



An evaluation of employer demand for graduates from the existing [BS in Business](#) program at Western Oregon University in both regional and national markets, and student demand for similar programs.

Analysis Includes:

- Job Posting Trends
- Top Titles
- Top Skills
- Top Employers
- Top Industries
- Top Cities
- Experience Levels
- Education Levels
- Degree Completion Trends

The analysis considered demand in:

- Regional
- National

### *Next Steps*

Following this analysis, the requesting partner will:

- Receive a final report addressing credential design and curricular recommendations.

## Market Concentration May Undermine Strong Student and Employer Demand Warranting Caution for Program Growth

### *Preliminary Program Outlook*

**Historical employer demand trends suggest strong need for bachelor’s-level business professionals although regional employment projections warrant caution.** Between July 2019 and June 2022, regional and national employer demand growth for relevant professionals outpaced employer demand growth for all bachelor’s-level professionals each month on average (i.e., 1.52% vs. 1.32% regionally and 1.88% vs. 1.72% nationally). Across the past 12 months, employers in both regions advertised a high number of relevant job postings (i.e., 386,114 and 2,187,463 job postings, respectively). However, only one of the top five most relevant occupational categories regionally and two nationally are projected to increase faster than the average of all occupations across the next 10 years. Despite uncertain relevant occupational growth, overall strong historical job posting trends point to a robust labor market for program graduates.

**While growing student demand highlights opportunity for growth, market concentration warrants caution.** Across the 2015-16 and 2019-20 academic years, relevant degree completions fluctuated but ultimately increased on average annually in both regions, outpacing the growth in institutions reporting relevant completions (i.e., 1.82% vs. 0.34% and 0.44% vs. -2.46%, respectively). However, dominant competitors captured a disproportionate share of the market in each region. Moreover, all top 10 institutions in both regions reported completions substantially higher than the median during the 2019-20 academic year (i.e., 54 median completions compared to 1,007 to 2,374 reported completions regionally and 41 median completions compared to 1,443 to 5,614 reported completions nationally). Market concentration may threaten program expansion at Western Oregon University as top competitors in each market captured fluctuating student demand.

**Across the analyzed period, Western Oregon University maintained 0.46% market share of both regional and national markets and increased reported completions from 140 to 150. The next phase of the research will provide administrators recommendations to capitalize on student demand growth and compete in a challenging market.**

### *Research Limitations*

As institutions self-report degree completions data, the analyzed CIP code may not fully capture completions for all comparable programs in the profiled region.

## Regional Analysis of Job Postings for Bachelor's-Level Business Professionals

Regional employer demand trends suggest strong need for program graduates. Employers posted a high number of relevant job postings in the last 12 months (i.e., 386,114 job postings). Across July 2019 to June 2022, average monthly growth in demand for relevant professionals outpaced growth for bachelor's-level professionals overall (i.e., 1.52% vs. 1.32%, respectively). These historical trends indicate program graduates will face a robust and growing labor market in the coming months.

**+1.52%**

**66,448 job postings**

**386,114 job postings**

### Average Monthly Demand Growth

July 2019 - June 2022, Regional Data

- Average monthly growth of 1038 postings.
- During the same period, demand for all bachelor's-level professionals grew 1.32%.

### Average Monthly Demand

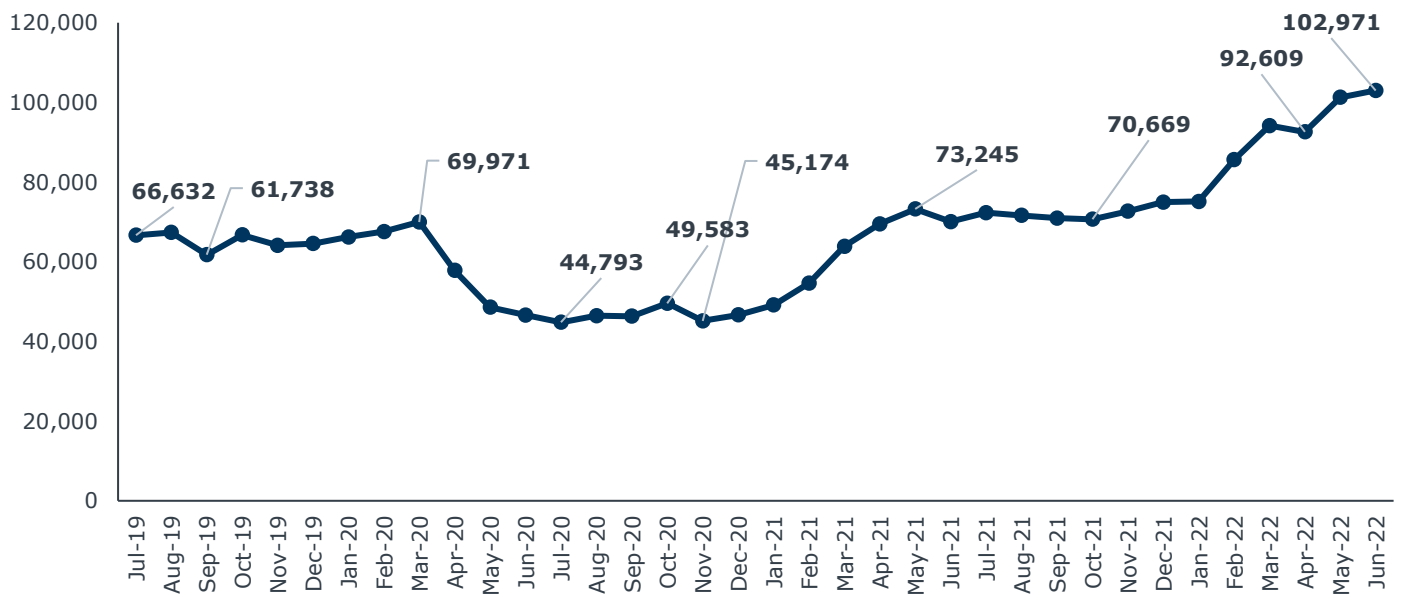
July 2019 - June 2022, Regional Data

### Relevant Jobs Posted in the Past Year

July 2021 - June 2022, Regional Data

### Job Postings for Bachelor's-Level Business Professionals over Time

July 2019 - June 2022, Regional Data



Source: EAB analysis. Lightcast Analyst.

## National Analysis of Job Postings for Bachelor's-Level Business Professionals

Similarly, national employer demand trends suggest strong need for program graduates. Across the past year, employers advertised a high number of relevant job postings (i.e., 2,187,463 job postings). Additionally, growth in demand for relevant professionals outpaced demand growth for all bachelor's-level professionals each month on average (i.e., 1.88% vs. 1.72%, respectively). Taken together, program graduates will enter a favorable labor market.

**+1.88%**

### Average Monthly Demand Growth

July 2019 - June 2022, National Data

- Average monthly growth of 7,187 postings.
- During the same period, demand for all bachelor's-level professionals grew 1.72%.

