CHAPTER – III

METHODOLOGY OF THE STUDY

The Third Chapter made an attempt to the Research Methodology; it includes the Statement of Problem, Research Gap, Need of the study, Objectives of the study, Hypothesis of the study, Data Collection. The researcher also described the processing of data by adopting the Statistical Tools of the study are scope of the study, Mean, ANOVA and T-test. The researcher further attempted to describe Presentation of the study, Limitations of the study.

3.0 METHODOLOGY OF THE STUDY

The study was conducted in Four Universities of ANU, JNTUK, KLU and VIGNAN By comparing the Universities to study the Employability skills of Professional students. The researcher has taken the universe from the four Universities is 180 in ANU, JNTUK is 230, KLU is 310, VIGNAN is 200 and has taken 50% as sample size in 920. The stratified random sampling technique was used for this study.

3.1 STATEMENT OF THE PROBLEM

There is a rising demand for manpower across various countries all over the world. Since globalization has blurred borders people move across continents to take up employment opportunity. But at the same time it is an obvious fact that the demand is most often for the qualified and suitably skilled manpower only. Various studies and research have shown that soft skills or non technical competencies help people succeed in their various ventures. This being the scenario, most institutions of higher learning aim at incorporating soft skills in their curriculum. India has a huge band of population in the young age group and statistics show that most of them are professionals. The fact that they are technically knowledgeable alone is not enough. They need to be trained in various aspects of employability skills that would make them employable. Survey and research study show that there is a dearth of employability skills among the fresh graduates. The problem lies in ensuring that these professionals are employable. Based on the need the researcher has taken the problem as “PERSONALITY TRAITS FOR THE EMPLOYABILITY AMONG
THE PROFESSIONAL STUDENTS: (WITH REFERENCE TO SELECT UNIVERSITIES IN ANDHRA PRADESH - A COMPARATIVE STUDY)

3.2 RESEARCH GAP

Since it is find that very less study and research has been made on employability traits of the professional students. The present trend of the privatization and globalization context. There is a great demand for the skilled resources. Therefore there is a wide scope and a very big need of the present study so in order to make the suggestions and recommendations and to fill the gap between requirements of the Industry and Government policies on professional education system, critically focused on development of employability traits and skills of the professional students.

3.3 NEED OF THE STUDY

Over the last two decades India has become a force to reckon with in the global context. Population explosion which had been a matter of setback for India in the past proves to be a major advantage in the current scenario with the maximum population in the working age group. A report released by NASSCOM titled ‘Perspective 2020: Transform Business, transform India’ shows that India has the highest population in the working age group – about 750 million people, this would go up to 920 million by 2020. It is this major group which contributes to the steady growth of India. But if this growth has to sustain it is possible only if education provides the right support in the required field. The National Knowledge Commission (NKC) in its report has clearly outlined the need for developing the education system in India. Among the many recommendations given one important factor is to enhance the skills of the graduates in view of their employment India has the youngest population in the world. The current median age of India is less than 26 which is very significant because other developed nations like Europe has 40, Japan 44, China 35. But the fact is that most of the graduates are not readily employable. Studies show that they need to hone certain skills before they are actually ready to face the job market. In this context, the current study aims to assess the levels of soft skills of fresh engineering graduates. The study also compares a pre test and post test of students who have been trained in soft skills. The module followed for training would enable students to develop their skills.
3.4 SCOPE OF THE STUDY

The study was conducted in employability skills of Four Universities ANU, JNTUK, KLU and VIGNAN. The title of the study is to be entitled as “PERSONALITY TRAITS FOR THE EMPLOYABILITY AMONG THE PROFESSIONAL STUDENTS: (WITH REFERENCE TO SELECT UNIVERSITIES IN ANDHRA PRADESH – A COMPARATIVE STUDY)”

3.5 PERIOD OF THE STUDY

The period of the study was conducted in the 2 years for data collection in four universities.
3.6 OBJECTIVES OF THE STUDY

1. To Assess the Employability skills among the professional Students
2. To Evaluate the different Dimensions of employability skills among the professional students
3. To compare the employability skills between the Medium of Education.
4. To find out the different dimensions of employability skills with reference to gender
5. To assess the total employability skills of professional students with reference to the background
6. To measure the various dimensions of employability skills of professional skills between the Rural and Urban.

