



International Business Occupations

Riverside-San Bernardino-Ontario MSA (Riverside and San Bernardino County combined)

Occupation Definitions and Reported Job Titles

General and Operations Managers (11-1021)

Plan, direct, or coordinate the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services.

Sample of reported job titles: Business Manager, Facilities Manager, Facility Manager, General Manager (GM), Operations Director, Operations Manager, Plant Manager, Plant Superintendent, Production Manager, Store Manager

Marketing Managers (11-2021)

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

Sample of reported job titles: Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager

Wholesale and Retail Buyers, Except Farm Products (13-1022)

Buy merchandise or commodities, other than farm products, for resale to consumers at the wholesale or retail level, including both durable and nondurable goods. Analyze past buying trends, sales records, price, and quality of merchandise to determine value and yield. Select, order, and authorize payment for merchandise according to contractual agreements. May conduct meetings with sales personnel and introduce new products. Includes assistant wholesale and retail buyers of nonfarm products.



Sample of reported job titles: Buyer, Category Manager, Grocery Buyer, Merchandise Manager, Procurement Specialist, Product Manager, Purchaser, Purchasing Coordinator, Retail Buyer, Trader

Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)

Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least 2 years of post-secondary education.

Sample of reported job titles: Account Development Manager, Account Executive, Account Manager, Channel Sales Director, Distribution Sales Manager, Inside Sales Representative, Marketing Representative, Sales Director, Sales Manager, Sales Representative

Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)

Sell goods for wholesalers or manufacturers to business or groups of individuals. Work requires substantial knowledge of items sold.

Sample of reported job titles: Account Executive, Account Manager, Outside Sales, Outside Sales Representative, Sales, Sales Consultant, Sales Director, Sales Rep, Sales Representative, Salesman

Cargo and Freight Agents (43-5011)

Expedite and route movement of incoming and outgoing cargo and freight shipments in airline, train, and trucking terminals, and shipping docks. Take orders from customers and arrange pickup of freight and cargo for delivery to loading platform. Prepare and examine bills of lading to determine shipping charges and tariffs.

Sample of reported job titles: Cargo Agent, Documentation Clerk, Drop Shipment Clerk, Freight Broker, Intermodal Dispatcher, International Coordinator, Load Planner, Logistics Coordinator, Logistics Service Representative, Operations Manager

Job Opportunities

In the Riverside-San Bernardino-Ontario MSA, international business related occupations are expected to increase 11% between 2015 and 2020. Nearly 9,000 international business job opportunities will be available over the five-year projection period due to new job growth in this occupation group and replacement need (e.g. retirements), or nearly 1,800 jobs openings each year during the five-year time frame. As shown in the table below, general and operations managers is the occupation with the most annual job openings. Cargo and freight agents will be the fastest growing jobs, increasing by 32 percent in the two-county region.

Exhibit 1: 5-year projections for international business occupations in the Riverside-San Bernardino-Ontario MSA

Occupations	2015 Jobs	2020 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Annual Openings
General and Operations Managers (11-1021)	20,778	22,889	2,111	10%	4,911	982
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	13,253	14,731	1,478	11%	2,991	598
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	1,529	1,700	171	11%	351	70
Wholesale and Retail Buyers, Except Farm Products (13-1022)	1,059	1,178	119	11%	299	60
Marketing Managers (11-2021)	1,051	1,149	98	9%	230	46
Cargo and Freight Agents (43-5011)	420	554	134	32%	215	43
Total	38,089	42,202	4,113	11%	8,996	1,799

Source: EMSI Class of Worker 2017.1

Earnings

In the Riverside-San Bernardino-Ontario MSA, the average entry-level wage for international business related occupations is \$18.71 per hour, above the MIT Living Wage estimate of \$11.75 per hour for a single adult living in the Riverside-San Bernardino-Ontario MSA. The average annual earnings for these occupations are \$88,754 per year, assuming full-time employment.