**362,008 job postings**

### Average Monthly Demand

July 2019 - June 2022, National Data

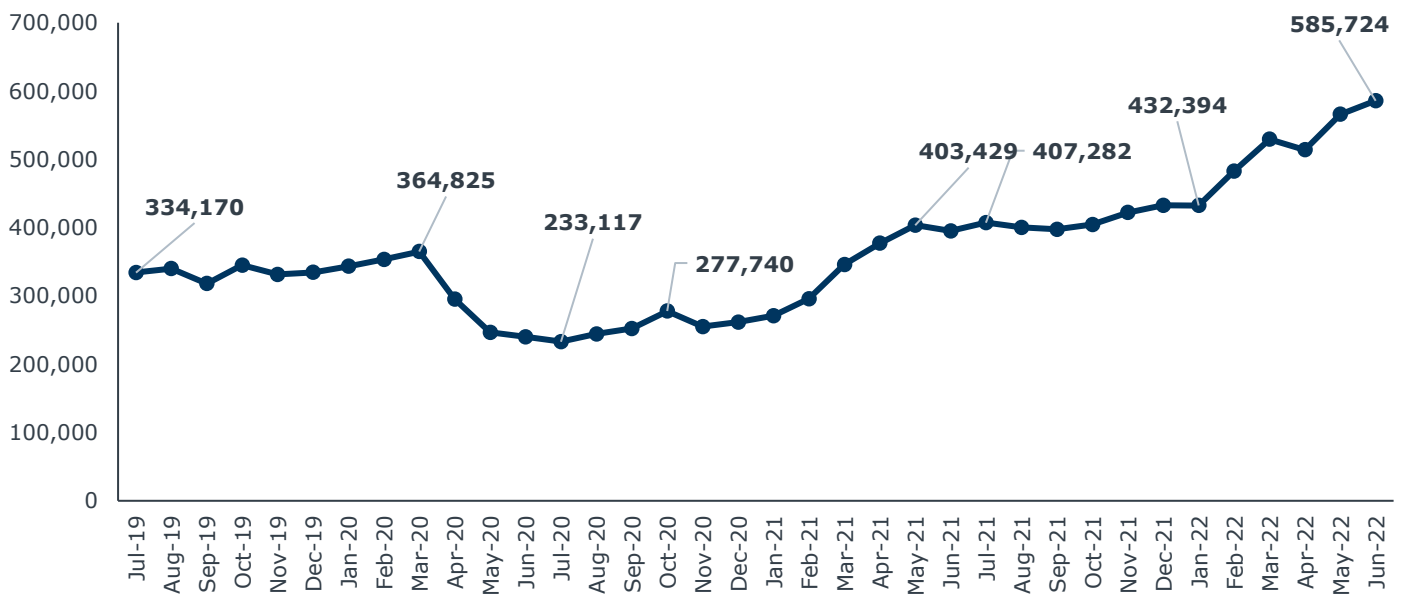
**2,187,463 job postings**

### Relevant Jobs Posted in the Past Year

July 2021 - June 2022, National Data

### Job Postings for Bachelor's-Level Business Professionals over Time

July 2019 - June 2022, National Data



Source: EAB analysis. Lightcast Analyst.

## Analysis of Employment for Business Professionals

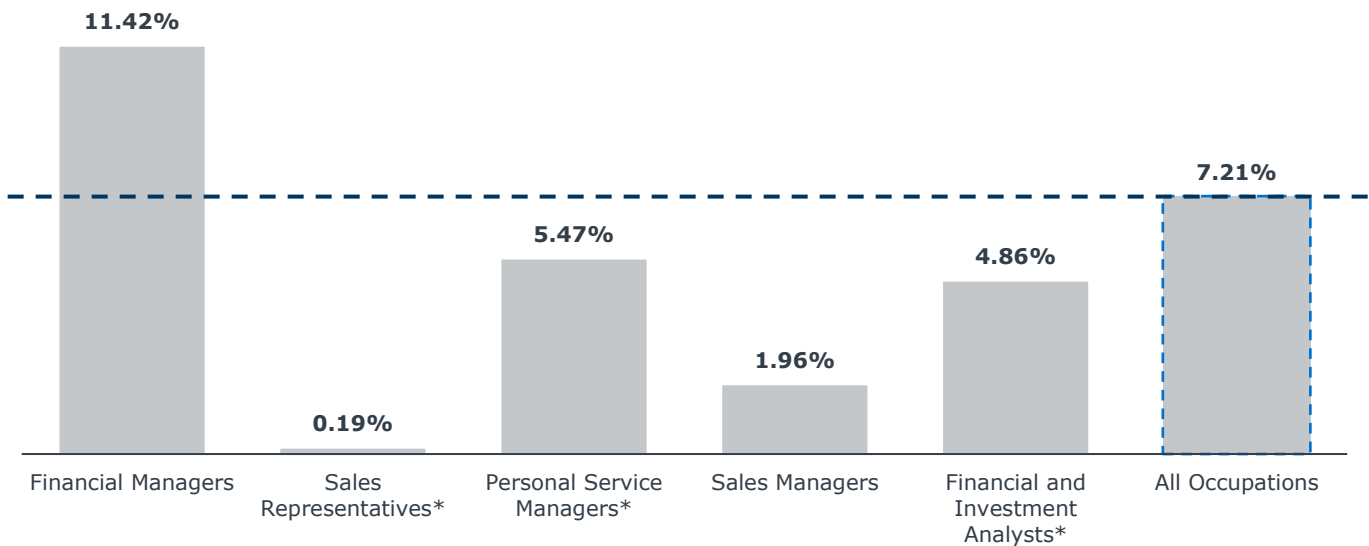
Employment is projected to increase faster than average in only one of the top five most relevant occupations regionally and two nationally across the next decade, warranting caution for relevant occupational growth in both regions. [The Bureau of Labor Statistics](#) asserts demand for “Financial Managers,” (i.e., the occupation with the highest projected growth in both regions) will be driven by an increased need for risk management within the financial industry. Further, “financial analysts” [represents over 2% of all job titles for relevant professionals](#) in both regions across the past year and the [skill “finance”](#) was the most highly sought-after skill of relevant professionals. Sample job postings under the occupation “Personal Service Managers\*” include “program managers,” “project coordinators,” and “wealth relationship managers.”

While these occupations represent the most common occupations appearing in job postings for bachelor’s-level business professionals, the projected employment data considers all jobs within an occupation at all degree levels.

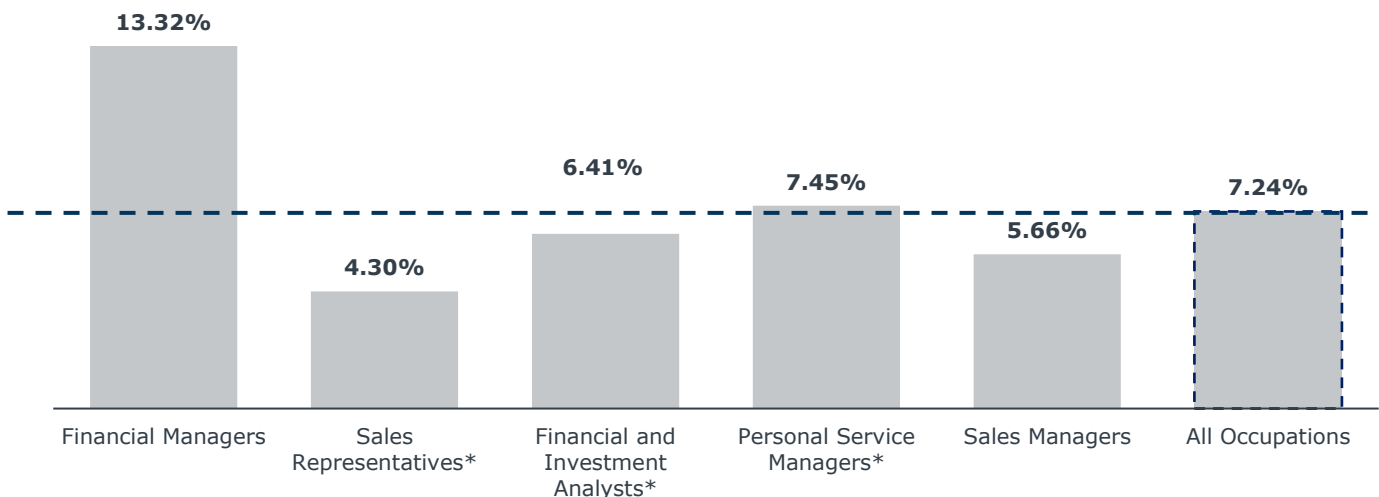
### Projected Employment in Top Occupations<sup>1</sup>

2022-2032, Regional Data

--- The dashed blue line represents the projected employment growth across all occupations from 2022 to 2032.



