CHAPTER – 2

[RESEARCH METHODOLOGY]

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, I have taken into consideration only the management cadre for the purpose of my 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 my 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-currucular 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 I took over as Director of the MIT School of Management, it took little time for me 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 or the prospective buyers. Therefore, I focused on the understanding of the Corporate’s requirements and their expectations from the management institutes, so that we could develop the product accordingly.

I 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 I better understand their requirements and expectations from the management institutes. Besides the above, I collected the data from educational institutes, industries, training centers and other free flow information sources.

Since I have to carry out analytical study of all the facts and figures of the surveyed data and other information and observations, before giving some of the new concepts, abstract ideas and my 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**.  

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.  

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 the industries, I thought it proper to get the **primary data from the management institutes, industries and the training centers and the secondary data from other free flow information sources like, academicians, consultants and management experts / besides a large number of books, magazines, articles, newspapers and other periodicals / study materials**

1.6 **The Universe of sampling for data collection**

In case of the Management education, I have randomly picked up ten institutes from amongst 52 management institutes in Pune (number now increased to approximately 60), 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 / large scale industries and the training centers in and around the city of Pune.
1.7 Research Instrument

On the basis of the current MBA and other autonomous management programs being conducted in 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 the industries, Questionnaires / Interview schedules were sent and also personal meetings, interaction and interviews held with a number of respondents to get the requisite feed back.

The details of the questionnaires / interview schedule sent and the feed back 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.