ABSTRACT

One can easily lead the task that he performs to its desired goal, if he knows what he is doing? and why? The research needs similar kind of focus & preciseness to attain its objectives. Through this research work, researcher has shown his intention to throw light on the role of Multiple Intelligences possessed by MBA students in their Career Planning for better and successful career. Gardner’s Theory of Multiple Intelligences contradicts that traditional ‘single entity’ idea of intelligence reflects through IQ Tests (Intelligence Quotient) highlighting some specific kind of abilities like memory or numerical. The concept of Multiple Intelligences emphasizes the collective ability of an individual coming from several abilities like Linguistic, Logical/Mathematical, Interpersonal, Intrapersonal, Visual, Bodily kinesthetic, Musical and Naturalistic etc.. This concept is observed helpful in self assessment, career selection and ultimately in career planning of an individual from academic years. By realizing it, researcher was curious to study it with reference to MBA students. That is why he has selected this topic.

Researcher is working on this topic since before getting registered for Ph.D. in 2011. Starting with general idea of Multiple Intelligences concept, researcher has reached to this framed research topic. The continuous and focused study along with extensive review of literature has been conducted. This research study is conducted for the students admitted for their MBA (Master of Business Administration) degree course under North Maharashtra University (NMU), Jalgaon, during 2001 to 2011. By setting objectives, developing hypotheses and by framing a systematic research process, researcher has conducted this research. For its execution, researcher has used the data collected from 396 respondents (243 Current MBA Students & 153
Passed Out MBA Students) under NMU, Jalgaon. This data is collected by questionnaires framed in traditional way of **printed form as well as in advanced electronic form** i.e. ‘googledocs’. The questionnaire used for this purpose has two parts. First part is Multiple Intelligence Test based on Multiple Intelligences Developmental Assessment Scales (MIDAS), while second part relates to Career Planning issues.

Then, this collected data have been analyzed and hypotheses are tested by using **SPSS (version 21)** and **MS-Excel** tools. Through data analysis, researcher has discussed the effect of **various factors like-gender, native area, specialization, graduation, parents’ educational level & fathers’ occupation on Multiple Intelligence level of MBA students.** Also by testing all the four Hypotheses by **Kendall’s Test of Correlation** and some Population Parameter Analysis, researcher has tried to describe the relation between Multiple Intelligence level of students and elements of their Career Planning. The analysis is also done to show relation between Managerial Competencies required for employability and students’ Multiple Intelligences. Along with Discussions on Research Findings, researcher has concluded the research by describing attainment of Research Objectives and role of Multiple Intelligences in Career Planning of MBA Students. Then, he has explained future scope for related research studies and has recommended some techniques to improve the Multiple Intelligence level and has suggested some other related measures to be taken towards making students more aware and conscious for effective career planning. These conclusions and results are drawn on the basis of data analysis reflected through **59 Tabular Formats, 17 Charts and 9 diagrams.**

Researcher has tried to present his research work through this thesis which comprises of **Six Chapters** described further in brief. **Chapter 1** deals with Introductory and all
the causal parts like selection of research topic, objectives, significance, scope, limitations and hypotheses of the Research Study etc. While Chapter II comprises of theoretical background of this research and concern literature reviewed by researcher to enrich this research work. Chapter III describes the contribution of North Maharashtra University in the socio-economic development of part of the society that it covers. It contains History, Development, Facilities Available and Future Projects of University. Then Chapter IV explains the systematic and scientific process and methodology followed by researcher to conduct this research work. This is then followed by Chapter V which comprises of Data Analysis done with Descriptive, Inferential (Hypothesis Testing and Population Parameter Analysis) parts by means of various statistical as well as analytical techniques. Finally the Chapter VI includes Discussions related to research Findings, Conclusion, Future Scope along with Researcher’s Contribution to the Theory of Management and some related Recommendations.

Through this thesis, researcher tries to put some new insights in the subject of Multiple Intelligences and Career Planning. He attempts to explain a vital role that Multiple Intelligences play in Career Planning of students. Also, he proposes a need to make MBA students more aware about Career Planning through the use of Multiple Intelligence Approach for their better and successful Career in future.