

BUSINESS & ENTREPRENEURSHIP

San Diego and Imperial Counties



DID YOU KNOW?

Entrepreneurs reported the following skills to be most useful when starting a business: social media, marketing, accounting, Information Technology (IT), and employee recruiting.



4% (9,295)

5-year projected
job growth



\$91,480

average earnings
per job



**Sample of
Local Business
& Employer
Resources**

Chambers of
Commerce

CONNECT San Diego

Economic
Development
Councils

Small Business
Development Center
in San Diego &
Imperial County
(SBDC)

SCORE Mentors
San Diego

Veterans Business
Outreach Center
(VBOC)

Women's Business
Center of California

ARE YOU INTERESTED IN...?

- Owning your own business
- Using software to track taxes, investments, and assets
- Managing a team of employees
- Working with financial records to make sure everything adds up
- Understanding how local, state, national and global economies work

DO YOU...?

- Enjoy working with numbers
- Like to read business/financial information
- Like making presentations
- Like to follow the stock market
- Want to develop skills that are transferable to any business
- Enjoy solving problems



CAREER PATHWAYS & SALARY INFO

Minimum Education	Career Pathways	Hourly Rate (Salary)*
HS Diploma + Postsecondary Training (e.g., Certificate)	Executive Secretaries and Executive Administrative Assistants	\$25 (\$52K)
	First-Line Supervisors of Office and Administrative Support Workers	\$22 (\$46K)
	Tax Preparers	\$17 (\$35K)
	Customer Service Representatives	\$14 (\$29K)
Associate Degree or Higher	Human Resources Assistants	\$18 (\$37K)
	Accountants and Auditors	\$28 (\$58K)
	Training and Development Specialists	\$25 (\$52K)
	Marketing Managers	\$44 (\$92K)

*Entry-level hourly rates have been rounded up and salaries are provided as examples of what workers would make if they worked full-time (2080 hours a year)

NOT SURE WHAT YOU'RE INTERESTED IN?

Take the Interest Profiler on the California Career Zone (cacareerzone.org)! It will help you explore occupations based on your interests. A career counselor at your school can help you further assess your career interests.

HOW TO FIND OUT MORE ABOUT CAREERS

- Talk to your teachers and counselors about doing career exploration, about career pathways at your school, and about community college programs and tours
- Talk to family, neighbors, and mentors about their education path and about how they chose their career
- To learn about career paths in any industry and the community colleges that offer these programs, visit CareerEd.org



Visit CareerEd.org to find community college programs in Business & Entrepreneurship.