2022-2032, National Data



Label abbreviations:

- “Personal Service Managers\*”= Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other
- “Sales Representatives\*”= Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
- “Financial and Investment Analysts\*”= Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists, All Other

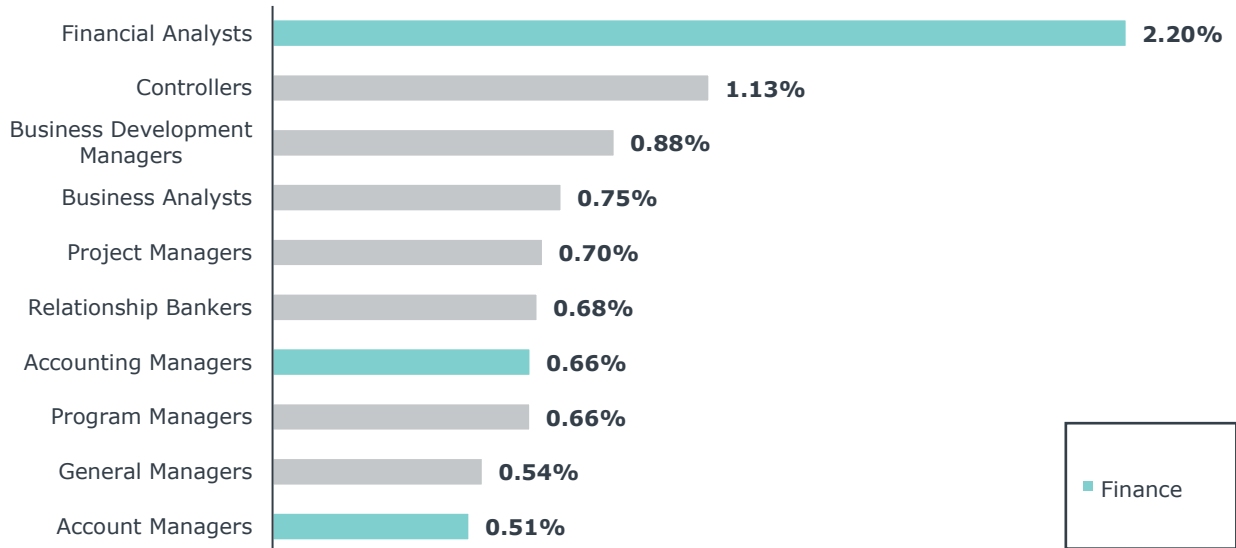
1) Top occupations refer to the occupations in which employers most often seek relevant professionals.

Source: EAB analysis. Lightcast Analyst.

