



# Guide to Holland Code

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*Includes Holland Code.*

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*Includes Realistic, Investigative, Artistic, Social, Enterprising, and Conventional.*

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### **MU Career Center's Guide to Holland Code:** Part of the Career and Major Exploration Guide Series

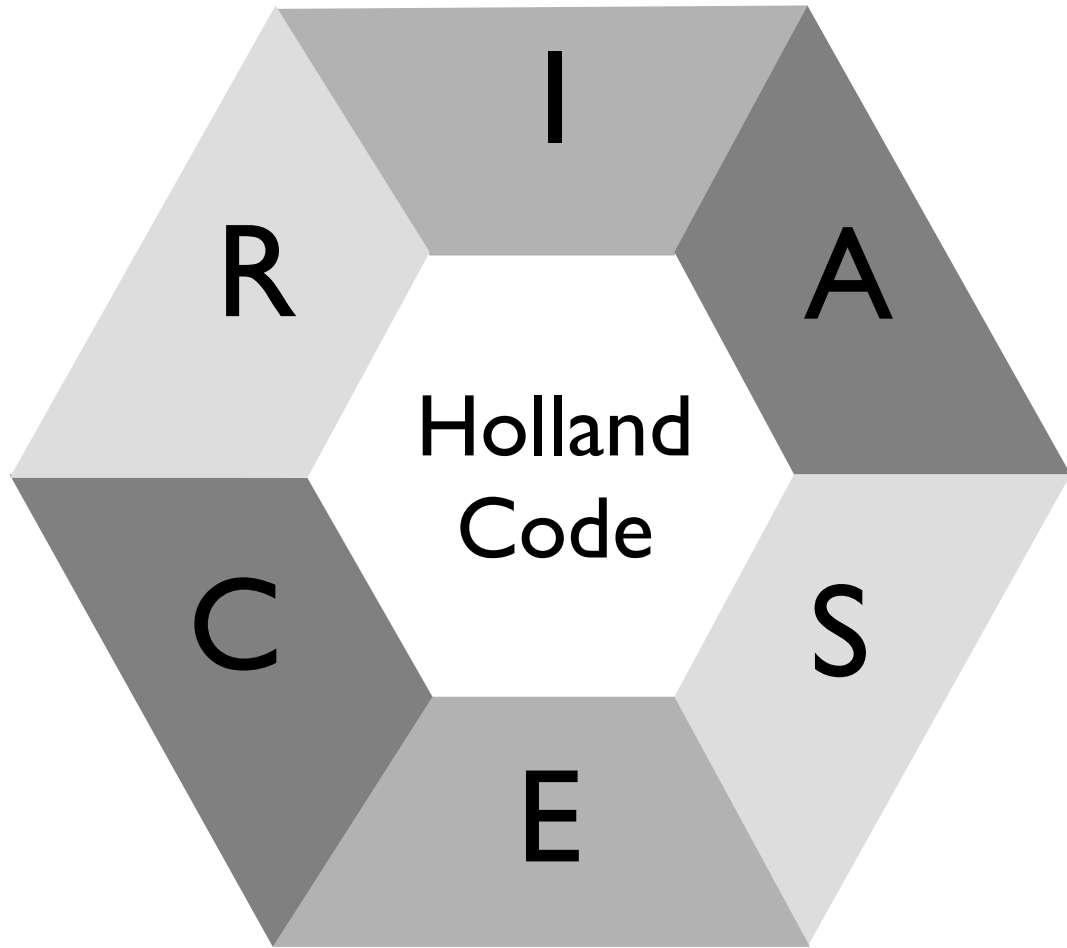
#### **Career and Major Exploration Guide Series:**

- ⇒ Guide to Exploring Majors  
and Careers
- ⇒ **Guide to Holland Code**

***MU Career Center  
Guide Series:  
Career and Major Exploration  
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After College Planning  
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# What Are Your Career Interests?



This 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 in 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 the 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 booklet further explain each type and provide some examples of career possibilities, areas of study at MU, and co-curricular activities for each code. To take a more in-depth look at your Holland Code, take a self-assessment such as the SDS, Discover, or a card sort at the MU Career Center with a Career Specialist.

