

**The Learning Objectives of this activity are:**

- You will learn their top three (3) Holland Code Interest Areas
- You will learn more about what the Holland Code Interest Areas mean
- You will learn to connect your interests to academic majors
- You will learn what types of professions one may pursue based on the academic majors related to your Holland Code Interest areas.

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## Show, Share & Learn

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**Instructions:**

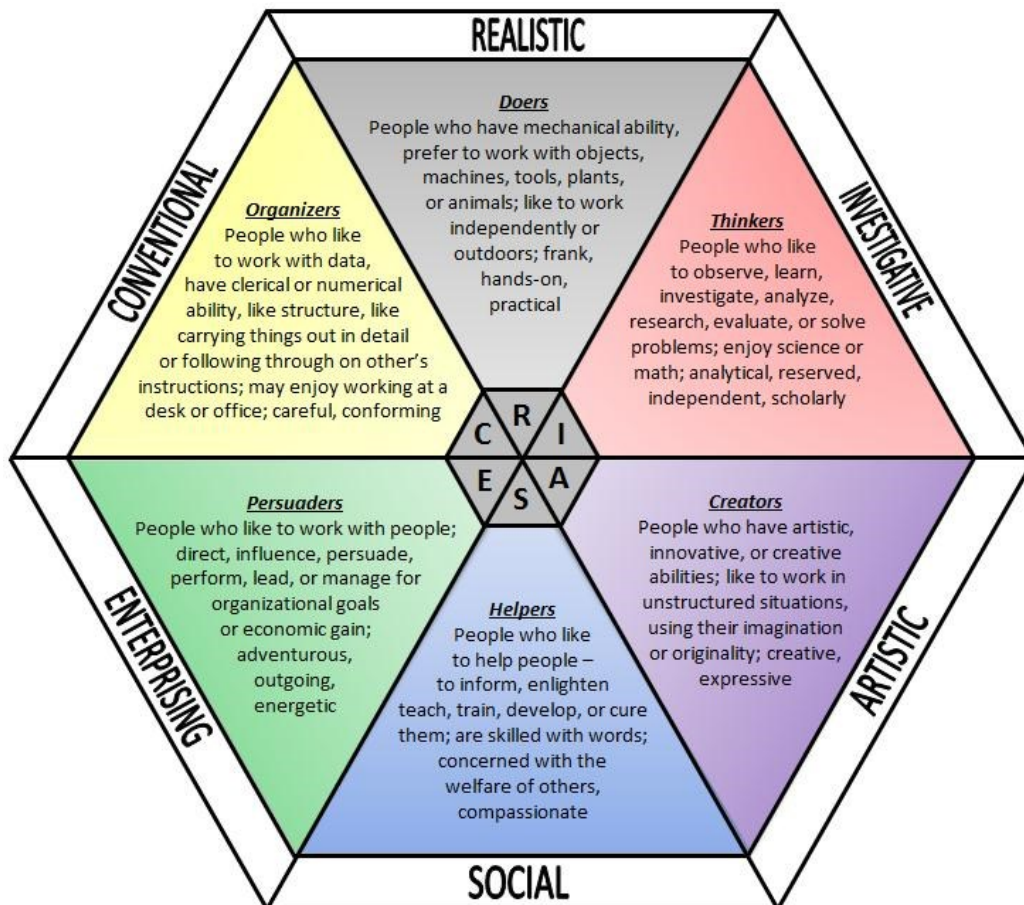
- Log onto the <https://mynextmove.org>, click on the Interests icon in the upper right hand corner of the web page.
- Complete the O\*NET Interest Inventory profile (60 questions) which takes less than 10 minutes. Read each question carefully and decide how you would feel about doing each type of work by indicating :
  - Strongly Dislike
  - Dislike
  - Unsure
  - Like
  - Strongly Like
- Upon completion, you will receive your top three (3) Holland Code Interest Areas, print out or write down O\*NET Interest Profiler Score Report.
- Review your top three (3) interest areas and compare them to the Careers Interests Area Handout.
- Compare your interest areas to the PNW Academic Majors List by Holland Code.
- Based on your top three (3) interest areas, and the Academic Majors by Holland Code list, access [What Can I Do With This Major](#) resource located on the Career Road Map Journey #1 section. If you don't see your major listed, look to see if there is a similar major available that will help you explore your options.