## Top Titles in Job Postings for Bachelor's-Level Business Professionals

July 2021 - June 2022, Regional Data

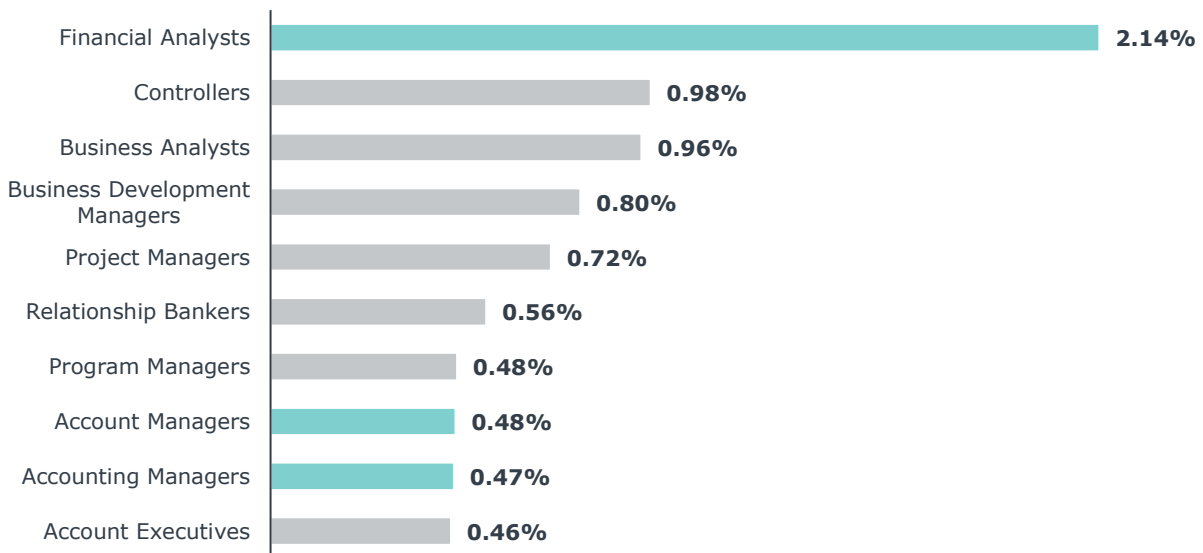
n = 386,114 job postings



## Top Titles in Job Postings for Bachelor's-Level Business Professionals

July 2021 - June 2022, National Data

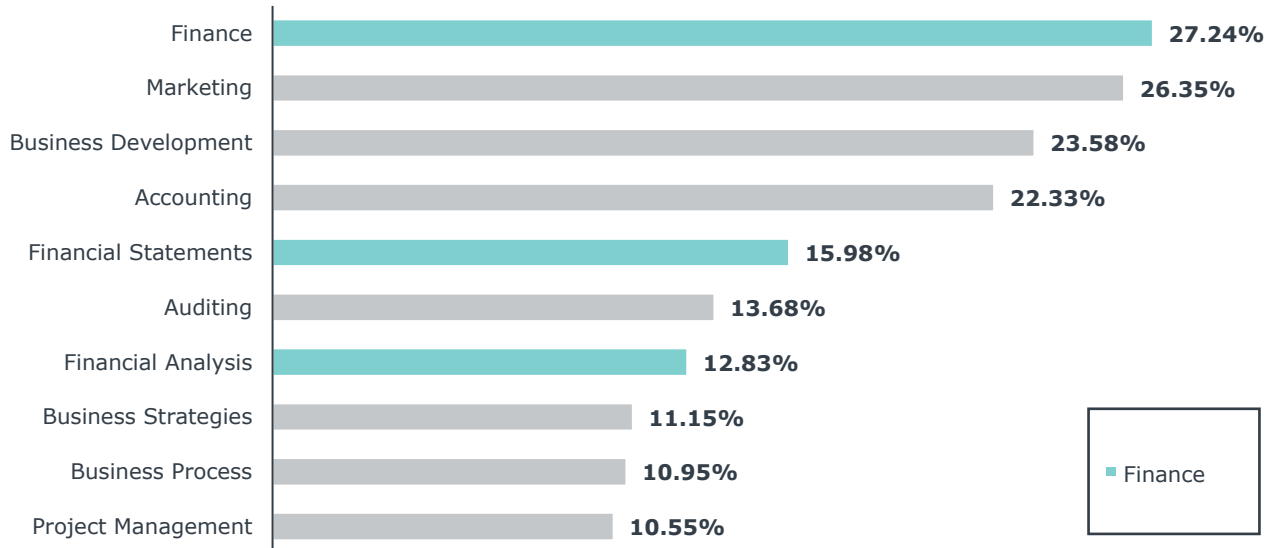
n = 2,187,463 job postings



## Top Skills Requested of Bachelor's-Level Business Applicants

July 2021 - June 2022, Regional Data

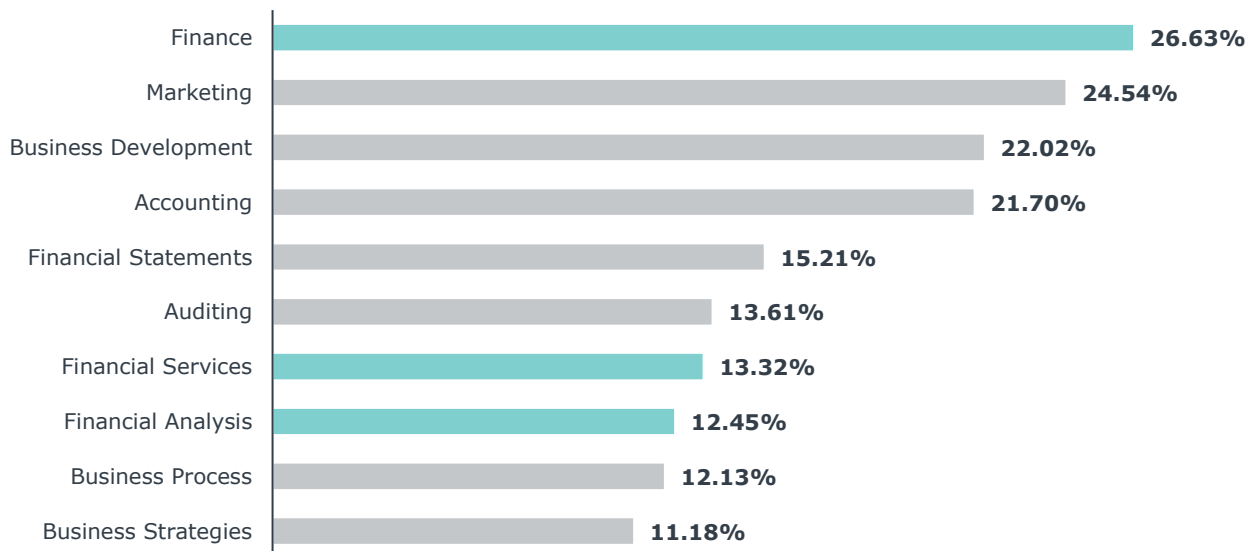
n = 386,114 job postings



## Top Skills Requested of Bachelor's-Level Business Applicants

July 2021 - June 2022, National Data

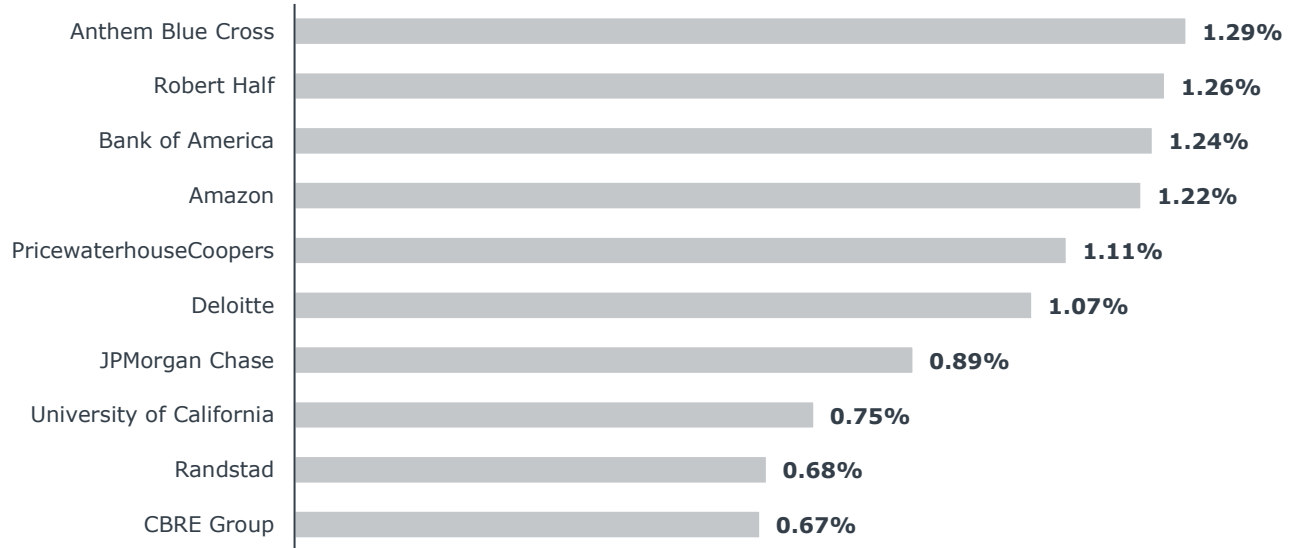
n = 2,187,463 job postings



## Top Employers Seeking Bachelor's-Level Business Applicants

July 2021 - June 2022, Regional Data

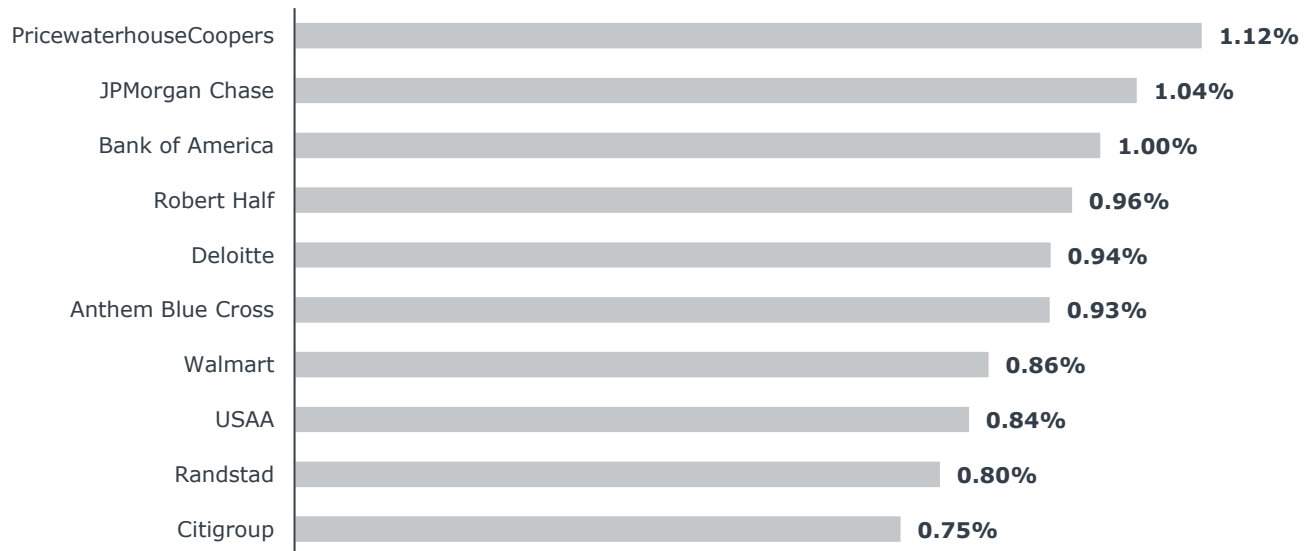
n = 386,114 job postings



