Chapter II
Research Methodology

2.1 Selection of topic
2.2 Objectives of the research
2.3 Hypothesis of the Research
2.4 Scope of the study
2.5 Research methodology
2.6 Selection of sample
2.7 Chapter scheme
2.8 Limitation of the study
2.1 Selection of the Topic
Due to overall growth of Pune metro during last 25 years and increasing importance of management education, trigged desire to study career opportunities for management students in Pune metro. Also interactions with Passing out and Incomming students for Management education tempted me to study subject of career opportunities.

2.2 Objective of the Research
1. To study of career opportunities available for management students passing out from institutes in Pune and surrounding area.
2. To study and forecast the opportunities in new sectors likely to produce demand for management students in coming 25 years.
3. To study and suggest changes in course for management students.

2.3 Hypothesis of the Research
Researcher will study and prove following hypothesis:
1. There are more career opportunities available for management students than any other graduates.
   Management students - Includes MBA, PGDM, MMS others Post Graduation in management disciplines. Now a day’s undergraduate level BBA is available under management discipline.
   Other Graduates – Include BA, B.Com. , BSc, B.E, B. Farm, BCS etc. without Management disciplines.
2. The service sector will gain more importance in the future.
   There is shift in career opportunities from manufacturing sector to service sector. Service sectors are marketing, banking and insurance industry, travel and tourism, hotel industry, academics, agricultural, hospital and hospitality management, event management.
3. Management knowledge is useful in all sectors and is universally applicable.
2.4 Scope of the Study
The research study is limited to Pune and surrounding areas of Pune. Management graduates passing out from Management Institutes surrounding Pune will be considered for research study. Case study based method is also used for research study. Management Institutes older than ten years and passing out graduates from such Institutes are important sources of information for research study. Researchers study is useful to –

1. New entrant to management education.
2. Management graduates from various management institutes.
3. Passed out management graduates with less than 5 years of experience.
4. Management schools to decide upon future (management institute which will come into existence) management Institutes.
5. Employers to decide recruitment of management Trainees.
6. Placement departments of Management Institutes.

2.5 Research Methodology
A critical study of career opportunities for business management students with special reference to Pune metropolitan area has been studied by adopting the methodology as summarized below.

In view of the objectives of the study mentioned above, it was decided that the study should cover Pune metropolitan city and surrounding area. The sample so selected consist of students (Graduate with management education), Students (graduates only), Employers, Placement departments of Management Institutes, Experts and Principals in Pune

Collection of Data:-
As regards methodological aspect of the study, survey method has been followed from primary as well as secondary sources.

The present study is based on primary data and secondary data:

Period for the Survey: - The Survey work is done from the academic year 2011-12 to 2014-15.
A) Primary Data

Primary data will be collected through discussion, personal interview and structured questionnaires. The personal interviews with students (Graduate with management education), Students (graduates only), Employers, Placement departments of Management Institutes, Experts and Principals in Pune.

Questionnaire: - Structured questionnaires prepared for students (Graduate with management education), Students (graduates only), Employers, Placement departments of Management Institutes, Experts and Principals in Pune metropolitan area and information was obtained from them.

Interviews: - Personal interviews are conducted for students (graduate with management education), students (graduates only), employers, Placement department of management Institutes, Experts and Principals in Pune metropolitan area; who have provided information about career opportunities available for management students.

Data Analysis: - Analysis has been made for the information obtained from stack holders mentioned below in details of sample size.

Case Study: - The research problem is also studied by case study method. I collected information through questionnaires. The case is prepared based on information in questionnaires.

B) Secondary Data

Secondary data has collected through various published sources i.e. reference books, journals, newspapers, reports, records available with this in the market.
2.6 Selection of Sample

Table below shows details of sample size

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Category</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Students (Graduate with management education)</td>
<td>180</td>
</tr>
<tr>
<td>2</td>
<td>Students (Graduates Only)</td>
<td>180</td>
</tr>
<tr>
<td>3</td>
<td>Employers</td>
<td>25</td>
</tr>
<tr>
<td>4</td>
<td>Placement department of management institutes</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>(Placement Agencies)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Experts</td>
<td>25</td>
</tr>
<tr>
<td>6</td>
<td>Principal</td>
<td>6</td>
</tr>
</tbody>
</table>

Sample size: - 441

Method used for sample selection:- Non probability stratified samples selection method.

Justification of sampling method:- Non probability stratified samples selection method is used for research study. The method being widely used for doing this kind of research. This is suggested by one of the experts.