3.7 HYPOTHESIS OF THE STUDY

1. Null Hypothesis (H₀) (Accepted): There is no significant difference in opinion of respondents Course and dimension of Employability skills in Four Universities

   Alternate Hypothesis (H₁) (Rejected): There is a significant difference in opinion of respondents course and Four Universities.

2. Null Hypothesis (H₀) (Accepted): There is no significant difference in means of opinion of respondents Medium of Education and dimensions of Employability skills in Four Universities

   Alternate Hypothesis (H₁) (Rejected): There is a significant difference in means of opinion of respondents Medium of Education and dimensions of Employability skills in Four Universities.

3. Null Hypothesis (H₀) (Accepted): There is no significant difference in means of opinion of respondents Gender dimensions of Employability skills in Four Universities

   Alternate Hypothesis (H₁) (Rejected): There is a significant difference in means of opinion of respondents Gender and dimensions of Employability skills in Four Universities.

4. Null Hypothesis (H₀) (Accepted): There is no significant difference in means of opinion of respondents Parental Background and dimensions of Employability skills in Four Universities
Alternate Hypothesis ($H_1$) (Rejected): There is a significant difference in means of opinion of respondents Parental Background and dimensions of Employability skills in Four Universities

5. Null Hypothesis ($H_0$) (Accepted): There is no significant difference in means of opinion of respondents Domicile and dimensions of Employability skills in Four Universities

Alternate Hypothesis ($H_1$) (Rejected): There is a significant difference in means of opinion of respondents Domicile and dimensions of Employability skills in Four Universities.

3.8 DATA COLLECTION

The data collection was divided into primary data and secondary data.

3.8.1 Primary Data

The researcher has collected the data by distributing the questionnaire to respondents in Four universities of ANU, JNTUK, KLU AND VIGNAN. The data was collected through observation and interviewing the respondents.

3.8.1.1 Questionnaire

Pilot study: - A trail study carried before a research design is finalised to assist in defining the research questionnaire or to test the feasibility and validity of the proposed study design.

The researcher has collected one hundred and fifty (150) questionnaires from different text books of the personality development and seminar papers published in national and international level related to the subject. The researcher conducted a pilot test with a few students, according to the comments and advice of judges and with the result of the pilot survey it is reduced to only sixty questionnaires (60).

The researcher has selected twelve components based on Malty national company’s drives and old stock questions.

The questionnaire was framed in the Likert-5-point scale. The questionnaire is structured in format of Employability skills among the professional students of the select universities in A.P.

1- Strongly Disagree, 2=Disagree 3- Neutral 4-Agree 5-Strongly Agree
3.8.2 Secondary Data

The Data was collected through the websites of the four universities are ANU, JNTUK, KLU and VIGNAN.

3.8.3 Processing of the data

The study for the Employability skills among the professional students of the select universities in A.P. through the qualitative and quantitative of the data.

3.8.3.1 Qualitative Data

The data was collected through questionnaires/interview schedule itself and the time of constructing the research instrument. The collected data through structured questionnaire by means of in-depth interview.

3.8.3.2 Quantitative Data

The quantitative data can be displayed by using the numerical form of the data. By entering into the computer formulates into the tables by using the SPSS 20.0 VERSION

3.8.3.2.1 Sampling

In sampling technique the researcher attempts to stratify the population in such a way that the population within a stratum is homogenous with respect to the characteristic on the basis which is being stratified.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>UNIVERSITY</th>
<th>STUDENTS @50% and 10%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Universe</td>
</tr>
<tr>
<td>1.</td>
<td>ANU</td>
<td>360</td>
</tr>
<tr>
<td>2.</td>
<td>JNTUK</td>
<td>460</td>
</tr>
<tr>
<td>3.</td>
<td>KLU</td>
<td>3100</td>
</tr>
<tr>
<td>4.</td>
<td>VIGNAN</td>
<td>2000</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>5920</td>
</tr>
</tbody>
</table>

In the four Universities of ANU, JNTUK, KLU AND VIGNAN Total students are 920 the sample size are taken at 50% AND 10% for STUDENTS are 920. In ANU are 180, JNTUK are 230, KLU are 310, VIGNAN are 200.
ANU Acharya Nagarjuna University located at Nagarjuna Nagar, Namburu village in Guntur district which is beside the national high way 5. It is 11 k.m from Guntur city and 14 k.m from Vijayawada city. The researcher has taken 180 samples out of 360 universe through the questionnaire from both engineering and management students.