## Top Employers Seeking Bachelor's-Level Business Applicants

July 2021 - June 2022, National Data

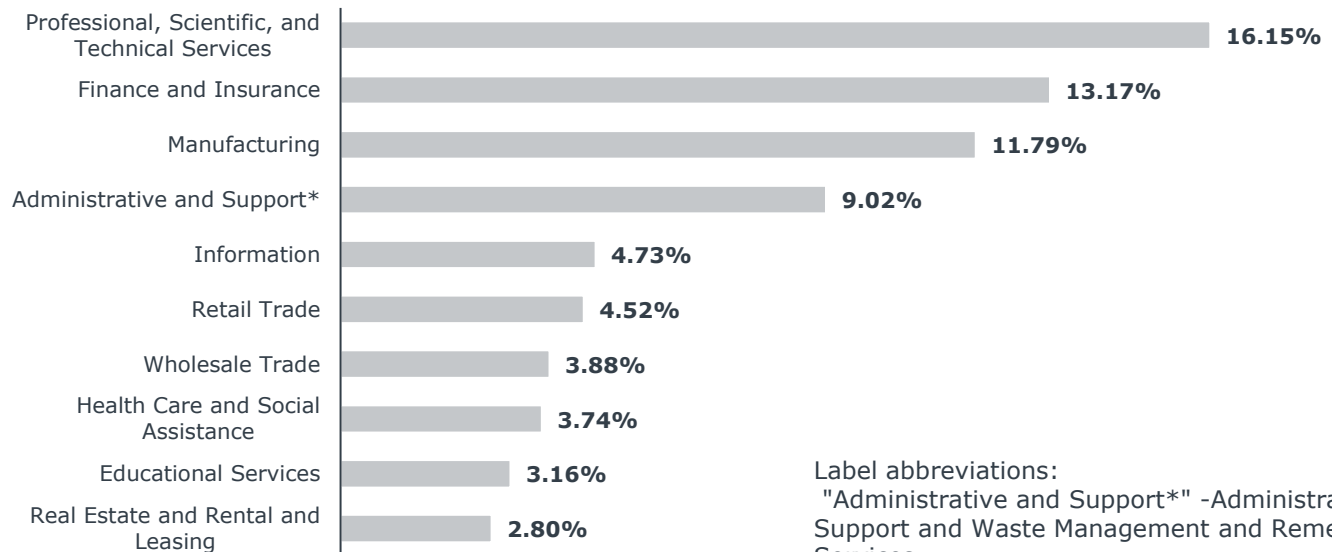
n = 2,187,463 job postings



## Top Industries Advertising Bachelor's-Level Business Job Postings

July 2021 - June 2022, Regional Data

n = 386,114 job postings

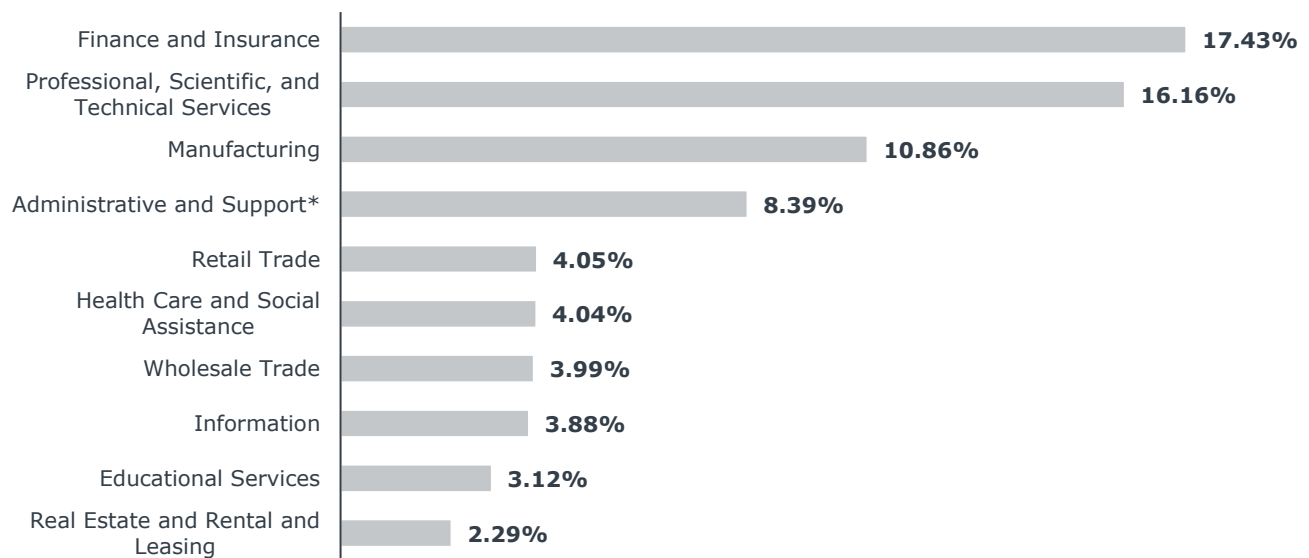


Label abbreviations:  
 "Administrative and Support\*" -Administrative and Support and Waste Management and Remediation Services

## Top Industries Advertising Bachelor's-Level Business Job Postings

July 2021 - June 2022, National Data

n = 2,187,463 job postings



Lightcast Analyst often classifies job postings from staffing companies under the category "Administrative and Support and Waste Management and Remediation Services."

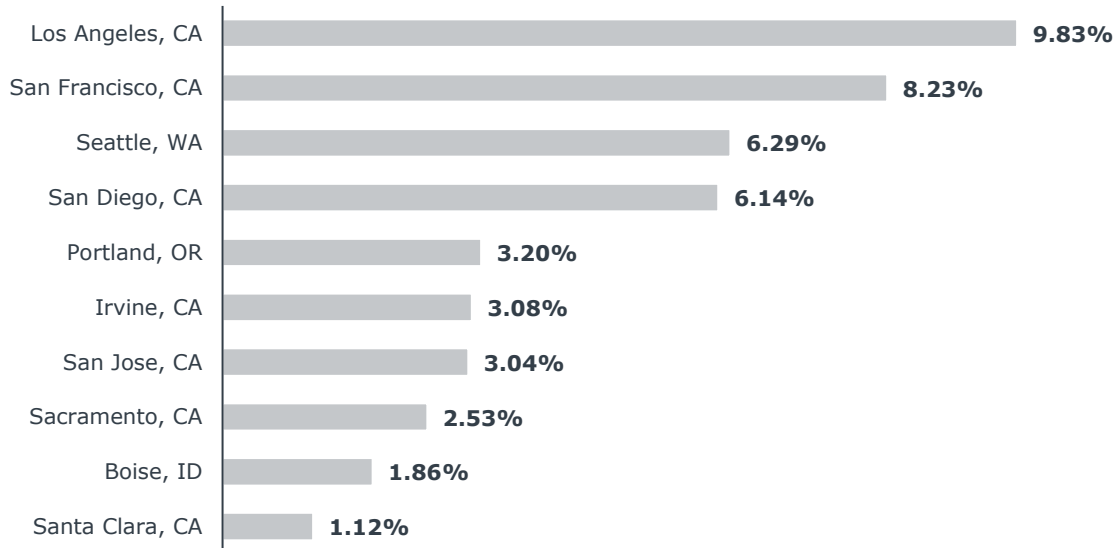
Source: EAB analysis. Lightcast Analyst.



