

Table 1.1 What Employers Want and What Sociology Majors Can Deliver

Employers Who Want Colleges to “Place More Emphasis” on Essential Learning Outcomes		Traits and Knowledge That Are Developed in Most Sociological Training
Knowledge of Human Culture	% Seeking	Skills and Competencies
1. Global issues	72	<ul style="list-style-type: none"> Knowledge of global issues Sensitivity to diversity and differences in cultural values and traditions
2. The role of the United States in the world	60	<ul style="list-style-type: none"> Sociological perspective on the United States and the world
3. Cultural values and traditions—U.S. and global	53	<ul style="list-style-type: none"> Understanding diversity Working with others (ability to work toward a common goal)
Intellectual and Practical Skills	% Seeking	
4. Teamwork skills in diverse groups	76	<ul style="list-style-type: none"> Effective leadership skills (ability to take charge and make decisions) Interpersonal skills (working with diverse coworkers)
5. Critical thinking and analytic reasoning	73	<ul style="list-style-type: none"> Analysis and research skills Organizing thoughts and information Planning effectively (ability to design, plan, organize, and implement projects and to be self-motivated)
6. Written and oral communication	73	<ul style="list-style-type: none"> Communication skills (listening, verbal and written communication) Working with peers Effective interaction in group situations
7. Information literacy	70	<ul style="list-style-type: none"> Knowledge of how to find information one needs—online or in a library
8. Creativity and innovation	70	<ul style="list-style-type: none"> Flexibility, adaptability, and multitasking (ability to set priorities, manage multiple tasks, adapt to changing situations, and handle pressure) Creative ways to deal with problems
9. Complex problem solving	64	<ul style="list-style-type: none"> Ability to conceptualize and solve problems Ability to be creative (working toward meeting the organization’s goals)
10. Quantitative reasoning	60	<ul style="list-style-type: none"> Computer and technical literacy (basic understanding of computer hardware and software programs) Statistical analysis
Personal and Social Responsibility	% Seeking	
11. Intercultural competence (teamwork in diverse groups)	76	<ul style="list-style-type: none"> Personal values (honesty, flexibility, work ethic, dependability, loyalty, positive attitude, professionalism, self-confidence, willingness to learn) Working with others; ability to work toward a common goal
12. Intercultural knowledge (global issues)	72	<ul style="list-style-type: none"> Knowledge of global issues

Source: American Sociological Association (2009); Hansen and Hansen (2003); WorldWideLearn (2007). See also Association of American Colleges and Universities and Hart Research Associates (2013).