**Be prepared to discuss the following in class:**

- Does your top three (3) Holland Code Interest Areas relate to your long term career objectives?
- If you are unsure about your long term career objectives, what did the Interest Inventory Profiler reveal about your interests?
- Did the Interest Inventory Profiler reveal any surprises in regard to your interests?
- Does PNW offer the academic majors that are closely related to your top three (3) interest areas?
- Do your favorite subjects in school relate to the interest areas from your Interest Inventory Profile?
- How do you think your favorite subjects in school relate to the career that you will choose?

NEXT STEP: Explore the Deeper Dive Research on the [Career Road Map Journey #1](#). Start building your plan by researching qualifications for an entry-level candidates in your occupational field of interest.

## Career Interests & Academic Majors



**What are your career interests?** The Holland code (pictured above) is based on Dr. John Holland's theory that people and work environments can be loosely classified into six different groups. Each of the letters above corresponds to one of the six groups described in the following pages.

Different people's personalities may find different environments more to their liking. While you may have some interests and similarities to several of the six groups, you may be attracted primarily to two or three of the areas. These two or three letters are your "Holland Code." For example, with a code of "RES" you would most resemble the Realistic type, somewhat less resemble the Enterprising type, and resemble the Social type even less. The types that are not in your code are types you resemble least of all. Most people, and most

jobs, are best represented by some combination of two or three of the Holland interest areas. In addition, most people are most satisfied if there is some degree of fit between their personality and their work environment. The rest of the pages in this handout further explain each type and provide some examples of career possibilities, areas of study at PNW, and activities that relate to each code.

## Realistic (Doers)

People that have athletic ability, prefer to work with objects, machines, tools, plants or animals, or to be outdoors. People with **Realistic** interests like work that includes practical, hands-on problems and answers. Often people with **Realistic** interests do not like careers that involve paperwork or working closely with others.

### Are you?

Practical  
straightforward/frank  
mechanically inclined  
stable  
concrete  
reserved  
self-controlled  
independent  
ambitious

### Can you?

Fix electrical things  
solve mechanical problems  
pitch a tent  
play a sport  
read a blueprint  
plant a garden  
operate tools or machinery

### Like to?

Tinker with machines/vehicles  
work outdoors  
be physically active  
use your hands  
build things  
tend/train animals  
work on electronic equipment

### Career Possibilities based on Holland Code:

Air Traffic Controller (SER)	Farm Manager (ESR)	Optician (REI)	Software Technician (RCI)
Archeologist (IRE)	Fish and Game Warden (RES)	Petroleum Geologist (RIE)	Ultrasound Technologist (RSI)
Athletic Trainer (SRE)	Floral Designer (RAE)	Police Officer (SER)	
Commercial Airline Pilot (RIE)	Industrial Arts Teacher (IER)	Practical Nurse (SER)	
Commercial Drafter (IRE)	Laboratory Technician (RIE)	Property Manager (ESR)	
Corrections Officer (SER)	Landscape Architect (AIR)	Recreation Manager (SER)	
Dental Technician (REI)	Mechanical Engineer (RIS)	Service Manager (ERS)	

## Investigative (Thinkers)

People who like to observe, learn, investigate, analyze, evaluate, or solve problems. People with **Investigative** interests like work that has to do with ideas and thinking rather than physical activity or leading people.

### Are you?

Inquisitive	Cautious
Analytical	Independent
Scientific	Logical
Observant	Complex
Scholarly	Curious

### Can you?

Think abstractly  
Solve math problems  
Understand scientific theories  
Do complex calculations  
Use a microscope or computer  
Interpret formulas

### Like to?

Explore a variety of ideas  
Work independently  
Perform lab experiments  
Deal with abstractions  
Do research  
Be challenged

### Career Possibilities based on Holland Code:

Actuary (ISE)	Ecologist (IRE)	Nurse Practitioner (ISA)
Agronomist (IRS)	Economist (IAS)	Physician General Practices (ISE)
Anesthesiologist (IRS)	Electrical Engineer (IRE)	Psychologist (IES)
Anthropologist (IRE)	Geologist (IRE)	Research Analyst (IRC)
Biochemist (IRS)	Horticulturist (IRS)	Statistician (IRE)
Biologist (ISR)	Mathematician (IER)	Surgeon (IRA)
Chemical Engineer (IRE)	Meteorologist (IRS)	Technical Writer (IRS)
Chemist (IRE)	Medical Technologist (ISA)	Veterinarian (IRS)
Computer Systems Analyst (IER)		

## Artistic (Creators)

People who have artistic, innovative, or intuitional abilities and like to work in unstructured situations using their imagination and creativity. People with **Artistic** interests like work that deals with the artistic side of things, such as acting, music, art and design.

