

WHAT SANTA CLARA UNIVERSITY
SOCIOLOGY MAJORS
BRING TO ORGANIZATIONS

SCU's Sociology students are encouraged,
through course work and experiential learning,

- to apply sociology in business, public sector, human service, and community contexts to improve organizational functioning
- to develop a client-centered orientation (identifying challenges other people face and assisting in addressing those challenges)
- to understand change and resistance to change in an increasingly diverse society and organizations, and assist clients in successfully managing the change.
- to assume responsibility for getting projects done properly, independently and in teams.

SCU Sociology majors have both
specialized disciplinary and general skills

Specialized Disciplinary Skills

- Teamwork management
- Change management
- Data gathering (interviewing, participant observation, questionnaire construction, and secondary data), data analysis (including qualitative and SPSS based quantitative statistical analysis), and data presentation skills
- Outcome assessment research

General skills

- Interacting with diverse clients
- Recruiting and training
- Oral and written communication
- Scheduling activities and organizing events
- Secondary data analysis and report writing
- Sales and general office management