

**Career Pathways  
Business Operations Sector  
Managers**

All industries are made up of three groups of people:

- The **core business group**, which produce the goods or provide the services
- The **business operations group**, which is charged with advertising, marketing, budgeting and sales
- The **administration & support** group, which performs tasks that support the core and business operations groups

Both the **business operations** and **administration & support** groups can perform the same basic functions across all industry groups or ‘sectors.’ For this reason, these occupations groups are ‘sectors’ in their own right. For instance, there are accountants in hospitals and in construction companies because the accounting function is necessary for all business. The **business operations** group of occupations makes up about 8.7% of employment in greater metro Denver, Boulder and Larimer counties, and includes several occupational groupings:

- **Advertising, marketing, promotion and sales managers**
- **Operations specialties managers**
- Business operations specialists
- Financial specialists

This table shows the number of jobs in each section of the **business operations** group.

Employment by Occupational Grouping, Colorado Central Planning Region					
SOC	Description	2015 Jobs	2020 Jobs	Change	Percent Change
11-1000	Top Executives	30,583	33,678	3,095	10.1%
<b>11-2000</b>	<b>Advertising, Marketing, Promotions, Public Relations, and Sales Managers</b>	<b>7,528</b>	<b>8,476</b>	<b>948</b>	<b>12.6%</b>
<b>11-3000</b>	<b>Operations Specialties Managers</b>	<b>16,782</b>	<b>18,996</b>	<b>2,214</b>	<b>13.2%</b>
11-9000	Other Management Occupations	37,864	41,298	3,434	9.1%
13-1000	Business Operations Specialists	87,663	96,831	9,168	10.5%
13-2000	Financial Specialists	49,364	54,267	4,903	9.9%

Source: EMSI 2015.3 QCEW, Non-QCEW & Self-Employed Class of Worker

There are 13 different occupations in the business operations manager group. This table shows employment in each of the occupations, as well as the usual entry level education required. Note that managers generally must have more experience, and may be expected to have worked their way up from the specialties occupations.

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Centennial Workforce Center**  
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Centennial, Colorado 80112  
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Aurora Workforce Center**  
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Aurora, Colorado 80011  
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[www.adworks.org](http://www.adworks.org)

Business Operations Managers, Greater Metro Denver, Boulder and Larimer Counties					
SOC	Description	2015 Jobs	2020 Jobs	2015 - 2020 Change	Typical Entry Level Education
11-2011	Advertising and Promotions Managers	430	460	30	Bachelor's degree
11-2021	Marketing Managers	2,499	2,905	406	Bachelor's degree
11-2022	Sales Managers	3,957	4,362	405	Bachelor's degree
11-2031	Public Relations and Fundraising Managers	653	752	99	Bachelor's degree
11-3011	Administrative Services Managers	1,929	2,256	327	Bachelor's degree
11-3021	Computer and Information Systems Managers	5,257	5,907	650	Bachelor's degree
11-3031	Financial Managers	5,066	5,712	646	Bachelor's degree
11-3051	Industrial Production Managers	968	1,064	96	Bachelor's degree
11-3061	Purchasing Managers	688	778	90	Bachelor's degree
11-3071	Transportation, Storage, and Distribution Managers	1,044	1,134	90	High school diploma or equivalent
11-3111	Compensation and Benefits Managers	170	192	22	Bachelor's degree
11-3121	Human Resources Managers	1,347	1,578	231	Bachelor's degree
11-3131	Training and Development Managers	307	357	50	Bachelor's degree
		24,316	27,458	3,142	

Source: EMSI 2016.1 QCEW, Non-QCEW & Self-Employed Class of Worker

### ***How can I learn more about business operations specialty career pathways?***

Use the table below to access information on job descriptions, local wage information, training programs, credentials and apprenticeship opportunities. Simply click on each link for the information you need.

Occupation Information	Local Wage Information	Job Postings	Training Opportunities	Credentials	Apprenticeship Opportunities
<a href="#">Advertising &amp; Promotions Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Marketing Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Sales Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Public Relations &amp; Fundraising Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Administrative Services Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Computer &amp; Information Systems Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Financial Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Industrial Production Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Purchasing Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Transportation, Storage &amp; Distribution Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Compensation &amp; Benefits Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Human Resources Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Training &amp; Development Managers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>