest level of management with the help of subordinate executives and staff managers.

Definition of General and Operations Managers (11-1021)

Plan, direct, or coordinate the operations of public or private sector organizations, overseeing multiple departments or locations. 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. Usually manage through subordinate supervisors. Excludes First-Line Supervisors.

Definition of Managers, All Other (11-9199)

All managers not listed separately.

Definition of Business Teachers, Postsecondary (25-1011)

Teach courses in business administration and management, such as accounting, finance, human resources, labor and industrial relations, marketing, and operations research. Includes both teachers primarily engaged in teaching and those who do a combination of teaching and research.

Occupation Details

As of 2022Q4, total employment for occupations linked to Entrepreneurship/Entrepreneurial Studies in California was 468,030. Over the past three years, linked occupations added 48,526 jobs in the region and are expected to need in aggregate approximately 304,818 newly trained workers over the next seven years.

Snapshot of Occupations Linked to Entrepreneurship/Entrepreneurial Studies in California¹

SOC	Occupation	Current					3-Year History		7-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Ann %	Total Demand	Exits	Transfers	Empl Growth	Avg Ann Growth %
11-1021	General and Operations Managers	326,916	\$137,400	0.84	6,046	1.9%	2,606	3.2%	224,873	54,541	151,768	18,564	0.8%
11-9199	Managers, All Other	98,004	\$164,300	1.35	1,405	1.5%	1,383	10.6%	59,926	21,848	33,829	4,248	0.6%
11-1011	Chief Executives	38,001	\$242,800	1.16	333	0.9%	1,906	-5.1%	16,803	8,001	10,582	-1,780	-0.7%
25-1011	Business Teachers, Postsecondary	5,109	\$141,100	0.54	94	1.8%	694	-1.1%	3,216	1,645	1,389	183	0.5%
Total - Linked Occupations		468,030	\$151,600	0.93	7,878	1.7%	6,589	3.7%	304,818	86,035	197,568	21,215	0.6%
Total - All Occupations		19,219,968	\$71,900	1.00	797,161	4.1%	549,411	0.6%	17,029,863	6,722,656	9,379,252	927,955	0.7%

Source: JobsEQ®

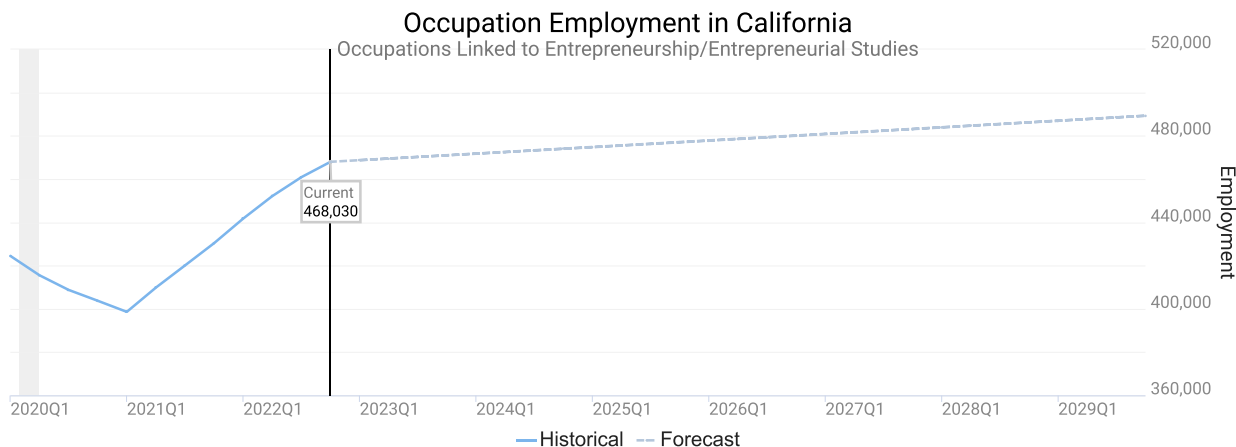
Data as of 2022Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.



Source: JobsEQ®, Data as of 2022Q4. The shaded areas of the graph represent national recessions.

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns. Occupation unemployment figures are imputed by Chmura.

Employment by Industry

The table illustrates the industries in California which most employ occupations linked to Entrepreneurship/Entrepreneurial Studies. The single industry most employing these occupations in the region is Management, Scientific, and Technical Consulting Services, NAICS 5416. This industry employs 19,054 workers in the linked occupations—employment which is expected to increase by 2,340 jobs over the next ten years; furthermore, 16,893 additional new workers in these linked occupations will be needed for this industry due to separation demand, that is, to replace workers in this occupation and industry that retire or move into a different occupation.