## Top Cities Seeking Bachelor's-Level Business Applicants

July 2021 - June 2022, Regional Data

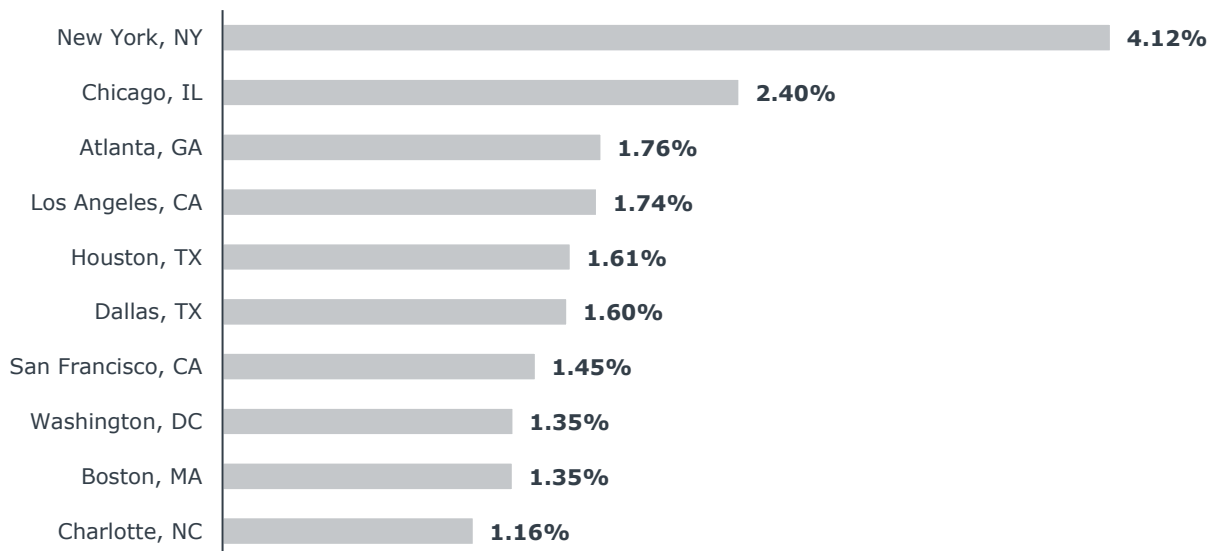
n = 386,114 job postings



## Top Cities Seeking Bachelor's-Level Business Applicants

July 2021 - June 2022, National Data

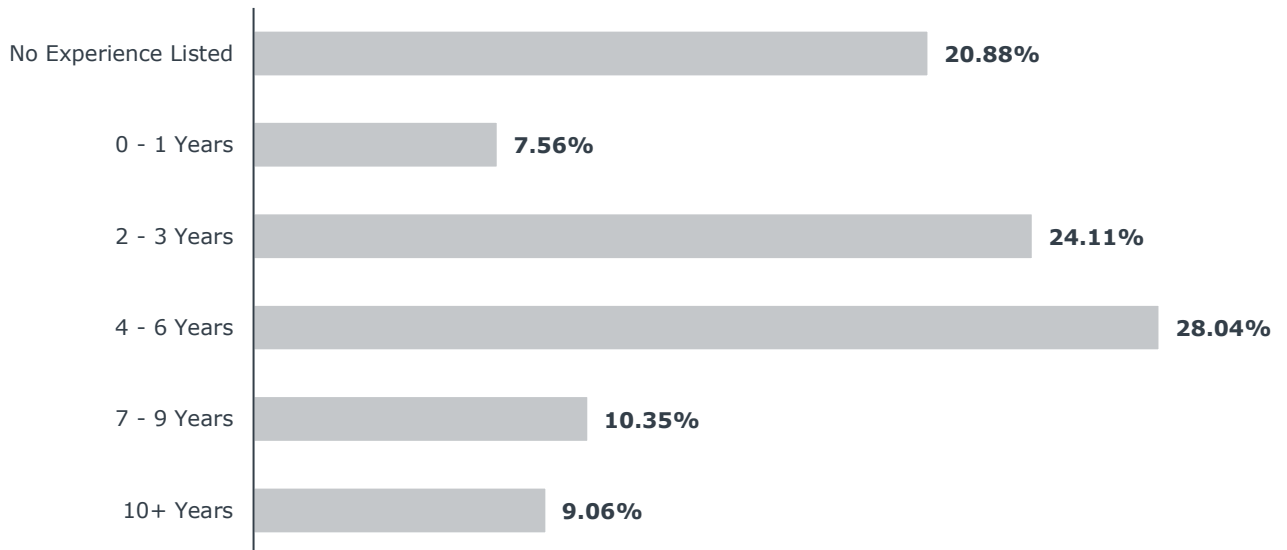
n = 2,187,463 job postings



## Experience Levels Requested of Bachelor's-Level Business Applicants

July 2021 - June 2022, Regional Data

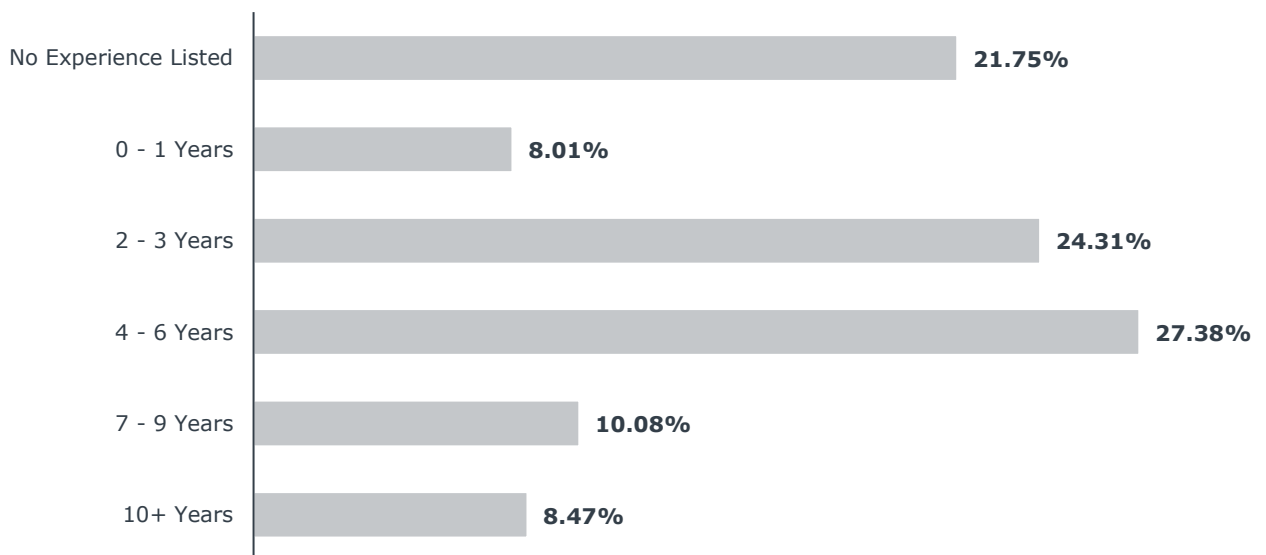
n = 386,114 job postings



## Experience Levels Requested of Bachelor's-Level Business Applicants

July 2021 - June 2022, National Data

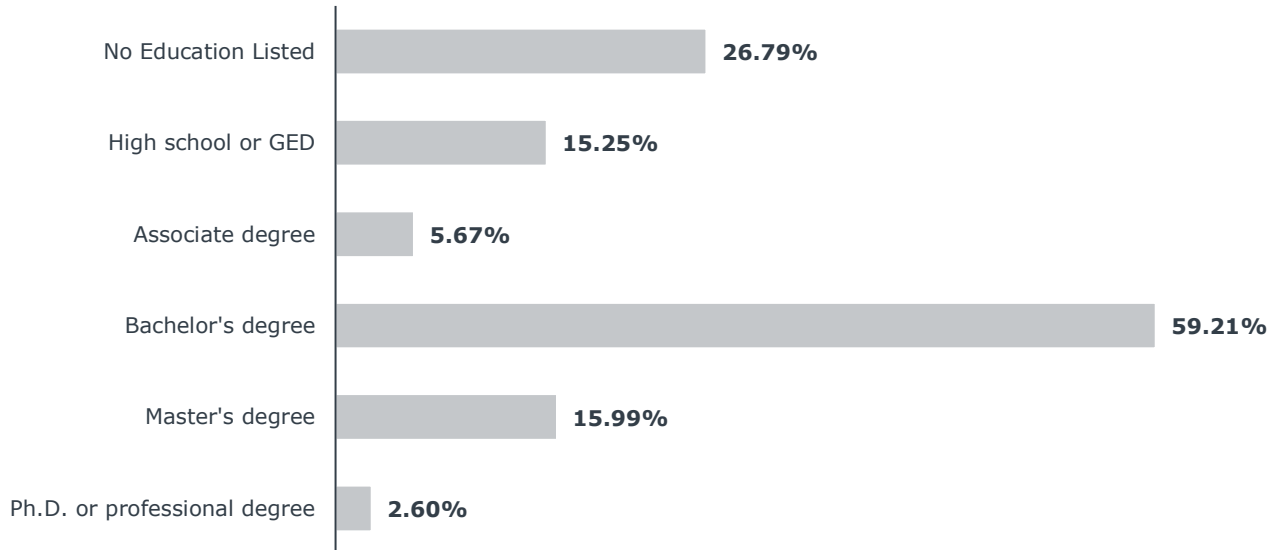
n = 2,187,463 job postings



## Education Levels Requested of Business Applicants

July 2021 - June 2022, Regional Data

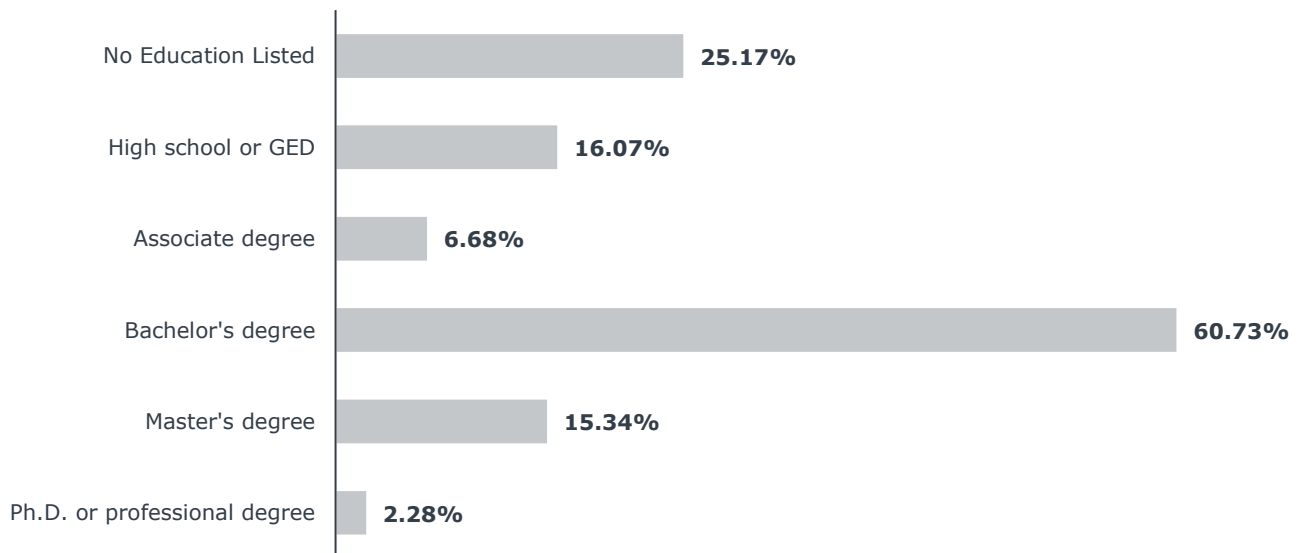
n = 652,083 job postings<sup>1</sup>



## Education Levels Requested of Business Applicants

July 2021 - June 2022, National Data

n = 3,601,904 job postings<sup>1</sup>



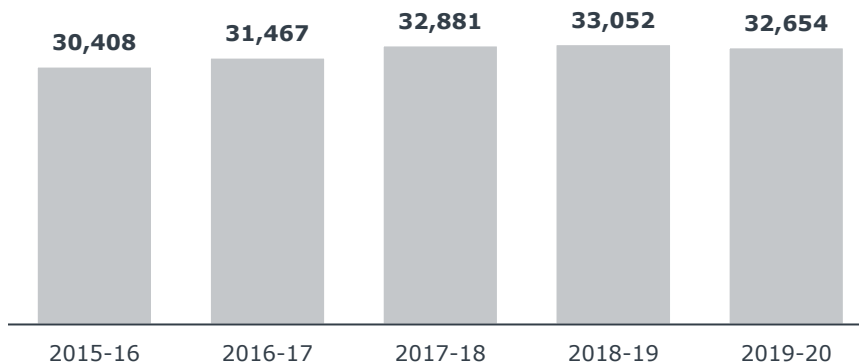
1) The n-value reflects the number of job postings requesting any degree level business applicants rather than the number of postings requesting bachelor's-level business applicants.

## Regional Analysis of CIP Codes<sup>1</sup> Bachelor's-Level Completions

Across the 2015-16 and 2019-20 academic years, relevant degree completions fluctuated, ultimately increasing 1.82% on average annually. Across the same period, institutions reporting relevant completions increased by a net growth of two. While student demand outpacing competition across this period indicates a favorable competitive landscape for program growth, the divergence between the mean and median during the 2019-20 academic year may point to market concentration. Market concentration denotes dominant competitors captured a disproportionate share of the market and may stifle program growth.

### Completions Reported over Time

2015-16 to 2019-20 Academic Years, Regional Data



**+1.82%**

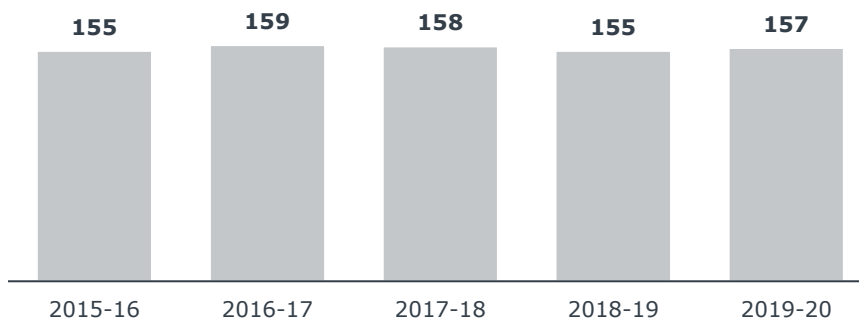
### Average Annual Completions Growth

2015-16 to 2019-20 Academic Years, Regional Data

- Average annual 0.34% growth in number of institutions in the same period.

### Institutions Reporting Completions over Time

2015-16 to 2019-20 Academic Years, Regional Data



**34.39%**

### Institutions Reporting Completions with a 100% Distance-Delivery Option

2019-20 Academic Year, Regional Data

**207.99**

### Mean Completions per Institution Reporting

2019-20 Academic Year, Regional Data

- An increase from the 196.18 mean completions reported in the 2015-16 academic year.

**54.00**

### Median Completions per Institution Reporting

2019-20 Academic Year, Regional Data

