

College of Business and Economics: 2020 Occupational Trends and Outlook

Overview

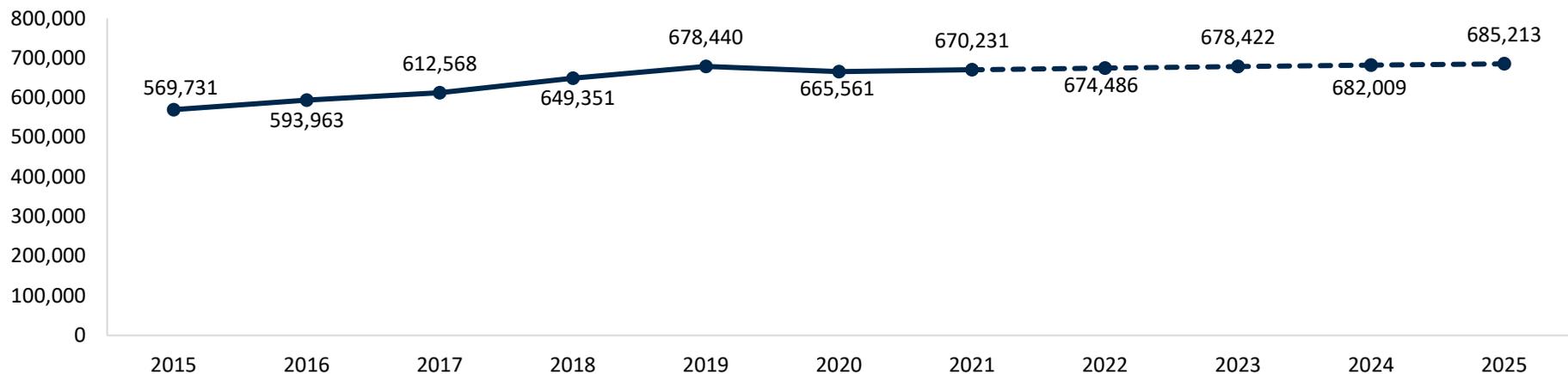
The [CSUF 2020 Occupational Trends and Outlook](#) report examines trends and outlook in occupations within the counties surrounding California State University, Fullerton (CSUF), and compares trends for occupations that can be served by CSUF, at the University level, to those that are not served by CSUF. The trend shows an 8% growth in jobs from 2015 to 2019 before experiencing a 7% decrease in jobs in 2020, which coincides with the COVID-19 pandemic. Though job recovery is expected, its growth is projected to be slow, at 2.6%, between 2020 and 2025. Similar trends are observed when looking at jobs by typical level of entry education: Bachelor's, Master's and Doctoral or professional degree.

This report looks more closely at the trend in jobs that can be served by CSUF's College of Communications. The data for this report have been compiled by Economic Modeling (EMSI), which utilizes various labor market data from government sources (e.g., US Census Bureau, Bureau of Labor Statistics), as well as real-time labor market data (e.g., job advertisements posted by employers, online profiles and resumes created by job seekers and students). The report utilizes the program-to-occupation mapping Emsi developed based on the CIP-to-SOC crosswalk developed by the National Center for Education Statistics and the U.S. Bureau of Labor Statistics¹. To identify jobs that the College can serve, each CIP is mapped to SOC codes for which its programs can prepare students.

Trend in Jobs Served by CSUF at the College Level: College of Business and Economics

Figure 1 shows a projected increase in jobs that require at least a Bachelor's degree that can be served by students who graduate from CSUF's College of Business and Economics. Overall, the number of jobs served by the College increased by 19% between 2015 and 2019 before facing a 2% decrease in 2020. Job growth is projected to be gradual, at 3%, between 2020 and 2025.

Figure 1. Trend in Jobs that Require at Least a Bachelor's Degree Served by the College of Business and Economics, 2015-2025



¹ Please note this crosswalk may not entirely reflect the career pathways that are relevant for the College's graduates. Please feel free to consult with the Office of Assessment and Institutional Effectiveness to revise this report with CIP-to-SOC mappings that more accurately reflect career pathways for students served by the College.

Trends in Jobs that Require a Bachelor's Degree

Figure 2 shows a projected increase in jobs that require a Bachelor's degree that can be served by students who graduate from CSUF's College of Business and Economics. The number of jobs served by the College increased by 19% between 2015 and 2019 before experiencing a slight 2% decrease in 2020. Job growth is anticipated between 2020 and 2025, by 3%.

