INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT iv

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REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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CONFERENCE PAPERS
- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES
- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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MANAGEMENT OF DISTANCE EDUCATION SYSTEM THROUGH ORGANIZATIONAL NETWORK

MEENAKSHI CHAHAL
ASST. PROFESSOR
B.ED PROGRAMME
DIRECTORATE OF DISTANCE EDUCATION
KURUKSHETRA UNIVERSITY
KURUKSHETRA

ABSTRACT

An organization tries to develop internally so that it could function progressively and leave an impact on all those concerned in the society. The programme development activities are largely taken care of by the head quarters. A well developed Management Information System (MIS) gears the organization towards more effective and efficient functioning. Educational media involves the tasks of media programme and provides interactive learning experiences. Distance teaching institutions are constantly engazed and has become more competitive in ensuring quality appropriateness and flexibility in programme offerings. Thus distance teaching institution requires proper networking, team work and communication etc. Web course tools, threaded discussion groups, e-mail, chat, instant messaging, streaming media/video, animations, application sharing, audio/video conferencing etc. are being adopted and used increasingly by distance education institutions in the effective management concerned with organizational network.

KEYWORDS

Management Information System , Web course tools, Animations.

INTRODUCTION

Distance Teaching Institution (DTI) usually functions within an organizational network of head quarters, regional centres, study centres, work centres and programme centres etc. Effectiveness and Efficiency are important principles of a well managed institution that endeavours to establish its own culture and others. The functional sub systems may be independently handled and coordinated through a Management Information System (MIS). Institution building is at the core of institutional management. An organization has its missions ,objectives and plan of action so that set objectives could be achieved . The programme development activities are largely taken care of the by head quarters. The activities are the responsibility of the regional and study centers with centralized coordination by certain 'Divisions' at the Headquarter. There are various Schools or Department Of Studies within the head quarter. These support divisions manage admissions, material printing and distribution , media production, regional services, evaluation, staff training, research and evaluation etc. Material design and development is taken care of by the teachers/ academic staff. The other related activities are taken care of by the other staff in the units concerned.

OBJECTIVES

- to describe Management Information System
- to explain network analysis , collaboration and e-learning technology in the effective management
- to describe various management issues in distance education institutions

An Organization can function effectively and provide maximum satisfaction to the learners through the management system. The management system requires a well organized and coordinate interaction pattern.

INSTITUTION BUILDING

Institution Building is at the core of institutional management. The organization must exercise the powers and carryout responsibilities envisaged in the approved plan. Necessary arrangements, work allocation methods , procedures , resources training, television and interaction multimedia etc. include tasks of designing and developing the media programmes. It provides interactive learning experiences to the learners. Development of these programmes involve scripting , shooting production and dispatch delivery for actual use at the learner's end . The collaborative approach to development of media materials requires sufficient experience and patience.

COURSE DESIGN

Course design and development exercises are mainly handled by the teachers and academics . A team is involved in the course development activity. In a team process the programme, course coordinators and faculty of the discipline is involved. Faculty involves the course writers, copy editors, graphic artists, language editors , instructional designers, media producers and printers etc. Each one has an assigned role to play and is accountable . Thus the management of entire process is a difficult and tedious one. It requires specialized skills of bringing out effective learning materials tutors and counsellors.

STUDENT SUPPORT SERVICES

Tutors and Counsellors i.e. Academic Counsellors are the most crucial agents of distance teaching-learning process. They act as subject experts, mentors, feedback providers, assessors and information providers. Management of Student Support Services include interaction and coordination with school of studies and other service units of the institution. The committed functionaries include timely admission of students, dispatch of study material, proper conductance regarding counselling sessions, communication to learners, maintenance of a continuous feedback and reliable evaluation etc. In the same way technologies like tele- conferencing and radio counselling involve large networks that needs to be maintained and managed. Technologies like computer (LAN and WAN) are involved in the operation of the system, information storage and dissemination along with development of learning packages. Thus distance education has tended to largely depend upon the technologies of delivery and interaction . Distance education has become more competitive in ensuring quality, appropriateness and flexibility in programme offerings for the prospective clients. The network, networking and collaboration have been crucial to the effective functioning of DTIs. Networks may lead to credit transfers among institutions and joint development thus sharing towards teaching learning resources. Support Services include the academic functions as tutorial, advising and counselling services along with administrative functions as enrolment, admission and registration, record keeping, information provision and delivery of study materials etc.

MANAGEMENT INFORMATION SYSTEM

Management Information System includes collection, processing and retriving of information at continuous intervals for the effective management. A 'SWOT' analysis (i.e. Strengths, Weaknesses, Opportunities and Threats) based on an effective MIS becomes more effective for constantly helping the organization move forward.Thus MIS should be continuous, timely, accurate and relevant.

EVALUATION SYSTEM

Evaluation of distance learning involves continuous and term end assessment. Continuous evaluation requires assessment of individual and group projects, tutor and computer marked assignments and experiments etc. Final evaluation is done through examinations. Thus the management regarding assessment of assisgnments and examinations is very complex and difficult. In open universities and the correspondence institutes , it becomes more complex and requires better management . Learners need to be constantly informed about the evaluation activities so that appropriate decisions could be made at appropriate time.

MANAGEMENT ISSUES

Managing a distance teaching Institution and its sub systems involve consideration of a host of variables as Quality Control, Technological Innovations , Marketing, Networking and Accountability. Qualitative aspects need to be handled through continuing professional development and experiential learning by the functionaries. The level of quality depends on the level of professionalism and human resources engazed in distance teaching.

NETWORK ANALYSIS AND COLLABORATION

Organizational Network Analysis offers a useful methodology to help executives to do various things as assessing broader patterns of informal networks among individuals, teams, functions and organizations and taking targeted steps to align networks with strategic imperatives. Network Survey and Analysis software allows senior managers to gather a wide range of data from employees about their collaboration as looking for information and expertise, engazing in decision making and innovative brainstorming etc.

Thus using a management system, personal tools and social networks distance education institutions focus on empowerment of students and management of learning.

CONCLUSION

Thus an outlined approach to e-learning focuses on students alongwith providing the tools to support the self-governed, problem-based and collaborative activities in the institution management. Existing social software tools such as weblogs, wikis and social bookmarking are used to support e-learning activities in management of institutions. Effective innovation often requires a striking balance between external connectivity and internal influence. To ensure uptake and engagement on externally sourced ideas, employees who broke new ideas must be respected and sought out internally in the management of distance education institutions.

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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