Industry Distribution for Occupations Linked to Entrepreneurship/Entrepreneurial Studies in California

NAICS Code	Industry Title	Current			10-Year Demand		
		% of Occ Empl	Empl	Exits	Transfers	Empl Growth	Total Demand
5416	Management, Scientific, and Technical Consulting Services	4.1%	19,054	5,143	11,751	2,340	19,233
5415	Computer Systems Design and Related Services	3.3%	15,601	4,308	9,525	2,260	16,093
7225	Restaurants and Other Eating Places	3.2%	14,933	3,795	10,279	2,892	16,966
5511	Management of Companies and Enterprises	3.2%	14,927	4,004	8,339	136	12,479
5417	Scientific Research and Development Services	2.3%	10,601	2,988	6,106	946	10,040
2361	Residential Building Construction	1.8%	8,422	2,257	4,832	218	7,307
5613	Employment Services	1.8%	8,389	2,237	5,022	613	7,873
5121	Motion Picture and Video Industries	1.8%	8,285	2,305	5,260	1,652	9,217
2382	Building Equipment Contractors	1.8%	8,272	1,997	5,075	21	7,093
6113	Colleges, Universities, and Professional Schools	1.6%	7,701	2,892	3,629	540	7,062
5611	Office Administrative Services	1.6%	7,513	2,114	4,542	1,091	7,747
5617	Services to Buildings and Dwellings	1.6%	7,422	1,779	4,686	198	6,663
5413	Architectural, Engineering, and Related Services	1.5%	7,048	1,774	4,130	-45	5,858
9221	Justice, Public Order, and Safety Activities	1.4%	6,764	1,884	3,553	-95	5,342
6241	Individual and Family Services	1.3%	5,976	1,659	3,961	1,503	7,122
9211	Executive, Legislative, and Other General Government Support	1.2%	5,725	1,598	3,040	2	4,640
8111	Automotive Repair and Maintenance	1.2%	5,682	1,368	3,674	337	5,380
7139	Other Amusement and Recreation Industries	1.2%	5,526	1,401	3,554	574	5,529
5242	Agencies, Brokerages, and Other Insurance Related Activities	1.1%	5,164	1,371	3,116	414	4,900
5132	Software Publishers	1.0%	4,510	1,187	2,593	101	3,880
	All Others	62.1%	290,515	74,837	175,550	15,011	265,398

Source: JobsEQ®

Data as of 2022Q4 except wages which are as of 2021. Note that occupation-by-industry wages represent adjusted national data and may not be consistent with regional, all-industry occupation wages shown elsewhere in JobsEQ.

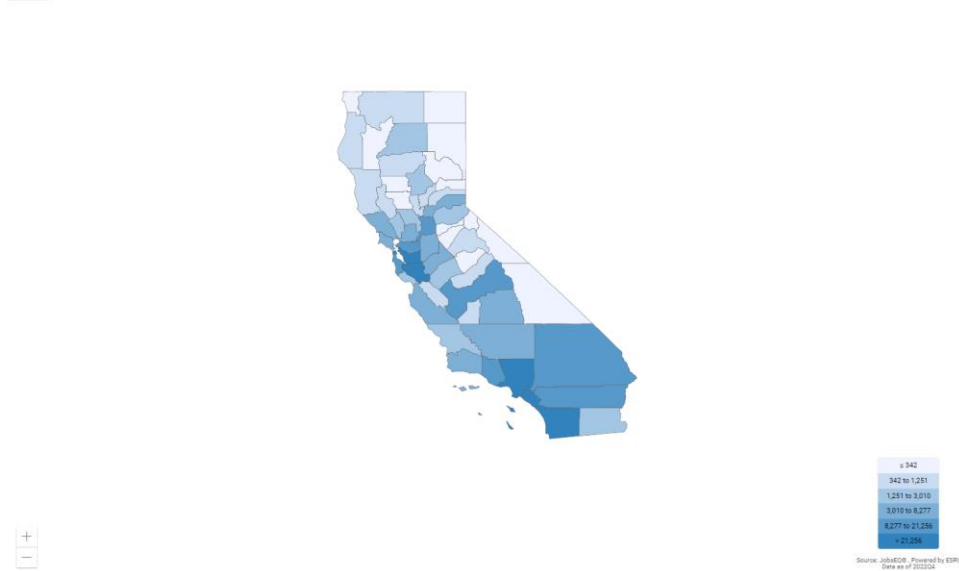
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Geographic Distribution

The map below illustrates the county-level distribution of employed workers in California in occupations linked to Entrepreneurship/Entrepreneurial Studies. Employment is shown by place of work.

California, Occupation Concentration by Place of Work for Occupations Linked to Entrepreneurship/Entrepreneurial Studies



Top Counties with Employment Linked to Entrepreneurship/Entrepreneurial Studies, 2022Q4

Region	Employment
Los Angeles County, California	118,716
Orange County, California	44,795
San Diego County, California	41,027
Santa Clara County, California	32,648
San Francisco County, California	24,035
Alameda County, California	21,257
San Bernardino County, California	18,156
Riverside County, California	17,511
Sacramento County, California	17,465
San Mateo County, California	13,224

Source: JobsEQ®

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4.

