

# BUSINESS & ENTREPRENEURSHIP

San Diego County 2022



## 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.



**1% (4,240)**

5-year projected  
job growth



**\$85,684**

average earnings  
per job



**Sample of Local  
Associations,  
Chambers  
& Employer  
Resources**

Chambers of  
Commerce

CONNECT San Diego

Economic  
Development  
Councils

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

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)	Customer Service Representatives	\$16 (\$33K)
	Billing and Posting Clerks	\$17 (\$35K)
	First-Line Supervisors of Office and Administrative Support Workers	\$23 (\$48K)
	Executive Secretaries and Executive Administrative Assistants	\$25 (\$52K)
Associate Degree or Higher	Human Resources Assistants	\$19 (\$40K)
	Accountants and Auditors	\$28 (\$58K)
	Training and Development Specialists	\$28 (\$58K)
	Marketing Managers	\$43 (\$89K)

\*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 (<https://www.cacareerzone.org/ip/>)! It will help you explore goals 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 career exploration, career pathways at your school, and community college career education programs.
- Talk to family, neighbors, and mentors about their education path and about how they chose their career.
- To find the programs at the community colleges that align to the high school CTE pathways, visit <https://programfinder.com/>.
- To learn about the career education programs offered at the community colleges, visit <https://careered.org/college-program-finder/>.



Visit [CareerEd.org](https://CareerEd.org) to find community college programs in Business & Entrepreneurship.