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# Realistic (*Doers*)

**People who have athletic ability, prefer to work with objects, machines, tools, plants or animals, or to be outdoors.**

|  |  |  |   |
|--|--|--|---|
| <b>Are you?</b>  | independent<br>ambitious<br>systematic | <b>Can you?</b><br>fix electrical things<br>solve electrical problems<br>pitch a tent<br>play a sport<br>read a blueprint<br>plant a garden<br>operate tools and machine | <b>Like to?</b><br>tinker with machines/vehicles<br>work outdoors<br>be physically active<br>use your hands<br>build things<br>tend/train animals<br>work on electronic equipment |
| practical<br>straightforward/frank<br>mechanically inclined<br>stable<br>concrete<br>reserved<br>self-controlled |  |  |   |

## **Career Possibilities (Holland Code):**

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

# Investigative (*Thinkers*)

**People who like to observe, learn, investigate, analyze, evaluate, or solve problems.**

|   |   |   |  |
|---|---|---|--|
| <b>Are you?</b>   | intellectually self-confident<br>Independent<br>logical<br>complex<br>Curious | <b>Can you?</b><br>think abstractly<br>solve math problems<br>understand scientific theories<br>do complex calculations<br>use a microscope or computer<br>interpret formulas | <b>Like to?</b><br>explore a variety of ideas<br>work independently<br>perform lab experiments<br>deal with abstractions<br>do research<br>be challenged |
| inquisitive<br>analytical<br>scientific<br>observant/precise<br>scholarly<br>cautious |   |   |  |

## **Career Possibilities (Holland Code):**

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

# Artistic (*Creators*)

**People who have artistic, innovating, or intuitional abilities and like to work in unstructured situations using their imagination and creativity.**

|                        |               |                              |  |
|------------------------|---------------|------------------------------|--|
| <b><u>Are you?</u></b> |               | <b><u>Can you?</u></b>       | <b><u>Like to?</u></b>                 |
| creative               | original      | sketch, draw, paint          | attend concerts, theatre, art exhibits |
| imaginative            | introspective | play a musical instrument    | read fiction, plays, and poetry        |
| innovative             | impulsive     | write stories, poetry, music | work on crafts                         |
| unconventional         | sensitive     | sing, act, dance             | take photography                       |
| emotional              | courageous    | design fashions or interiors | express yourself creatively            |
| independent            | complicated   |                              | deal with ambiguous ideas              |
| Expressive             | idealistic    |                              |  |
|                        | nonconforming |                              |  |

## **Career Possibilities (Holland Code):**

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

# Social (*Helpers*)

**People who like to work with people to enlighten, inform, help, train, or cure them, or are skilled with words.**

|                        |             |                                |                           |
|------------------------|-------------|--------------------------------|---------------------------|
| <b><u>Are you?</u></b> |             | <b><u>Can you?</u></b>         | <b><u>Like to?</u></b>    |
| friendly               | cooperative | teach/train others             | work in groups            |
| helpful                | generous    | express yourself clearly       | help people with problems |
| idealistic             | responsible | lead a group discussion        | do volunteer work         |
| insightful             | forgiving   | mediate disputes               | work with young people    |
| outgoing               | patient     | plan and supervise an activity | serve others              |
| understanding          | kind        | cooperate well with others     |                           |

## **Career Possibilities (Holland Code):**

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

# Enterprising (*Persuaders*)

**People who like to work with people, influencing, persuading, leading or managing for organizational goals or economic gain.**

## **Are you?**

self-confident  
assertive  
persuasive  
energetic  
adventurous  
popular

ambitious  
agreeable  
talkative  
extroverted  
spontaneous  
optimistic

## **Can you?**

initiate projects  
convince 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 (Holland Code):**

Advertising Executive (ESA)  
Advertising Sales Rep (ESR)  
Banker/Financial Planner (ESR)  
Branch Manager (ESA)  
Business Manager (ESC)  
Buyer (ESA)  
Chamber of Commerce Exec  
(ESA)

