



Bay Region

Meta Major **BUSINESS**

>>> For more information on this resource, contact postsecondarypathways@WestEd.org

High Impact Skills

COMMON SKILLS

Sales
Customer Service
Management
Operations
Communications
Leadership
Microsoft Excel
Problem Solving

HARD SKILLS

Accounting
Merchandising
Auditing
Financial Statements
Selling Techniques
Budgeting
Forecasting
Customer Experience



Education Pathways



- AVG. UNITS REQUIRED +

Certificate (6-18 Units)

- Accounting
- Administrative Assistant
- Bookkeeping
- Business Office Technology
- Digital Marketing
- Entrepreneurship
- Marketing
- Retail Management
- Small Business

Associate Degree/Associate Degree for Transfer* (60 Units)

- Accounting
- Administrative Assistant
- Business
- Business Administration*
- Business Office Technology
- Entrepreneurship
- Marketing
- Retail Management
- Small Business

Bachelor Degree (120+Units)

- Accounting & Finance
- Business Administration
- Entrepreneurship
- Global Management
- Management
- Marketing



Top Occupations



- AVG. STARTING ANNUAL SALARY +

Middle Skills Jobs

- Sales Representative \$34,000
- Customer Service Representative \$27,000

Associate Degree Jobs

- Bookkeeping, Accounting & Auditing Clerk \$28,000

Bachelor Degree & Beyond Jobs

- Administrative Services Manager \$57,000
- Management Analyst \$55,000
- General Manager \$55,000
- Accountant & Auditor \$52,000
- Financial Analyst \$52,000