### Are you?

Creative	Impulsive
Imaginative	Sensitive
Innovative	Courageous
Unconventional	Complicated
Emotional	Idealistic
Independent	Nonconforming
Expressive	
Original	
Introspective	

### Can you?

Sketch, draw, paint  
Play a musical instrument  
Write stories, poetry, music  
Sing, act, dance  
Design fashions or interiors

### Like to?

Attend concerts, theatre, art exhibits  
Read fiction, plays, and poetry  
Work on crafts  
Take photography  
Express yourself creatively  
Deal with ambiguous ideas

### Career Possibilities based on Holland Code:

Actor (AES)	Dance Instructor (AER)	Journalist/Reporter (AEI)	Writer (ASI)
Advertising Art Director (AES)	Drama Coach (ASE)	Landscape Architect (AIR)	Graphic Designer (AES)
Advertising Manager (ASE)	English Teacher (ASE)	Librarian (SAI)	
Architect (AIR)	Entertainer/Performer (AES)	Medical Illustrator (AIE)	
Art Teacher (ASE)	Fashion Illustrator (ASR)	Museum Curator (AES)	
Artist (ASI)	Interior Designer (AES)	Music Teacher (ASI)	
Copy Writer (ASI)	Intelligence Research Specialist (AEI)	Photographer (AES)	

## Social (Helpers)

People who like to work with people to enlighten, inform, help, train, or cure them or are skilled with words. People with **Social** interests like working with others to help them learn and grow. They like working with people more than working with objects, machines or information.

### Are you?

Friendly	Cooperative
Helpful	Generous
Idealistic	Responsible
Insightful	Forgiving
Outgoing	Patient
Understanding	Kind

### Can you?

Teach/train others  
Express yourself clearly  
Lead a group discussion  
Mediate disputes  
Plan and supervise an activity  
Cooperate well with others

### Like to?

Work in groups  
Help people with problems  
Do volunteer work  
Work with young people  
Serve others

### Career Possibilities based on Holland Code:

City Manager (SEC)	Insurance Claims Examiner (SIE)	Real Estate Appraiser (SCE)
Clinical Dietician (SIE)	Librarian (SAI)	Recreation Director (SER)
College/University Faculty (SEI)	Medical Assistant (SCR)	Registered Nurse (SIA)
Community Organization Director (SEA)	Minister/Priest/Rabbi (SAI)	Teacher (SAE)
Consumer Affairs Director (SER)	Paralegal (SCE)	Social Worker (SEA)
Counselor/Therapist (SAE)	Park Naturalist (SEI)	Speech Pathologist (SAI)
Historian (SEI)	Physical Therapist (SIE)	Vocational-Rehabilitation Counselor (SEC)
Hospital Administrator (SER)	Police Officer (SER)	Volunteer Services Coordinator (SEC)
Psychologist (SEI)	Probation/Parole Officer (SEC)	

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## Enterprising (Persuaders)

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People who like to work with people, influencing, persuading, leading or managing for organizational goals or economic gain. People with **Enterprising** interests like work that has to do with starting up and carrying out business projects. These people like taking action better than thinking about things

**Are you?**

Self-confident	Spontaneous
Assertive	Optimistic
Persuasive	
Energetic	
Adventurous	
Popular	
Ambitious	
Agreeable	
Talkative	
Extroverted	

**Can you?**

Initiate projects  
Convince other people to do things your way  
Sell things  
Give talks or speeches  
Organize activities  
Lead a group  
Persuade others

**Like to?**

Make decisions  
Be elected to office  
Start your own business  
Campaign politically  
Meet important people  
Have power or status