Figure 2. Trend in Jobs that Require a Bachelor's Degree Served by College of Business and Economics, 2015-2025

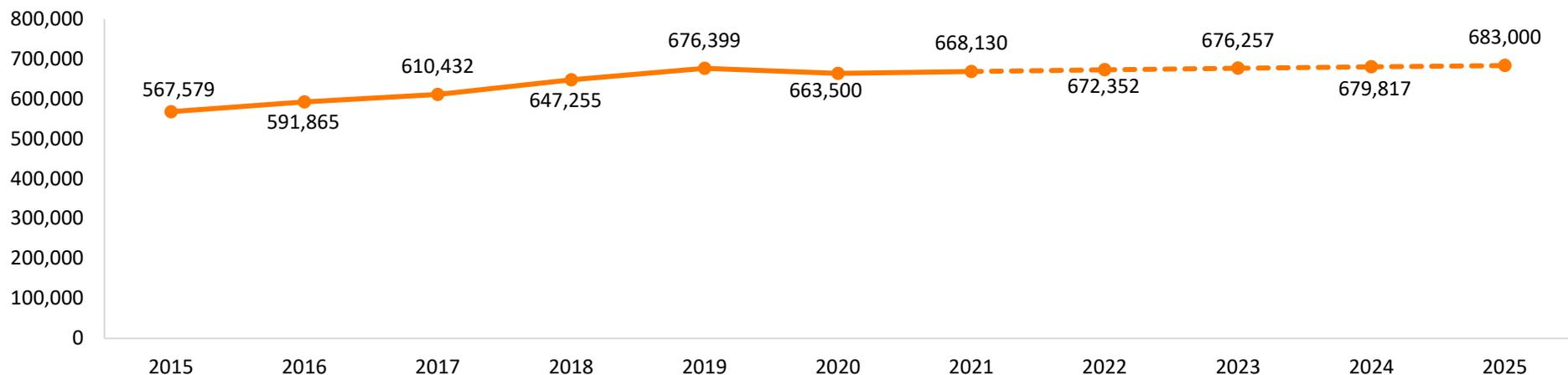


Table 1. Jobs that Require Bachelor's Degree Served by College of Business and Economics, 2015-2025

SOC	Occupation	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
11-1011	Chief Executives	14,290	13,730	13,100	12,288	12,564	11,329	11,198	11,078	10,966	10,861	10,766
11-1021	General and Operations Managers	116,713	115,063	112,237	112,976	115,585	109,204	109,666	110,110	110,539	110,949	111,364
11-2021	Marketing Managers	10,767	11,524	12,227	13,794	14,984	15,214	15,229	15,247	15,265	15,282	15,309
11-2022	Sales Managers	33,693	33,854	33,721	33,369	33,990	30,824	30,498	30,242	30,041	29,873	29,804
11-3021	Computer and Information Systems Managers	16,050	17,058	18,384	20,621	23,338	24,153	24,343	24,507	24,653	24,777	24,871
11-3031	Financial Managers	31,927	32,002	34,043	37,885	41,144	39,865	40,305	40,728	41,127	41,498	41,867
11-3121	Human Resources Managers	6,909	7,354	7,815	8,471	8,880	8,762	8,793	8,823	8,852	8,880	8,906
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	19,830	23,245	26,344	29,699	30,380	29,661	29,755	29,837	29,919	29,987	30,069
13-1071	Human Resources Specialists	23,552	25,556	26,991	29,440	31,415	31,356	31,663	31,945	32,199	32,436	32,649
13-1111	Management Analysts	32,533	33,288	32,897	32,631	32,926	32,831	33,237	33,585	33,899	34,178	34,392