Demographic Profile

The population in California was 39,346,023 per American Community Survey data for 2016-2020.

Of individuals 25 to 64 in California, 35.4% have a bachelor's degree or higher which compares with 34.3% in the nation. Per American Community Survey 2016-2020 estimates, the region has about 576,714 students enrolled in grade 12.

Summary¹

	Percent		Value	
	California	USA	California	USA
Demographics				
Population (ACS)	—	—	39,346,023	326,569,308
Male	49.7%	49.2%	19,562,882	160,818,530
Female	50.3%	50.8%	19,783,141	165,750,778
Median Age ²	—	—	36.7	38.2
Under 18 Years	22.8%	22.4%	8,956,641	73,296,738
18 to 24 Years	9.5%	9.3%	3,724,239	30,435,736
25 to 34 Years	15.3%	13.9%	6,007,913	45,485,165
35 to 44 Years	13.3%	12.7%	5,233,903	41,346,677
45 to 54 Years	12.8%	12.7%	5,039,155	41,540,736
55 to 64 Years	12.0%	12.9%	4,739,675	42,101,439
65 to 74 Years	8.3%	9.4%	3,270,380	30,547,950
Population Growth				
Population (Pop Estimates) ⁴	—	—	39,029,342	333,287,557
Population Annual Average Growth ⁴	0.3%	0.6%	108,479	1,940,990
People per Square Mile	—	—	250.4	94.3
Educational Attainment, Age 25-64				
No High School Diploma	15.2%	10.5%	3,199,850	17,929,220
High School Graduate	20.4%	25.4%	4,282,776	43,289,555
Some College, No Degree	21.0%	20.5%	4,412,172	34,959,338
Associate's Degree	8.0%	9.3%	1,678,082	15,776,790
Bachelor's Degree	22.6%	21.6%	4,741,354	36,888,244
Postgraduate Degree	12.9%	12.7%	2,706,412	21,630,870
Social				
Poverty Level (of all people)	12.6%	12.8%	4,853,434	40,910,326
Households Receiving Food Stamps/SNAP	9.0%	11.4%	1,183,873	13,892,407
Enrolled in Grade 12 (% of total population)	1.5%	1.3%	576,714	4,358,865
Disconnected Youth ³	1.9%	2.5%	38,451	433,164
Children in Single Parent Families (% of all children)	32.8%	34.0%	2,796,858	23,628,508
Uninsured	7.2%	8.7%	2,806,173	28,058,903
Speak English Less Than Very Well (population 5 yrs and over)	17.4%	8.2%	6,432,102	25,312,024

Source: [JobsEQ®](https://www.chmuraecon.com/jobseq)

1. American Community Survey 2016-2020, unless noted otherwise

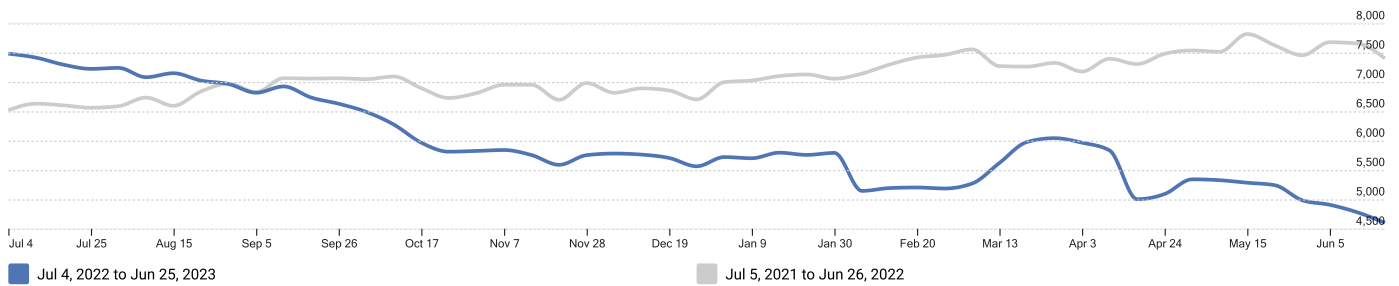
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

RTI (Job Postings)

Active Job Ads by Date





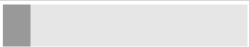

Occupations

SOC	Occupation	Active Job Ads
11- 1021.00	General and Operations Managers	17,001
11- 1011.00	Chief Executives	9,172
11- 9199.02	Compliance Managers	2,257
25- 1011.00	Business Teachers, Postsecondary	2,242
11- 9199.00	Managers, All Other	2,025
11- 9199.08	Loss Prevention Managers	1,222
11- 1011.03	Chief Sustainability Officers	272
11- 9199.01	Regulatory Affairs Managers	213
11- 9199.11	Brownfield Redevelopment Specialists and Site Managers	107
11- 9199.09	Wind Energy Operations Managers	102

