

# BUSINESS & ENTREPRENEURSHIP

Imperial County



## DID YOU KNOW?

The Business and Entrepreneurship sector is a critical component of any economy, as it generates employment opportunities, contributes to economic growth, and provides goods and services that meet the needs and demands of society. Companies reported the following essential-skills to be most useful when entering the sector: communication, teamwork, problem solving, adaptability, time management, attention to detail, customer service, and critical thinking. In terms of technical skills required, many business managers prefer candidates to have an understanding of accounting, Information Technology (IT), social media, marketing, and employee recruiting.



**11% (629)**

5-year projected job growth



**\$48,561**

average earnings per job



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

Farmers Insurance

First Foundation Bank

Garlan's, Inc.

Hutchinson and Bloodgood LLP

Imperial Valley Economic Development Corporation

Imperial Valley Regional Chamber of Commerce

Imperial Valley Small Business Development Center

Payless Auto Insurance Broker

Stewart Title of California, Inc.

Wells Fargo

## ESSENTIAL SKILLS:

- Working with computers
- Documenting and recording information
- Active listening
- Speaking, writing skills: negotiating, persuading
- Working with others
- Building and maintaining relationships
- Working for yourself
- Working with software
- Understanding the economy
- Data entry
- Customer service
- Management skills
- Detail oriented
- Self-starter
- Solving problems

## SPECIALIZATIONS:

- Accountants
- Marketing Managers
- Sales Reps
- Auditors

*\*Labor market data derived from Lightcast 2023.3; QCEW, Non-QCEW, Self-Employed; 2022-2027 projections.*



## CAREER PATHWAYS & SALARY INFO

Minimum Education	Career Pathways	Hourly Rate (Salary)*
HS Diploma + Postsecondary Training (e.g., Certificate)	Customer Service Representatives	<b>\$16</b> (\$33K)
	Payroll and Timekeeping Clerks	<b>\$16</b> (\$33K)
	Insurance Sales Agents	<b>\$17</b> (\$35K)
	Property, Real Estate, and Community Association Managers	<b>\$20</b> (\$42K)
	Executive Secretaries and Executive Administrative Assistants	<b>\$28</b> (\$58K)
Associate Degree or Higher	Training and Development Specialists	<b>\$20</b> (\$42K)
	Market Research Analysts and Marketing Specialists	<b>\$21</b> (\$44K)
	Sales Managers	<b>\$27</b> (\$56K)
	Management Analysts	<b>\$29</b> (\$60K)
	Lawyers	<b>\$40</b> (\$83K)

\*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/>)! 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 learn more about the career education programs offered at the community colleges or to find the programs that align to the high school CTE pathways or adult schools, visit <https://careered.org/k14-program-finder/>.



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