

School of Distance Education (SDE), University of Kerala

MA PUBLIC ADMINISTRATION (Semester I) 217-18

Assignment Topics and Case Analysis

Paper I. Theories and Concepts of Public Administration

Topic 1. Explain about the ecological approach. Mention Riggs view of ecology of administration. **OR**

Topic 2. Explain theories of Governance. Differentiate Neo liberal theory and anti development theory.

Case Analysis

As Organizations are increasing their investment in Social Media Marketing (SMM), public sector cannot turn their face. The two main challenges associated with SMM are agency - client relationship and the available social analytics tools. Despite an increasing body of research on social media objectives and metrics, no previous study has explored how these are useful for public organizations. As a student of public administration how you view this problem. Whether we need this. If it is needed how effectively we can implement in public sector organizations which possess different visions and objectives.

Paper II. Indian Government and Politics

Topic 1. Briefly Explain the Fundamental rights and Fundamental duties. **OR**

Topic 2. Write about Gandhian concepts of Grass root democracy. Mention 73rd ammendment also.

Case Analysis

The Case Analysis of Supreme Court Case : Kesavananda Bharati Vs State of Kerala, 1973. (4 SCC 225).

Paper III. Human Resource Management

Topic 1. Enumerate the need for training. **OR**

Topic 2. Write about human resource control mechanisms.

Case Analysis

The Future of Work : The Journey to 2022

A team from PWC and the James Martin Institute for Science and Civilization at the Said Business School in Oxford came together in 2007 to develop a series of scenarios for the future of people management. The result was three 'words of work', which provide a lens through which to examine how organization might operate in the future. The forecasts are based on the results of a specially commissioned survey of 10,000 people in China, India, Germany, the UK and the USA and survey on almost 500 HR professionals across the world.

The report predicts that competing social, political, economic and technological forces are likely to result in three future scenarios on 'words of work'. They also suggest that most organizations are likely to be a mix of all three.

The Orange World – Small is Beautiful

In this scenario, specialization dominates the world economy. Companies begin to break down into collaborate networks of smaller organizations. The emphasis in the orange world is on maximizing flexibility while minimizing fixed costs. This is likely to take advantage of the portfolio career, hiring a diverse mix of people on an affordable, ad hoc basis.

The Blue World- Corporate is King

In this scenario, big company capitalism rules. Organisations continue to grow bigger and individual organizational preferences trump beliefs about social responsibility. Here the emphasis is on profit, growth and market leadership. Scale is the crucial differentiator in this world as it allows this mega- corporations to reach out across the globe and compete for talent and resources- constantly innovating and keeping pace with customer demands.

The Green World – Companies Care

In this scenario, social responsibility dominates the corporate agenda with concerns about climate change, demographic and sustainability becoming the key drivers of business. The driving goals in these organizations are positive social and environmental impacts. Ethical values are a key consideration and employee value proposition in this scenario is work –life balance in return for loyalty to the organization.

Questions

1. What key challenges are likely to be created by the co existence of these three scenarios
2. What are the implications of these different scenarios for the HR functions
3. What types of HRM practices would you recommend for each scenario.

Elective Paper I. Human Rights and Administration

Topic 1. Explain about National and State Human Rights Commissions. OR

Topic 2. Write about the role of police in protecting human rights with examples.

Case Analysis

Critically examine the custodial death of Sri Rajan in 1976.