Credit Analyst (EAS)  
Customer Service Manager  
(ESA)  
Education & Training Manager  
(EIS)  
Emergency Medical Technician  
(ESI)  
Entrepreneur (ESA)

Foreign Service Officer (ESA)  
Funeral Director (ESR)  
Insurance Manager (ESC)  
Interpreter (ESA)  
Lawyer/Attorney (ESA)  
Lobbyist (ESA)  
Office Manager (ESR)  
Personnel Recruiter (ESR)

Politician (ESA)  
Public Relations Rep (EAS)  
Retail Store Manager (ESR)  
Sales Manager (ESA)  
Sales Representative (ERS)  
Social Service Director (ESA)  
Stockbroker (ESI)  
Tax Accountant (ECS)

# Conventional (*Organizers*)

**People who like to work with data, have clerical or numerical ability, carry out tasks in detail, or follow through on others' instructions.**

## **Are you?**

well-organized  
accurate  
numerically inclined  
methodical  
conscientious  
efficient  
conforming

practical  
thrifty  
systematic  
structured  
polite  
ambitious  
obedient  
persistent

## **Can you?**

work well within a system  
do a lot of paper work 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  
type or take shorthand  
be responsible for details  
collect or organize things

## **Career Possibilities (Holland Code):**

Abstractor (CSI)  
Accountant (CSE)  
Administrative Assistant (ESC)  
Budget Analyst (CER)  
Business Manager (ESC)  
Business Programmer (CRI)  
Business Teacher (CSE)  
Catalog Librarian (CSE)

Claims Adjuster (SEC)  
Computer Operator (CSR)  
Congressional-District Aide (CES)  
Cost Accountant (CES)  
Court Reporter (CSE)  
Credit Manager (ESC)  
Customs Inspector (CEI)  
Editorial Assistant (CSI)

Elementary School Teacher  
(SEC)  
Financial Analyst (CSI)  
Insurance Manager (ESC)  
Insurance Underwriter (CSE)  
Internal Auditor (ICR)  
Kindergarten Teacher (ESC)

Medical Records Technician  
(CSE)  
Museum Registrar (CSE)  
Paralegal (SCE)  
Safety Inspector (RCS)  
Tax Accountant (ECS)  
Tax Consultant (CES)  
Travel Agent (ECS)

# Holland Codes for University of Missouri Majors

## COLLEGE OF AGRICULTURE, FOOD & NATURAL RESOURCES

Agricultural Econ. (EAS)  
Agricultural Education (RIE)  
Agricultural Journalism (ESR)  
Animal Sciences (IRS)  
Biochemistry (IRE)  
Entomology (IRS)  
Food Science & Nutrition (SEI)  
General Agriculture (RIS)  
Horticulture (IRS)  
Hotel & Restaurant Mgmt. (ESR)  
Plant Pathology (IRS)  
Plant Sciences (IRS)  
Rural Sociology (IES)

## COLLEGE OF ARTS & SCIENCE

Anthropology (IRE)  
Art History & Archaeology (EAS/IRE)  
Biological Sci. (IRE)  
Chemistry (IRE)  
Classics: *Classical Humanities* (AIS)  
Classics: *Greek* (ASE)  
Classics: *Latin* (ASE)  
Communication (EAS)  
Computer Science (IEC)  
Economics (IAS)  
English (AES)  
French (ASE)  
Geography (IRE)  
Geological Sci. (IRE)  
German (ASE)  
History (SEI)  
Intl. Studies: *East Asian Studies* (SEI)  
Intl. Studies: *Environmental Studies* (IRE)  
Intl. Studies: *European Studies* (SEI)  
Intl. Studies: *Intl Agri/Comm Dev.*(SEI/IRS)  
Intl. Studies: *International Business* (ESR)  
Intl. Studies: *Latin Amer. Studies* (SEI)  
Intl. Studies: *Russian Studies* (SEI)  
Intl. Studies: *South Asian Studies* (SEI)  
Mathematics (IRE)  
Microbiology (IRS)  
Peace Studies (SEI)  
Philosophy (SAI)  
Political Science (SEI)  
Psychology (SIE/ASE)  
Physics (IRE)  
Religious Studies (SAI)  
Romance Languages (ASE)  
Russian (ASE)  
Sociology (IES)  
Spanish (ASE)  
Statistics (IRE)