Exhibit 2: Earnings for international business occupations in the Riverside-San Bernardino-Ontario MSA

Occupations (SOC)	Entry Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings	Avg. Annual Earnings
Marketing Managers (11-2021)	\$27.20	\$45.57	\$86.85	\$107,973
General and Operations Managers (11-1021)	\$21.27	\$42.26	\$89.15	\$106,662
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	\$18.60	\$29.52	\$59.49	\$71,760
Wholesale and Retail Buyers, Except Farm Products (13-1022)	\$17.03	\$23.95	\$37.28	\$56,971
Cargo and Freight Agents (43-5011)	\$14.65	\$18.91	\$31.81	\$43,077
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	\$14.28	\$26.32	\$50.72	\$65,062
Average Wages	\$18.71	\$35.53	\$72.45	\$88,754

Source: EMSI Class of Worker 2017.1 Entry Hourly is 10th percentile wage, median is 50th percentile wage, experienced is 90th percentile wage.

Online Job Ads, Top Employers, Skills, and Education

Across the full-year 2016, there were a total of 9,918 online job ads for international business related occupations in the Riverside-San Bernardino-Ontario MSA. Nearly 71% of the job listings were for sales representatives, wholesale and manufacturing, except technical and scientific products (7,015 ads). Please note, a single job ad does not equal a job opening, an employer may post a job ad for multiple openings or post multiple job ads for a single opening.

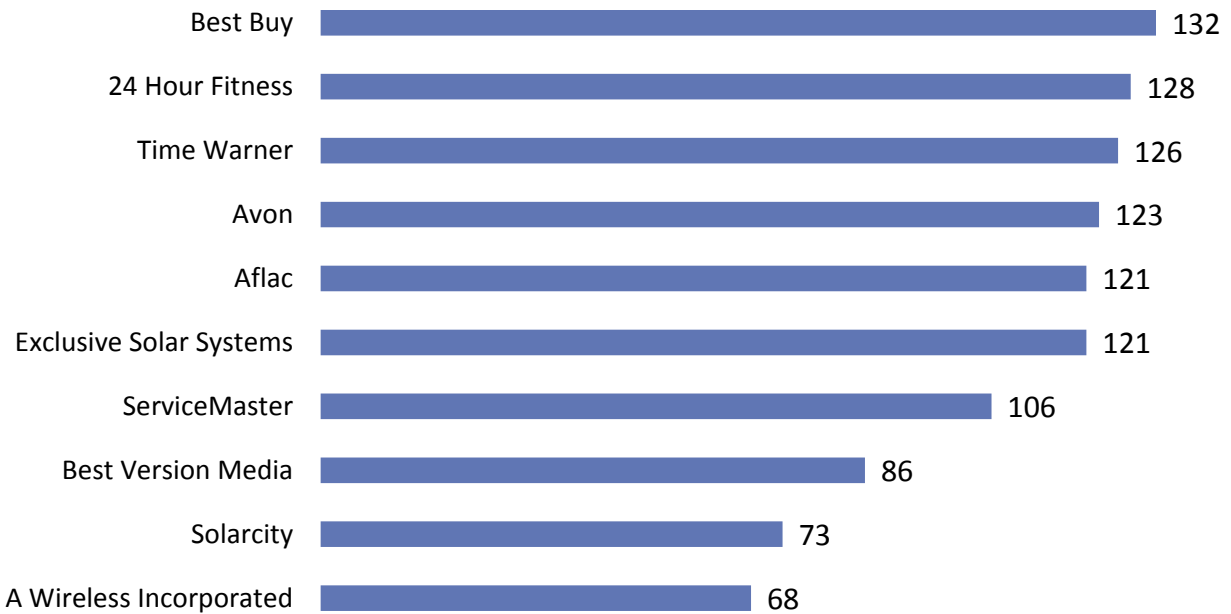
Exhibit 3: 2016 Job ads for international business occupations (n=9,918)

Occupations	Job ads, Full-Year 2016
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	7,015
General and Operations Managers (11-1021)	1,426
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	874
Marketing Managers (11-2021)	515
Cargo and Freight Agents (43-5011)	64
Wholesale and Retail Buyers, Except Farm Products (13-1022)	24

Source: Burning Glass

Exhibit 4 lists the top employers hiring international business occupations. Top employers included: Best Buy, 24 Hour Fitness, Time Warner, and Avon. Only 65% of job ads included the name of the employer. The top ten worksite cities in the two-county region for the international business occupations were Riverside, Ontario, San Bernardino, Rancho Cucamonga, and Corona.

