

The Application of Intelligence Theory in Management

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Abstract

The contemporary society requires an innovative approach in the methodology to enhance the cognitive abilities in students and children . Globalization and Modernism has been revolutionizing the regularity of human life . The complexities are increasing and frequently creating confusion and disturbance . These Problem can be solved through a proper educational pattern . IF carefully implemented, the Multiple Intelligence theory can prove to be successful methodology in revolutionizing the educational system. The Application of Multiple Intelligence theory is very much relevant in Contemporary Business schools .

Keywords: Globalization . Industrial revolution , Competition

The forces of Globalization have been influencing humanity in a very miscellaneous manner. The incredible connectivity and Information technology resulting in huge amount of data at the click of the mouse, the convergence of socio-culture and economic factors ,and the continuous and consistent circulation ,intermingling ,and periodic clashing of human beings of diverse backgrounds and aspirations. Intimately and inextricably connected to others, need to communicate with one another and share

.Every Firms and Individuals objective is to maximize profit and capitalize on the opportunities available.

‘Survival of the fittest’ was the common philosophy followed and practiced from the very beginning of the civilization, then with the ‘Industrial revolution’ the philosophy changed to the ‘Survival of the fittest’. The Twenty first century demands a much more subtler message. The present and contemporary age is the age of ‘I T revolution’. Convert information into money and Capitalizing the opportunity from the External Environment(Political, Economical, Socio-cultural, Technological, Demographical).

‘Survival of the Best informed’ is the present age philosophy to survive and succeed.

The complexities are mercilessly growing and aggravating, it has become intolerable and unbearable for human to survive peacefully. It has become very much essential, to train and develop them from the very academic days. It’s the duty of the Educationist and Teachers, to equip the children with resources to confront the ruthless world and the unpredictable future.

The knowledge about the discipline, the exercises required to master the discipline, the attitudinal transformation, the balancing of the mental and physical side, every aspect has to be touched and be made aware to the students. For this the Students must prepare themselves well, they must sharpen their skill so that it will enhance their cognitive abilities.

A new methodology has to be developed in the Cognition process. Besides the academic subjects, preparation and exercises must be given to the students to develop their intelligence and intellectual caliber.

Howard Gardner of Harvard has identified nine distinct intelligences, emerged from recent cognitive research and "documents the extent to which students possess different kinds of minds and therefore learn, remember, perform, and understand in different ways". According to this theory, "we are all able to know the world through language, logical-mathematical analysis, spatial representation, musical thinking, the use of the body to solve problems or to make things, an understanding of other individuals, and an understanding of ourselves. Where individuals differ in the strength of these intelligences - the so-called profile of intelligences -and in the ways in which such intelligences are invoked and combined to carry out different tasks, solve diverse problems, and to be progressive in various domains."

Gardner says that these differences "challenge an educational system that assumes that everyone can learn the same materials in the same way and that a uniform, universal measure suffices to test student learning. Indeed, as currently constituted, our educational system is heavily biased toward linguistic modes of instruction and assessment and, to a somewhat lesser degree, toward logical-quantitative modes as well." Gardner argues that "a contrasting set of assumptions is more likely to be educationally effective. Students learn in ways that are identifiably distinctive. The broad spectrum of students - and perhaps the society as a whole - would be better served if disciplines could be presented in a numbers of ways and learning could be assessed through a variety of means."

According to Gardner, All human beings possess all nine intelligences in varying amounts. Each person has a different intellectual composition. By addressing the multiple intelligence in the students ,the quality of the education can be made more effective and productive. For the management students ,these applications are very much useful and productive. Management degrees like MBA ,is multidisciplinary in nature , covering numerous discipline , from the Basic accounting to Taxation , from Marketing to HRM, from Math to Statistics, from Engineering subjects to Information Technology . A students pursuing such a degree must have the proper channel cognitive understanding and skill to succeed and survive . Gardner's Intelligence theory is a very applicable in for an MBA aspirant.

To withstand the ruthless competition and to have the confidence and the will to confront and succeed , the personality must be strong. Sharpening of these intelligence will develop the physical and mental skill and qualities in students , gradually transforming into strong and self-sufficient personality .

What is Multiple Intelligence (M.I) Theory?

