

**An Assessment of the Profile and Career Preferences of Senior High School Students of La Consolacion University Philippines Academic Year 2016-2017- Main Campus**

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**Abstract**

The study assessed the career preferences of Filipino adolescents. The respondents of the study were the senior high school students of La Consolacion University during the academic year 2016-2017. A descriptive research design was employed and a standardized questionnaire was utilized as a primary data gathering tool. Research has found that students' career success can be best attained if the right course suited to their personality, ability and intellect serves as their guide in selecting the course they are to take in college. It is also important to help students understand the important factors they have to consider in choosing a course like the economical importance of the course they would want to take at present and in the future. Collaborative effort of the school administrations, guidance counselor and parents should also be made to come up with better career plan for every individual student. The parents, relatives, friends, school administrators, guidance counselors should give necessary support to all students who seek their help and guidance in selecting their career. School administrators should consider an integrated career information and guidance system that will guide students towards making the best possible career decisions.

*Keywords: career preferences, factors, socio-demographics*