Locations

Location	Active Job Ads
Los Angeles, California	2,101
San Francisco, California	2,098
San Diego, California	996
San Jose, California	717
Sacramento, California	714
Irvine, California	444

Locations

Location	Active Job Ads	
Oakland, California	388	
University of Southern California (USC)	272	
Santa Clara, California	239	
Fresno, California	206	

Employers

Employer Name	Active Job Ads	
CVS	840	
HomeDepot	439	
Los Angeles, California	381	
CBRE	252	
United Health Group	247	
PACIFIC DENTAL SERVICES	189	
University of Southern California	182	
Meta	171	
Del Taco LLC	151	
Burger King	133	

Certifications

Certificate Name	Active Job Ads	
Driver's License	820	
Certification in Cardiopulmonary Resuscitation (CPR)	405	
Certified Public Accountant (CPA)	342	
First Aid Certification	286	
Project Management Professional (PMP)	268	
Secret Clearance	155	
Associate Service Executive (ASE)	126	
Licensed Professional Engineer	69	
Certified Information Systems Security Professional (CISSP)	67	
Certified Information Systems Auditor (CISA)	66	

Hard Skills

Skill Name	Active Job Ads	
Microsoft Excel	5,380	
Microsoft Office	5,108	
Microsoft PowerPoint	2,670	
Microsoft Outlook	2,173	
Finance	2,048	
Presentation	2,024	
Operations Management	1,700	
Microsoft Word	1,661	
Performance Management	1,327	
Change Management	1,313	

Soft Skills

Skill Name	Active Job Ads	
Communication (Verbal and written skills)	23,263	
Supervision/Management	15,301	
Cooperative/Team Player	14,891	
Leadership	8,097	
Problem Solving	7,502	
Customer Service	7,490	
Analytical	7,115	
Organization	6,691	
Interpersonal Relationships/Maintain Relationships	6,019	
Detail Oriented/Meticulous	5,311	

Job Titles

Job Title	Active Job Ads	
General Manager	2,009	
Operations Manager	1,837	
Unclassified	960	
Operations Manager-CA	516	
Assistant General Manager	506	
Asset Protection Specialist	443	
Area Manager	278	
Executive Director	214	
Director of Operations	194	
Chief Financial Officer	149	

Job Types

Type	Active Job Ads	
Full-Time	20,398	
Remote	2,618	
Permanent	2,431	
Part-Time	1,417	
Temporary (unspecified)	688	
Temporary (long-term)	114	
Temporary (short-term)	48	
Temp-to-Hire	42	
Remote Not Indicated	32,009	

Programs

Program Name	Active Job Ads	
Business Administration	3,065	
Business	2,833	
Engineering	1,786	
Finance	1,126	
Accounting	852	
Computer Science	670	
Economics	652	
Marketing	610	
Public Administration	546	
Business Management	494	

Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	13,846	
High school diploma or equivalent	4,237	
Master's degree	1,726	
Associate's degree	921	
Doctoral or professional degree	674	
Unspecified/other	13,223	

California Regional Map



FAQ

What is CIP?

The 2010 Classification of Instructional Programs (CIP) is taxonomy of instructional program classifications and descriptions. It was developed and has been updated by the U.S. Department of Education's National Center for Education Statistics (NCES).

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

What is the source of the job ads?

Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 06/29/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.

What is the program-to-occupation crosswalk?

Training programs are classified according to the Classification of Instructional Programs (CIP codes). For relating training programs, this report uses a modified version of the CIP to SOC crosswalk from the National Center for Education Statistics (NCES). While this is a very helpful crosswalk for estimating occupation production from training program awards data, the crosswalk is neither perfect nor comprehensive. Indeed, it is hard to imagine such a crosswalk being perfect since many training program graduates for one reason or another do not end up employed in occupations that are most related to the training program from which they graduated. Therefore, the education program analyses should be considered in this light.

As an example of the many scenarios that may unfold, consider a journalism degree that crosswalks into three occupations: editors, writers, and postsecondary communications teachers. Graduates with a journalism degree may get a job in one of these occupations—and that may be the most-likely scenario—but a good number of these graduates may get a job in a different occupation altogether (the job may be somewhat related, such as a reporter, or the job may be totally unrelated, such as a real estate agent). Furthermore, a graduate may stay in school or go back to school for a degree that will lead to other occupation possibilities. Still another possibility includes the graduate not entering the labor market (maybe being unemployed, being a non-participant, or moving to another region).

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth

demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an occupation (or industry) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

About This Report

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