SOC	Occupation	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
13-1161	Market Research Analysts and Marketing Specialists	33,071	36,489	37,105	38,373	39,501	38,179	38,701	39,197	39,667	40,106	40,525
13-1198	Project Management Specialists and Business Operations Specialists, All Other	58,013	62,996	70,837	82,513	90,262	93,829	94,441	94,981	95,467	95,902	96,254
13-2011	Accountants and Auditors	68,519	68,850	67,382	68,407	69,061	67,316	67,360	67,419	67,486	67,551	67,653
13-2031	Budget Analysts	3,316	3,046	2,908	2,741	2,348	2,103	2,118	2,128	2,139	2,148	2,155
13-2041	Credit Analysts	3,466	3,527	3,556	3,500	3,173	2,993	2,963	2,934	2,908	2,882	2,858
13-2061	Financial Examiners	1,822	1,903	1,853	1,894	1,906	1,931	1,957	1,978	1,996	2,012	2,023
13-2081	Tax Examiners and Collectors, and Revenue Agents	2,217	2,140	2,055	1,936	1,888	1,859	1,879	1,896	1,909	1,920	1,926
13-2098	Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists, All Other	20,146	21,242	22,533	23,824	25,000	24,368	24,466	24,550	24,621	24,680	24,729
15-1212	Information Security Analysts	2,717	2,833	2,922	2,895	3,246	3,428	3,556	3,677	3,788	3,886	3,973
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	46,064	50,287	51,525	55,347	60,337	62,554	64,055	65,374	66,556	67,622	68,438
15-1299	Computer Occupations, All Other	13,660	17,860	22,327	26,732	26,584	24,009	24,117	24,205	24,278	24,341	24,380
19-1029	Biological Scientists, All Other	2,363	2,518	2,713	3,039	2,863	2,770	2,782	2,791	2,797	2,800	2,800
19-2041	Environmental Scientists and Specialists, Including Health	4,393	3,975	3,568	3,414	3,542	3,455	3,504	3,548	3,587	3,623	3,650
19-4061	Social Science Research Assistants	1,154	1,186	1,085	1,105	1,146	1,222	1,251	1,277	1,299	1,318	1,334
43-9111	Statistical Assistants	394	338	306	359	337	287	292	296	300	303	305
	Total	567,579	591,865	610,432	647,255	676,399	663,500	668,130	672,352	676,257	679,817	683,000

Trend in Jobs that Require a Master's Degree

Figure 3 shows a projected increase in jobs that require a Master's degree that can be served by students who graduate from CSUF's College of Business and Economics. The number of jobs served by the College in 2019 dropped below the number of jobs served in 2015, by 5 percentage points, before slowly recovering in 2020 wherein the number of jobs slightly grew by 2%. Job growth is projected to continue between 2020 and 2025, by 7%.

Figure 3. Trend in Jobs that Require Master's Degree Served by College of Business and Economics, 2015-2025

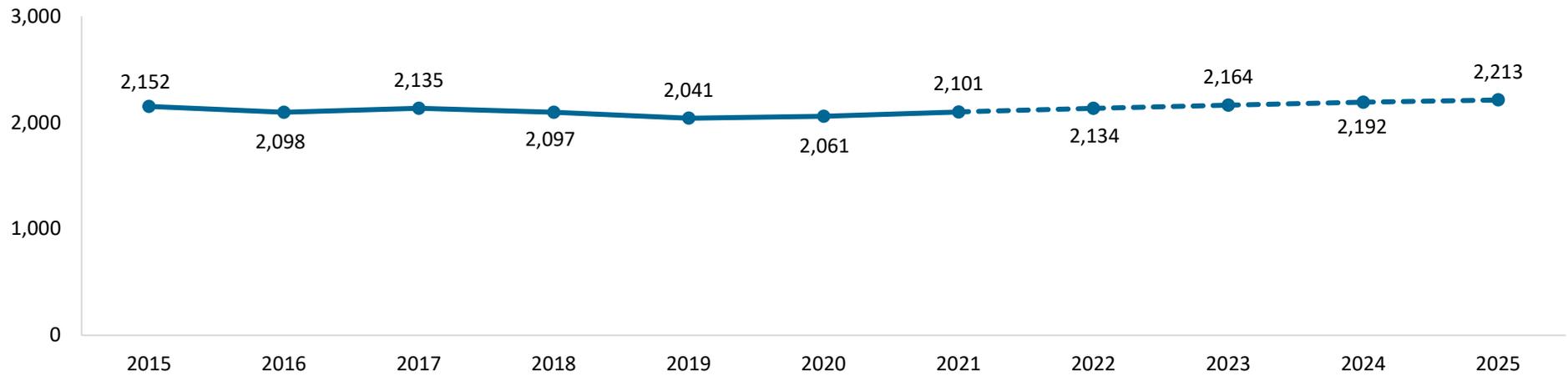


Table 2. Jobs that Require Master's Degree Served by College of Business and Economics, 2015-2025

SOC	Occupation	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
15-1221	Computer and Information Research Scientists	1,002	1,081	1,131	1,206	1,175	1,234	1,257	1,276	1,293	1,308	1,319
19-3011	Economists	504	526	554	536	605	583	599	612	624	636	645
19-3022	Survey Researchers	645	491	450	355	262	244	245	246	248	248	248
Total		2,152	2,098	2,135	2,097	2,041	2,061	2,101	2,134	2,164	2,192	2,213