JNTUK Jawaharlal Nehru Technological University. Now it is prowling in green with mango trees in the fast developing port city of Kakinada East cost of peninsula India. The researcher collected 230 samples out of 460 universe from both the engineering and management students.

KLU Koneru Lakhmaiah Education is a deemed university located at vaddeswaram village Guntur district. It is 8 k.m from Vijayawada and 20 k.m from Guntur city. The researcher has taken 310 samples out of 3100 universe from both the engineering and management students.

VIGNAN University a deemed university located at vadlamudi village. It is away 15 k.m from Guntur City. The researcher has collected 200 samples out of 2000 universe from both the engineering and management students.

3.9 Statistical tools

For this study the researcher has used the statistical tools of Mean, T-test, and ANOVA, Cronbach Alpha Test.

3.9.1 Mean

Through mean value of the respondents the researcher has to identify the aggregate value to students has been satisfied. Suppose the mean value is 3 the respondents is satisfied with the employability skills. If the value is above 3.5 to 4.0 the respondents is satisfied (above Average) in the Employability skills.

3.9.2 ANOVA

Analysis of variance is a method for testing differences among means by analyzing variance. The test is based on two estimates of the population variance (σ²). One estimate is called the mean square error (MSE) and is based on differences
among scores within the groups. MSE estimates $\sigma^2$ regardless of whether the null hypothesis is true (the population means are equal). The second estimate is called the mean square between (MSB) and is based on differences among the sample means. MSB only estimates $\sigma^2$ if the population means are equal. If the population means are not equal, then MSB estimates a quantity larger than $\sigma^2$. Therefore, if the MSB is much larger than the MSE, then the population means are unlikely to be equal. On the other hand, if the MSB is about the same as MSE, then the data are consistent with the hypothesis that the population means are equal. Before proceeding with the calculation of MSE and MSB, it is important to consider the assumptions made by ANOVA: 1. The populations have the same variance. This assumption is called the assumption of homogeneity of variance. 2. The populations are normally distributed. 3. Each value is sampled independently from each other value. This assumption requires that each subject provide only one value. If a subject provides two scores, then the values are not independent.

### 3.9.3 T-test

A t-test’s statistical significance indicates whether or not the difference between two groups’ averages most likely reflects a “real” difference in the population from which the groups were sampled.

### 3.9.4 Cronbach Alpha (Reliability Test)

To test the 12 personality traits of the employability skills in the questionnaire the researcher has used the cronbach alpha (reliability Test) to identify the reliability of the questionnaire. Through this test to measure the reliability of the questionnaire through respondents opinion about the questions. If the cronbach alpha value is less than 0.5 it proves weak, it is higher that 0.5 to 0.6, it proves that reliability is strong for the questionnaire. In this report the results proves that the 12 aspects of the employability skills in the four universities are strong.
Through cronbach alpha test to test the reliability of the questionnaire for the personality traits in the four universities. The value of 12 personality traits is in between 0.6 to 0.7 so it proves that there is a strong reliability in the questionnaire.

3.9.5 Validity of the questionnaire

The Researcher conducted not only questionnaire survey but also with another existing standard employability skills test, then the researcher compared both personal questionnaire values and standard test values and tested with the correlation test and the result comes as 0.9. So the validity of questionnaire has been proved.

3.10 PRESENTATION OF THE STUDY

The title of the study is to entitled as “PERSONALITY TRAITS FOR THE EMPLOYABILTY AMONG THE PROFESSIONAL STUDENTS: (WITH REFERENCE TO SELECT UNIVERSITIES IN ANDHRA PRADESH–A COMPARATIVE STUDY)”

1. The First chapter discuss about Theoretical framework of the study.
2. The second chapter describes the Review of literature.
3. The Third Chapter discuss about the Methodology of the study
4. The Forth Chapter focused on the Data Analysis of the study
5. The fifth chapter deliberates the Findings and suggestions of the study.

3.11 LIMITATIONS OF THE STUDY

1. The availability of the data and co-operation of the respondents are important for the success of the research endeavor aiming at offering the appropriate suggestions for the problem
2. The study was conducted in four Universities of ANU, JNTUK, KLU AND VIGNAN so the researcher has identified the cost factor for travelling allowance
3. Third factor is the time factor for the study.