- An increase from the 48.00 median completions reported in the 2015-16 academic year.

1) The aggregated completions data for CIP codes '52.0101 ("Business/ Commerce, General") and 52.0201 ("Business Administration and Management, General") is offered as an indicator of student trends because Business is not classified as a specific CIP code in NCES data.

Source: EAB analysis. National Center for Education Statistics.

## Regional Analysis of CIP Codes<sup>1</sup> Bachelor's-Level Completions

Between the 2015-16 and 2019-20 academic years, eight of the top 10 institutions increased their market share and nine of the top 10 institutions increased their number of reported completions. However, all top 10 regional institutions reported completions substantially higher than the median during the 2019-20 academic year (i.e., 54 median completions compared to 1,007 to 2,374 reported completions of top 10 institutions). Top programs capturing a disproportionate share of the market may challenge program growth for Western Oregon University. While Western Oregon University maintained 0.46% of the regional market and increased the number of completions reported across the analyzed period, the program may struggle to expand in the face of strong regional competitors.

### Institutions with Most Reported Completions

2015-16 to 2019-20 Academic Years, Regional Data

Institution	Reported Completions, 2015-16 Academic Year	Market Share, 2015-16 Academic Year	Reported Completions, 2019-20 Academic Year	Market Share, 2019-20 Academic Year
California State University-Fullerton*	2,120	6.97%	2,374	7.27%
San Diego State University*	1,239	4.07%	1,682	5.15%
San Jose State University	1,457	4.79%	1,548	4.74%
San Francisco State University*	1,309	4.30%	1,477	4.52%
California State University-Long Beach	1,128	3.71%	1,443	4.42%
California State Polytechnic University-Pomona	1,217	4.00%	1,401	4.29%
California State University-Los Angeles	1,041	3.42%	1,131	3.46%
California State University-San Bernardino	877	2.88%	1,096	3.36%
University of Southern California	1,055	3.47%	1,020	3.12%
California State University-Sacramento	872	2.87%	1,007	3.08%

Institution	Reported Completions, 2015-16 Academic Year	Market Share, 2015-16 Academic Year	Reported Completions, 2019-20 Academic Year	Market Share, 2019-20 Academic Year
Western Oregon University	140	0.46%	150	0.46%

\* denotes institution reported 100% distance-delivery completions during the 2019-2020 academic year

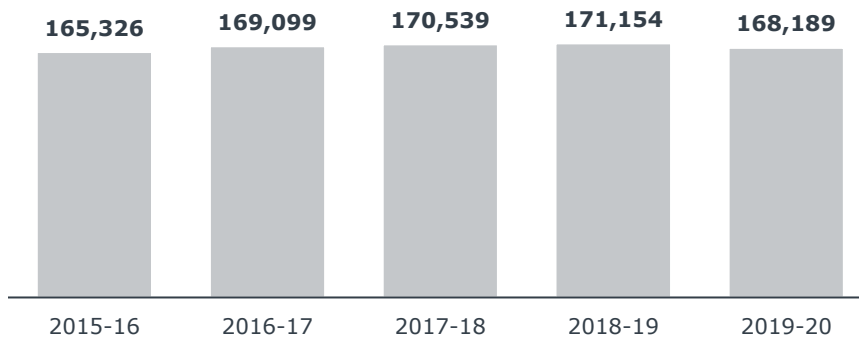
1) The aggregated completions data for CIP codes '52.0101 ("Business/Commerce, General")' and '52.0201 ("Business Administration and Management, General")' is offered as an indicator of student trends because Business is not classified as a specific CIP code in NCES data.