"An Intelligence is the ability to solve problems ,or to create products, that are valued within one or more cultural settings" - Howard Gardner , FRAMES OF MIND(1983)

The Nine Types of Intelligence¹

- 1. *Naturalist Intelligence ("Nature Smart")*:** Defines the human ability to discriminate among living things (plants, animals) as well as understanding of other features of the natural world (earth , nature etc.). This ability was clearly of value in our

¹ Overview of the Multiple Intelligences Theory. Association for Supervision and Curriculum Development and Thomas Armstrong.co

evolutionary past as hunters, gatherers, and farmers; It is also speculated that much of our consumer society exploits the naturalist intelligences, which can be mobilized in the discrimination among cars, sneakers, kinds of makeup, and the like.

Exercise: Recognize one's connection to nature, apply science theory to life.

2. ***Musical Intelligence ("Musical Smart"):*** Musical intelligence is the capacity to discern pitch, rhythm, timbre, and tone. This intelligence enables us to recognize, create, reproduce, and reflect on music, as demonstrated by musicians, vocalist, etc. Interestingly, there is often an affective connection between music and the emotions; and mathematical and musical intelligences may share common thinking processes. Increases the creative and imaginative powers in students

Exercise: Make the students understand about music and rhythm. Teach them to sing or play instruments.

3. ***Logical-Mathematical Intelligence (Number/Reasoning Smart):*** Logical-mathematical intelligence is the ability to calculate, quantify, consider propositions and hypotheses, and carry out complete mathematical operations. It enables us to perceive relationships and connections and to use abstract, symbolic thought; sequential reasoning skills; and inductive and deductive thinking patterns. Young adults with lots of logical intelligence are interested in patterns, categories, and relationships. Develops the presence of mind in students.

Exercise: Encourage the students with puzzles , brain teasers and riddles , arithmetic problems, strategy games and experiments etc.,

4. ***Existential Intelligence (Mystic and philosopher):*** Sensitivity and capacity to tackle deep questions about human existence, such as the meaning of life, why do we die, and how did we get here. Develops and strengthen the thinking process.

Exercise: Practice deep thinking and meditation on life, death , transcending beyond the earth . Make their mind wander into deep blue sky and beyond the empty space .

5. ***Interpersonal Intelligence ("People Smart"):*** Interpersonal intelligence is the ability to understand and interact effectively with others. It involves effective verbal and nonverbal communication, the ability to note distinctions among others, sensitivity to the moods and temperaments of others, and the ability to entertain multiple perspectives. Develops in human being the sense of Empathy and the power to judge and understanding other.

Exercise: Encourage the students to speak and express, Improve their socialization process by making them do public speaking , elocution , seminars etc.,

6. *Bodily-Kinesthetic Intelligence (“Body Smart”)*: Improving the physical side of the human personality . Rectify their mannerism, walking and talking style , facial expression , dress code etc.,

Exercise: Make them do physical exercise, Teach them about punctuality and discipline. Encourage them to do live projects and models .

7. *Linguistic Intelligence (“Word Smart”)*: The ability to speak fluently and clearly, use language to express and appreciate complex meanings. .Develops the reading , writing and listening skills

Exercise: Conduct extempore and story- telling activities. Make them read and comprehend .Make them listen to speeches . Class exercises and activities like ‘Dump-charade’ , imaginative story writing competition etc.

8. *Intra-personal Intelligence (Self Smart”)*: Intra-personal intelligence is the capacity to understand oneself and one’s thoughts and feelings, and to use such knowledge in planning and directing one’s life. Develops a deep understanding about oneself . Gets aware of their own feelings and are self-motivated.

Exercise: Make the students meditate on oneself , Make them understand their own nature and behavior.

9. *Spatial Intelligence (“Picture Smart”)*:Spatial intelligence is the ability to think in three dimensions. Core capacities include mental imagery, spatial reasoning, image manipulation, graphic and artistic skills, and an active imagination. Develops the reasoning power, sharpen the power to associate words , situation and person .

Exercise: Story telling by showing a picture. Make the students think out the box. Make them come out with more than one solution to the problem.

Every institution must have a separate session for such activities for the students or if is possible , can continue in regular class session , allotting certain time for such activities . It’s the duty of the teachers and parents to check whether our students are developing their cognitive skill and sharpening their intelligence. For the social progress and individual success , the application of M.I can prove fruitful and constructive in bringing about positive and productive changes in students and children .

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