**Career Possibilities based on Holland Code:**

Advertising Executive (ESA)	Education & Training Manager (EIS)	Interpreter (ESA)	Retail Store Manager (ESR)
Advertising Sales Rep (ESR)	Emergency Medical Technician (ESI)	Lawyer/Attorney (ESA)	Sales Manager (ESA)
Banker/Financial Planner (ESR)	Entrepreneur (ESA)	Lobbyist (ESA)	Social Service Director (ESA)
Branch Manager (ESA)	Foreign Service Officer (ESA)	Office Manager (ESR)	Stockbroker (ESI)
Chamber of Commerce Exec (ESA)	Funeral Director (ESR)	Personnel Recruiter (ESR)	Tax Accountant (ECS)
Credit Analyst (EAS)	Insurance Manager (ESC)	Politician (ESA)	
Customer Service Manager (ESA)		Public Relations Rep (EAS)	

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## Conventional (Organizers)

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People who like to work with data, have clerical or numerical ability, carry out tasks in detail, or follow through on others' instructions. People with **Conventional** interests like work that follows set procedures and routines. They prefer working with information and paying attention to details rather than working with ideas.

**Are you?**

Well-organized	Conforming
Accurate	Thrifty
Numerically inclined	Systematic
Methodical	Structured
Conscientious	Polite
Efficient	Ambitious
	Obedient

**Can you?**

Work well within a system  
Do a lot of paperwork in a short time  
Keep accurate records  
Use a computer terminal  
Write effective business letters

**Like to?**

Follow clearly defined procedures  
Use data processing equipment  
Work with numbers  
Be responsible for details  
Collect and organize things

**Career Possibilities based on Holland Code:**

Abstractor (CSI)	Computer Operator (CSR)	Insurance Manager (ESC)
Accountant (CSE)	Congressional District Aide (CES)	Insurance Underwriter (CSE)
Administrative Assistant (ESC)	Cost Accountant (CES)	Internal Auditor (ICR)
Budget Analyst (CER)	Court Reporter (CSE)	Kindergarten Teacher (ESC)
Business Manager (CSE)	Credit Manager (ESC)	Medical Records Technician (CSE)
Business Programmer (CRI)	Customs Inspector (CEI)	Museum Registrar (CSE)
Business Teacher (CSE)	Editorial Assistant (CSI)	Safety Inspector (RCS)
Catalog Librarian (CSE)	Elementary School Teacher (SEC)	Tax Accountant (ECS)
Claims Adjuster (SEC)	Financial Analyst (CSI)	Travel Agent (ECS)

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## Holland Codes

### Purdue University Northwest Bachelor Degree Programs

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#### College of Business

- Business (ESC)
- Accounting (CER)
- Business Analytics (CER)
- Entrepreneurship (ESA)
- Finance (CIE)
- Human Resources (SEA/SEC)
- Information Systems (IEC)
- Leadership (SEC)
- Management (ESR/IES)
- Marketing (ESC)

#### College of Humanities, Education & Social Sciences

- Behavioral Sciences (IAS)
- Communication (EAS)
- English (AES)
- Foreign Language (SAI)
- History (CIR)
- Human Development & Family Studies (SAE)
- Liberal Studies (varies)
- Multidisciplinary Studies (varies)
- Philosophy (AIS)
- Political Science (EIS)
- Psychology (SIE/ASE)
- Social Work (SEC)

#### College of Engineering & Sciences

- Biology (IRE)
- Chemistry (IRC)
- Civil Engineering (IRE)
- Computer Engineering (IRC)
- Computer Science (IRC)
- Electrical Engineering (IRE)
- Health Studies (ESC)
- Interdisciplinary Engineering (IRC)
- Mathematics (ICA)
- Mechanical Engineering (RIC)
- Physical Science (ICR)
- Physics (ICR)

#### College of Nursing

- Nursing (SIC)

#### College of Technology

- Computer Graphics Technology (AER)
- Computer Information Technology (IEC)
- Construction Engineering & Management Technology (RIE)
- Electrical Engineering Technology (IRE)
- Mechanical Engineering Technology (RIC)
- Mechatronics Engineering Technology (RIC)
- Organizational Leadership & Supervision (IES)

#### School of Education & Counseling

- Early Childhood Education (SEC)
- Elementary Education (SAC)
- Secondary Education (SAE/ASE)

#### White Lodging School of Hospitality & Tourism Management

- Hospitality & Tourism Management (SEA)