## National Analysis of CIP Codes<sup>1</sup> Bachelor's-Level Completions

Similar to regional trends, across the 2015-16 and 2019-20 academic years average annual relevant degree completions fluctuated, ultimately increasing an average 0.44% each year. Across the same time period, institutions reporting relevant completions declined on average each year (i.e., -2.46%). Despite student demand outpacing competition each year on average, the growing divergence between the mean and the median across the period analyzed may point to dominant competitors in the market.

### Completions Reported over Time

2015-16 to 2019-20 Academic Years, National Data



**+0.44%**

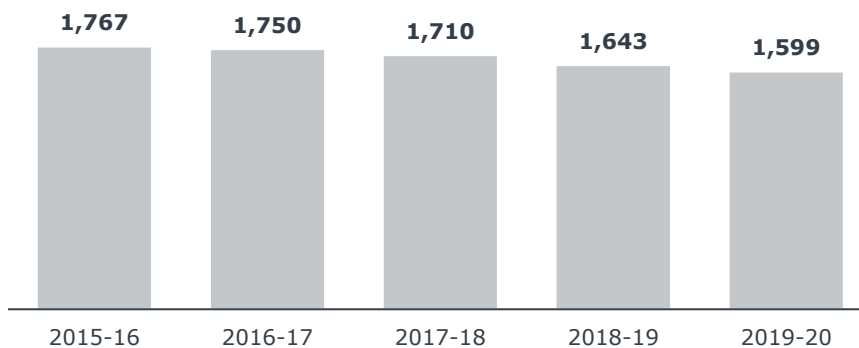
### Average Annual Completions Growth

2015-16 to 2019-20 Academic Years, National Data

- Average annual -2.46% decline in number of institutions in the same period.

### Institutions Reporting Completions over Time

2015-16 to 2019-20 Academic Years, National Data



**40.28%**

### Institutions Reporting Completions with a 100% Distance-Delivery Option

2019-20 Academic Year, National Data

**105.18**

### Mean Completions per Institution Reporting

2019-20 Academic Year, National Data

- An increase from the 93.56 mean completions reported in the 2015-16 academic year.

**41.00**

### Median Completions per Institution Reporting

2019-20 Academic Year, National Data

- No change from the 41.00 median completions reported in the 2015-16 academic year.

1) The aggregated completions data for CIP codes '52.0101 ("Business/Commerce, General")' and 52.0201 ("Business Administration and Management, General") is offered as an indicator of student trends because Business is not classified as a specific CIP code in NCES data.

## National Analysis of CIP Codes<sup>1</sup> Bachelor's-Level Completions

During the 2019-20 academic year, the University of Phoenix-Arizona dominated the national market, holding 17.19% market share and reporting 5,614 completions. Moreover, all top 10 institutions reported completions significantly higher than the national median during the 2019-20 academic year (i.e., 41 median completions compared to 1,443 to 5,614 reported completions). All top 10 schools increased reported completions and nine increased their percent market share across the analyzed period. Overall, these trends highlight a concentrated national market, where top competitors disproportionately captured fluctuating student demand.

### Institutions with Most Reported Completions

2015-16 to 2019-20 Academic Years, National Data

Institution	Reported Completions, 2015-16 Academic Year	Market Share, 2015-16 Academic Year	Reported Completions, 2019-20 Academic Year	Market Share, 2019-20 Academic Year
University of Phoenix-Arizona*	4,393	14.45%	5,614	17.19%
Western Governors University*	1,405	4.62%	2,887	8.84%
Southern New Hampshire University*	848	2.79%	2,551	7.81%
California State University-Fullerton*	2,120	6.97%	2,374	7.27%
Indiana University-Bloomington	1,409	4.63%	2,002	6.13%
San Diego State University*	1,239	4.07%	1,682	5.15%
Liberty University*	1,131	3.72%	1,601	4.90%
San Jose State University	1,457	4.79%	1,548	4.74%
San Francisco State University	1,309	4.30%	1,477	4.52%
California State University-Long Beach	1,128	3.71%	1,443	4.42%

Institution	Reported Completions, 2015-16 Academic Year	Market Share, 2015-16 Academic Year	Reported Completions, 2019-20 Academic Year	Market Share, 2019-20 Academic Year
Western Oregon University	140	0.46%	150	0.46%

\* denotes institution reported 100% distance-delivery completions during the 2019-2020 academic year

1) The aggregated completions data for CIP codes '52.0101 ("Business/ Commerce, General") and 52.0201 ("Business Administration and Management, General") is offered as an indicator of student trends because Business is not classified as a specific CIP code in NCES data.

## Research Questions

The requesting partner asked:

- **How has demand for graduates of my program evolved over time?**
- **In what positions do employers demonstrate the greatest need for graduates?**
- **In which industries should the program prepare students to work?**
- **What skills should the program teach to prepare students to meet employer demand?**
- **Which employers demonstrate the greatest demand for graduates?**
- **In which cities do employers demonstrate the greatest demand for potential graduates?**
- **What experience level do employers most frequently request from program graduates?**
- **What education level do employers most frequently request from program graduates?**
- **How many students graduate from similar programs regionally, and how has this changed over time?**
- How are similar programs structured?
- How are similar programs delivered?
- What experiential or practical learning do similar programs offer?
- What accreditation do similar programs hold?

Bolded questions were addressed within this analysis; remaining questions will be addressed in the next phase of the research.

## Research Methodology

EAB's market insights research guides strategic programmatic decisions at partner institutions. The Market Insights Service combines qualitative and quantitative data to help administrators identify opportunities for new program development, assess job market trends, and align curriculum with employer and student demand.

Unless stated otherwise, this report includes data from online job postings from July 2019 - June 2022. To best estimate employer demand for bachelor's-level business professionals, the Forum analyzed job postings for bachelor's professionals with relevant skills (e.g., "business operations," "business law," "business management").

## Definitions

"CIP" code refers to the Classification of Instructional Programming code.

"Region" and "regional" refer to the following states: California, Idaho, Oregon, and Washington

"Nation" and "national" refers to: The United States



## Project Sources

The Forum consulted the following sources for this report:

- EAB's internal and online research libraries
- Lightcast Analyst, described below
- U.S. Bureau of Labor Statistics
- U.S. National Center for Education Statistics (NCES)

## Labor Market Intelligence Partner: Lightcast Analyst

This report includes data made available through EAB's partnership with Lightcast (formerly Economic Modeling Specialists International), a labor market analytics firm serving higher education, economic development, and industry leaders in the U.S., Canada and the United Kingdom.

Lightcast curates and maintains the most comprehensive labor market data sets available for academic program planning, providing real-time job posting data, workforce and alumni outcomes data, and traditional government sources of data. Under this partnership, EAB may use Lightcast's proprietary Analyst™ and Alumni Insight™ tools to answer partner questions about employer demand, the competitive landscape, in-demand skills, postings versus actual hires, and skills gaps between job postings and professionals in the workforce. The Lightcast tools also provide EAB with in-depth access to unsuppressed, zip-code-level government data for occupations, industries, programs, and demographics. For more complete descriptions of the Lightcast tools, visit:

- <http://www.economicmodeling.com/analyst/>
- <https://www.economicmodeling.com/alumni-insight/>

To learn more about Lightcast and its software and services, please contact Bob Hieronymus, Vice President of Business Development at [bob.hieronymus@economicmodeling.com](mailto:bob.hieronymus@economicmodeling.com) or (208) 883-3500.



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