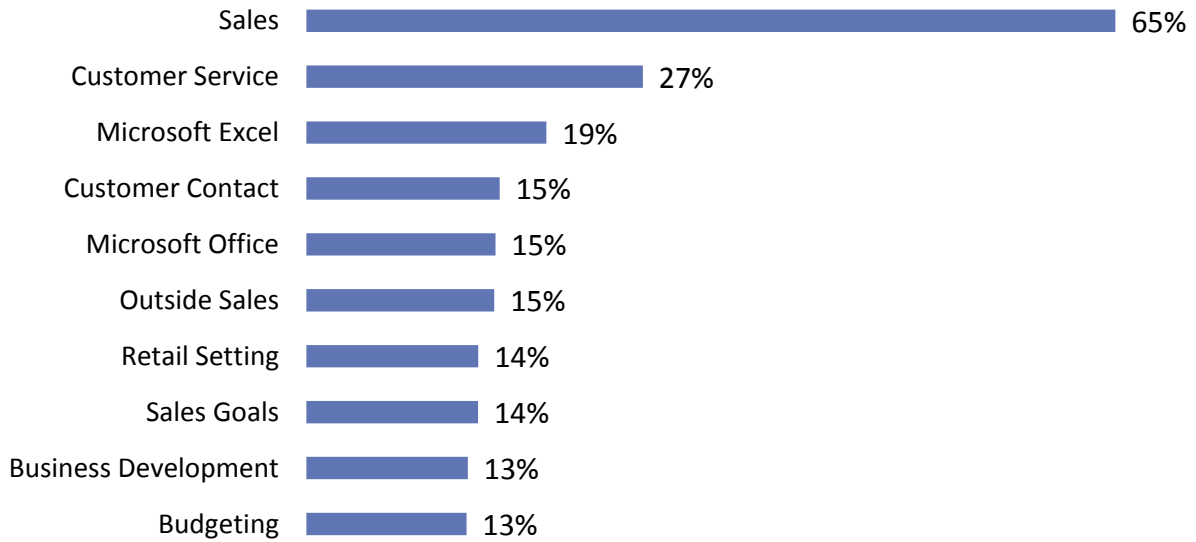
Exhibit 4: Top employers from job ads in 2016 for international business occupations in the Riverside-San Bernardino-Ontario MSA (n=6,255)



Source: Burning Glass

Exhibit 5 lists the top 10 skills mentioned in job ads for international business occupations. Top skills include: sales, customer service, and Microsoft Excel.

Exhibit 5: Top skills from job ads in 2016 for international business occupations in the Riverside-San Bernardino-Ontario MSA (n=7,276)

