Chapter - 3

RESEARCH METHODOLOGY
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3.1 INTRODUCTION:
This chapter introduces the methodology used to study the attitude of MBA students towards entrepreneurship. It includes the research design, the population and the sample used for the study, the procedure and the instruments used for the study.

3.2 RESEARCH DESIGN:
The main objective of the research was to find the attitude of MBA students’ towards entrepreneurship. As the study was descriptive in nature the survey method was used to collect the data. A questionnaire was designed to capture the attitude of students towards entrepreneurship, their intention to business immediately after completing MBA and within five years of completing MBA, their opinion about entrepreneurship as a career option, the obstacles faced in starting business venture and the factors motivating them to start a business venture.

A pilot study was conducted to test the questionnaire on a group of 50 in a class of MBA students. The questionnaire was then modified on the basis of the results to make it more reliable. Many questions were deleted as they were fund to be repeated in other questions.

The instrument was tested for its reliability using reliability coefficients (Cronbach’s Alpha).The alpha value for the questionnaire was found to be 0.89 which is considered to be highly reliable.

3.3 POPULATION AND SAMPLE:
The population for the study consisted of all the second year MBA students studying in management institutes in Pune city and affiliated to the University of Pune. The number of such institutes during the period of study (2008) was 43 with an intake of 3360 students.
The sample for the study consisted of 800 final year students from these institutes using simple random sampling method. The questionnaires were administered to all the 800 students and were collected. Out of the 800 filled in questionnaires 97 questionnaires were found to be incomplete. The final questionnaires consisted of 703 respondents. This represents about more than 20 percent of the population and can be considered to be representative of the population.

3.4 THE RESEARCH INSTRUMENT AND MEASUREMENT:
The instrument for the research consisted of a questionnaire. The questionnaire was designed to address the objectives of the study. The questionnaire was designed on the basis of the review of literature on entrepreneurial traits, entrepreneurial attitude and entrepreneurial intention. The questionnaire consisted of two parts. Part A consisted of the demographic profile of the respondents and part B consisted of questions related to the attitude and entrepreneurial intention of the respondents. The part A of the questionnaire consisted of nominal type of questions which the respondents had to tick mark as YES or NO. Part B of the questionnaire consisted of close ended likert type questions which the respondents have to tick mark on a scale of 1 to 5, where 1 denotes strongly disagree, 2 denotes disagrees, 3 denotes neutral (neither agree or disagree), 4 denotes agree and 5 denotes strongly disagree.

3.5 ANALYSIS AND INTERPRETATION:
The data collected from the respondents was codifies and entered into the system. The data was cleansed for any duplication and wrong entries. The data file was processed and then analysed using SPSS 18.0 (statistical package for Social Sciences version 18.0) software. Descriptive and inferential statistics was used and inferences were drawn from the analysis. Statistical tests were used for testing the hypothesis of the study.
3.6 SECONDARY DATA:
The study was based on both primary and secondary data. The primary data was collected from the sample survey whereas the secondary data was collected from reference books, journals, magazines, government reports, manuals, University reports and publications institutes brochures, Directorate of technical education brochure, search engines, various online databases and web sites.