## COLLEGE OF BUSINESS

Business Administration (ESC)  
Business Administration: *Finance & Banking* (ESR)  
Business Administration: *Intl. Business* (ESR)  
Business Administration: *Mgmt* (ESR)  
Business Administration: *Real Estate* (ESR)  
Public Administration (ESR)

## COLLEGE OF EDUCATION

Early Childhood Education (SEC)  
Educational Studies (SEC)  
*Curriculum & Instruction, Interdepartmental,  
Practical Arts & Voc-Tech Educ, Special Educ.*  
Elementary Education (SEC)  
Elementary Education: *School Art (ASE); School  
Music (AES)*  
Practical Arts & Vocational-Technical Education  
(RIE)  
Secondary Education (SAE/ASE)  
*Art Educ, Behavioral Science, Biology, Chemistry,  
Earth Science, French, Gen. Science, German,  
Italian, Language Arts, Latin, Mathematics Educ,  
Music Educ, Physics, Social Studies, Spanish,  
Speech, Technical Educ (Agri Busn, Home Ec, Ind/  
Tech & Mktg Educ).*  
Special Education (SEC)  
*Behavior Disorders, Learning Disabilities, Mild/  
Moderate Mental Retardation, Severe  
Developmental Disabilities, Curriculum Dev for  
Exceptional Students, Mental Retardation, Early  
Childhood Special Educ., Admin & Supv of Special  
Educ.*

## COLLEGE OF ENGINEERING

Agricultural Engineering (IRE)  
Chemical Engineering (IRS) (*Biochem & Chem  
Environmental Options*)  
Civil Engineering (IRE) (*Environmental Option*)  
Comp. Engineering (IRE)  
Elec. Engineering (IRE)  
Industrial Engineering (EIR)  
Mechanical Engineering (RIS/IRE)

## COLLEGE OF HUMAN ENVIRONMENTAL SCIENCES

Architectural Studies (IRE)  
Communication Science & Disorders: *Speech -  
Language Pathology (SAI) Audiology (ISR)*  
Human Devel. & Family Studies (SEA)  
Personal Financial Planning (SEA)  
Radiologic Sci.: *Radiography* (IRS)  
Textile & Apparel Management (ESA)

## COLLEGE OF VETERINARY MEDICINE

Veterinary Biomedical Science (IRS)  
Veterinary Pathobiology (IRS)

## SCHOOL OF ACCOUNTANCY

Accountancy (CRS)

## SCHOOL OF FINE ARTS

Art (AEI)  
Music (ASI)  
Theatre (ASE)

## SCHOOL OF HEALTH PROFESSIONS

Clinical Laboratory Sciences: *Cytotechnology* (ICR)  
Comm. Science & Disorders (SAI)  
Nuclear Medicine (RIS)  
Occupational Therapy (SRE)  
Physical Therapy (SIE)  
Radiography (RIS)  
Respiratory Therapy (SIR)

## SCHOOL OF JOURNALISM

Journalism (EAS)  
Journalism: *Advertising* (ESA)  
Journalism: *Broadcast News* (AES)  
Journalism: *Magazine* (AES)  
Journalism: *News Editorial* (ESA)  
Journalism: *Photojournalism* (AES)

## SCHOOL OF NATURAL RESOURCES

Fisheries & Wildlife (RIE)  
Forestry (RIS)  
Soil, Atmospheric Sci. (IRS)  
Parks, Rec & Tourism (ESA)

## SCHOOL OF NURSING

Nursing (SIA)

## SCHOOL OF SOCIAL WORK

Social Work (SEC)

## HONORS COLLEGE

Pre-med (IRS)

## SCHOOL OF LAW

Law (ESA)

## SCHOOL OF MEDICINE

Health Services Mgmt. (ESC)