

CHAPTER – 2

RESEARCH METHODOLOGY

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1. Back ground

In any industry, the work force consists of the skilled / un-skilled Labour, Technicians, Engineers, Supervisors, Management Executive and Office Staff at different levels. **However, the researcher has taken into consideration only the management cadre for the purpose of his research work.**

In the Management cadre of any company, personnel are recruited on the basis of their knowledge, service experience, skills and performance standards, as assessed within the organization, if the policy so exists, or other methods; including direct recruitment from campuses.

1.1 Objective of the Research Study

The objective of the research study is to develop new instructional models for management institutes, based on the needs of industries in and around the city of Pune, so as to meet Corporate's future requirements of professional managers at the entry point.

1.2 Hypothesis

The globalization, liberalization, privatization, technological advancement and competitive business environment world over, have necessitated changes in the instructional models of management education and training. It is also felt from the corporate point of view, that the current professional knowledge, training and experience, being provided by the management institutes in Pune, do not adequately meet the expected standards of students at the entry point, and hence the need for new "Instructional Models".

1.3 The Proposed Instructional Models include the Following:

- a) Syllabus for MBA / PGPM / PGDBA / PGDBM Programs, including Practical assignments, C-curricular and Extra curricular activities.
- b) Selection criteria of students, Intake capacity and Admission process
- c) Teaching faculty, including visiting faculty and Faculty Development Programs.
- d) Teaching Methodology
- e) Study material, Teaching / Training aids and Infrastructure
- f) Evaluation system
- g) Industry-Institution interface
- h) Placement
- i) Research, Development and Consultancy.

1.4 Type of Research

After the researcher took over as Director of the MIT School of Management, it took little time for him to understand the importance of institution-industry interface; simply because the management students are like a product for consumption of the business organizations, which are like customers / prospective buyers. Therefore, he focused on the understanding of the Corporate's requirements and their expectations from the management institutes, so that students could be developed accordingly.

The researcher made every endeavor to closely interact with the middle / top level of management; especially the HR heads, during meetings, conferences, seminars, workshops, interviews, campus recruitment and other such occasions, so that he better understands their requirements and expectations from the management institutes.

Besides the above, he collected the data from educational institutes, industries, training centers and other free flow information sources.

Since analytical study of all the facts and figures of the surveyed data and other information / observations are to be carried out, before giving some of the new concepts, abstract ideas and recommendations for the proposed instructional models, **it**

would be more appropriate to call it a combination of the Descriptive, Analytical and Empirical type of research.⁴⁰

1.5 Research Approach and Basis for Sampling

We classify information sources into primary and secondary types. Primary data is collected by someone, especially to answer research questions- for instance, when you observe certain production operations and measure their cost, or when mind writer surveys its complete care customers to see what changes would improve customer satisfaction. The studies made by others for their own purposes represent secondary data.⁴¹

As mentioned earlier, after completion of the management degree / diploma programs, most of the students join the business organizations for services in the core areas like Marketing, HR, Finance, System and Operational Research. Therefore, the needs and expectations of the business organizations / industries have to understood and fulfilled.

With a view to understand as to whether the management education and training institutes in Pune fulfill such needs of industries, **the researcher thought it proper to collect the primary data from the management institutes, industries and the training centers, including academicians, consultants and management experts; and the secondary data from free flow information sources, such as, Books, Magazines, Journals, other Periodicals / Study materials, Articles published in the Newspapers, Web sites and also the Excerpts / Abstracts taken from various Seminars, Workshops, Guest lecturers, Conferences and Meetings.**

1.6 The Universe of Sampling for Data Collection

In case of the Management institutes, the researcher had randomly picked up ten institutes, comprising of Premier, B+Grade and Non-Premiere, from amongst 52 (Now approximately 60) management institutes in Pune, which were established prior to the year 2000. Similarly, in the case of industries and training centers, these were also

randomly picked up from the medium and large scale industries, which are in Production, Marketing, Services, Software, Finance, Export / Import and R&D.

1.7 Research Instruments

On the basis of the current MBA and other autonomous management programs being conducted by various management institutes at Pune, the quality of management trainees being produced, technological advancement, global business competitive environment and the changes / requirements perceived; keeping in mind the expectations of industries, **Questionnaires and Interview Schedules were sent and also personal meetings, Interaction and Interviews held with a number of respondents to get the requisite information / feedback.**

The details of the Questionnaires / Interview Schedule sent and the feedback received from the Management Institutes, Industries, Training centers and other sources of Free flow information, together with the data processed in the form of Worksheets, are given in Tables marked as 'A', 'B', 'C' and 'D' respectively under Chapter-3 below.