

BUSINESS & ENTREPRENEURSHIP

San Diego 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.



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



8% (24,685)

5-year projected job growth



\$86,006

average earnings per job



Sample of Local Associations, Chambers & Employer Resources

California Women's Business Center

Chambers of Commerce

CONNECT San Diego

Economic Development Councils

San Diego Regional Economic Development Corporation

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

U.S. Small Business Administration - San Diego District

Veterans Business Outreach Center (VBOC)



CAREER PATHWAYS & SALARY INFO

| Minimum Education | Career Pathways | Hourly Rate (Salary)* |
|---|--|-----------------------|
| HS Diploma + Postsecondary Training (e.g., Certificate) | Billing and Posting Clerks | \$19 (\$40K) |
| | Real Estate Sales Agents | \$20 (\$42K) |
| | Payroll and Timekeeping Clerks | \$23 (\$48K) |
| | Legal Secretaries and Administrative Assistants | \$25 (\$52K) |
| | Claims Adjusters, Examiners, and Investigators | \$30 (\$62K) |
| Associate Degree or Higher | Human Resources Assistants, Except Payroll and Timekeeping | \$20 (\$42K) |
| | Loan Officers | \$21 (\$44K) |
| | Buyers and Purchasing Agents | \$29 (\$60K) |
| | Accountants and Auditors | \$31 (\$64K) |
| | Marketing Managers | \$52 (\$108K) |

*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.