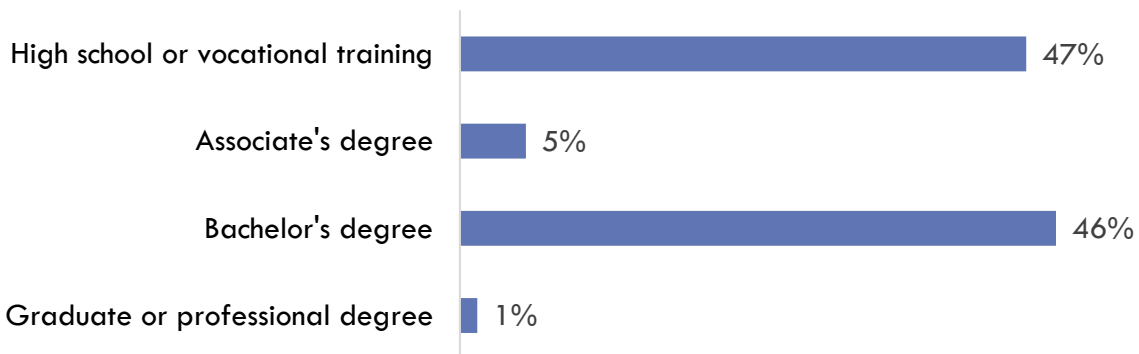


Source: Burning Glass

Exhibit 6 displays the education requirement to employers requested in online job ads or all the occupations in the international business occupations group. The majority of employers were looking for a candidate with a high school education or vocational training or a Bachelor’s degree in 2016.

According to the Bureau of Labor Statistics, two of the international business occupations require a minimum of a high school diploma or equivalent to enter employment: sales representatives, wholesale and manufacturing, except technical and scientific products; and cargo and freight agents. The other occupations require a least a bachelor’s degree for employment: general and operations managers; marketing managers; wholesale and retail buyers, except farm products; sales representatives, wholesale and manufacturing, technical and scientific products.

Exhibit 6: Minimum advertised education requirements in 2016 for international business occupations in the Riverside-San Bernardino-Ontario MSA (n=4,742)



Source: Burning Glass

Student Completions

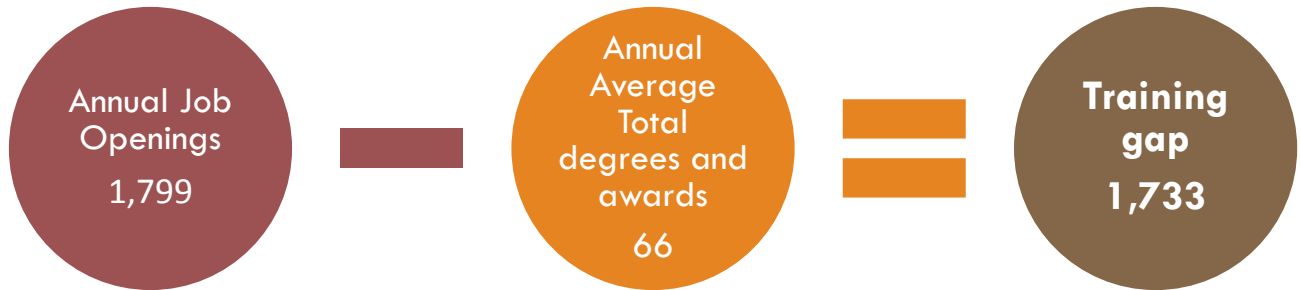
Exhibit 7 shows the projected 2015 to 2020 annual job openings for the occupations in Exhibit 1 with the associated TOP6 programs. Exhibit 7 also shows the annual average regional community college awards (Associate’s degree, certificates, or other awards) and the total annual average awards for education institutions outside the California Community Colleges system for the three academic years between 2012 and 2015. Please note, an award is not equivalent to a single person in search of a job opening since students may earn more than one award, such as a degree in addition to a certificate.

Exhibit 8 displays a training gap of 1,733 jobs for occupations in cluster in the two-county region.

Exhibit 7: Annual job openings and student Completions for international business occupation programs in Riverside-San Bernardino-Ontario MSA

TOP6	TOP6 Title	Annual Job Openings 2015 to 2020	Annual Avg. Associate Degrees (2012-15)	Annual Avg. Certificates or Other Credit Awards (2012-15)	Total Other Edu. Institutions Annual Avg. Awards (2012-15)
050800	International Business and Trade	1,799	0	9	0
050970	Marketing Manager		-	-	-
051000	Cargo and Freight Agents		12	16	29
Total			66		

Exhibit 8: Training gap for international business occupations in the Riverside-San Bernardino-Ontario MSA



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