Criteria of sample selection:
For the purpose of the present study, the researcher shall consider the following class of respondents -

Students (Graduate with Management Education): I have considered management Institutes who have survived more than ten years and has proven track record of placement beyond 10 years. There were about thirty management Institutes till 2005. There are about 180 management Institutes in Pune Metropolitan area as on 2013. This includes about 150 management Institutes beyond 20 kilometers surrounding Pune. 150 management Institutes are very new and which survival period is not beyond ten years. I have not considered these institutes since survival period is too short.
I am convinced with sample of 180 management students, as 30 Institutes @ 60
students at each management Institutes will produce about 1800 management graduates.

**Students (Graduates only):** I have also proved that there are comparatively less career opportunities for only graduates without management course. I selected sample of 180 students, collected information through questionnaire and proved my assumptions. For degree student’s (graduation level), I have considered prominent degree colleges in Pune and selected again 180 students.

**Employers:** Pune is a metropolitan city having numerous industries in the city area as well as surrounding MIDC area (Pimpri-Chinchwad, Chakan, Talegoan etc). It is not possible to contact numerous employers from such wide spread. This area includes basic manufacturing, multinational, IT industries and service sector like banking, insurance, investment, Travel and tourism, Hotel and Hospital. From this strength 25 respondents shall help to know their views and opinions against career opportunities for business management students. Companies which are frequently visiting to management Institutes are taken into account. There are about 25 companies falling in this class, hence selected sample of 25 employers for obtaining placement related information.

**Placement Department of Management Institutes (Placement Agencies):** Pune is a known as East of Oxford; city has many management institutes as well as Pune University itself. Along with, there are seven Deemed Universities i.e. Tilak Maharashtra Vidyapeeth, Bharati Vidyapeeth, Symboisis, D.Y.Patil, SNDT, Also private owners are running their own management institutes, charitable trusts too are running same kind of management institutes. Among these management institutes 25 respondents having placement department are taken into account. These respondents helped to know views and opinions for career opportunities for business management students.

**Experts:** Pune city has many industries. Placement agencies have more chances to grow their business. Placement consultants have made growth in the same area. Strength (Number) of these placement agencies, placement consultants, experts from industries, Director of management institutes is very big. 25 Respondents (experts) are selected for research study.
**Principals:** Information is also collected from college principals. Researcher is trying to prove that there are lesser career opportunities for student with graduate qualification, as comparing to career opportunities for graduate students with management qualification.

Six college principals of prominent degree colleges are selected for research study. Total sample size for all categories is 441. According to me this sample is reasonable. It will achieve my purpose of research study and will give me required results.

**2.7 Chapter Scheme**

**Chapter-I:** - **Introduction** :- Research student has given importance of the research study. Logical reasons for selection of the subject. Changing face of Pune is also touched.

**Chapter-II:** - **Research methodology**:- In this chapter I have touched following points Selection of Topic, Objectives of the research., Hypothesis of the research, Scope of the study, Research Methodology, Selection of Samples, Chapter Scheme, Limitations for study

**Chapter III – History and Growth of Management Education:** -This chapter covers history and growth of management education in India for last five years.

**Chapter IV – History and Growth of AICTE:** - Role of AICTE is studied in this chapter.

**Chapter V Literature Review/Conceptual Study:**- This chapter covers review of the subject related literature. Relevant literature is studied and importance of the article is highlighted.

**Chapter VI Perspective of Career opportunities:** - Information about various careers and career opportunities in new Sectors is studied in this chapter.

**Chapter VII – Data analysis & Interpretation:** - Data is analyzed using simple techniques of Tables, Pie-charts, Bar diagrams and graphical analysis.

**Chapter VIII - Hypothesis Testing:** - Chi-square test is used to prove the hypothesis.
Chapter IX – Findings, Conclusions & suggestions: - Conclusion based on analysis and hypothesis testing is drawn. Conclusions and suggestions are given. Utility of the study and scope for further research study is also mentioned.

2.8 Limitations of the study

Research study has following limitations.

1) Research student is working full time at premier management institute in Pune and hence it was rather difficult to visit places outside Pune. It placed limitations for research study. In spite of these limitations, research student went to Mumbai to visit AICTE office and SSS office.

2) This Study is limited to Pune Metropolitan area. Research student has made all possible effort to obtain information. From students (Graduate with management education), Students (graduates only), Employers, Placement departments of Management Institutes (Placement Agencies) , Experts and Principals in Pune.

3) Main source of information collected is through Questionnaires through multi option possible answers. It is quite likely that these options did not catch all possible information.

4) Sometimes information is collected on telephones and through interview. All points in discussion (informal discussions) cannot be placed on records.

5) Respondents do not disclose real information.

-------------------------------------------------------------------------------