CHAPTER II – RESEARCH METHODOLOGY

The sources and methods of collecting data, information, problems and analysis are discussed in this chapter. For this purpose the previous research studies were reviewed and secondary data was collected to enhance the understanding of the area and the development process. It was a process to make an assessment of the communication and soft skill development of the students of the business schools. Based on the understanding from literature review, the data needs were established and options for data gathering techniques were considered. Questionnaire survey was adopted to gather information regarding the problem of the study.

The present chapter is divided into two parts. In the first part, development of research model or plan of study, highlights why this study is planned or what is targeted to achieve and what needs to be done. It represents the whole picture of the study. Second part is the application of research plane in the field. This is the main part of the chapter. It also represents the tools and techniques used in implementing the research model.

The topic was selected as this area is grossly under researched and there is a need to inculcate adequate and sharp communication and soft skills in students for the better career growth and placements.

The research is confined to the business schools in relation to the communication skills and soft skills. So the review of the available literature communication skills & soft skills and their importance and shortcomings and essential industry requirements in the field has been gathered.

1.1 Objective of the Research:

The business schools in India have popped up like mushroom in every nook and corner of the country. With the students intake rising every year it is of utmost importance to realise what type of skills sets are being inculcated in these students to become a good manager or entrepreneur. The objective of this study is to find out the impact of communication skills and soft skills on the B-schools students along with the hard skills to achieve their goals as managers. The study has made an attempt to:
• Focus on Communication Skills required for the students of business schools.

• Focus on Soft Skills required for the students of business schools.

• To emphasize on the importance of communication skills and soft skills in the management arena.

• To show the relationship between soft skills and job opportunities.

• To show the relationship between soft skills, communications skills in achieving better grades at B-school.

• To show the relationship between soft skills, communications skills to content and academic satisfaction in completion of the management course.

1.2 Significance of the study:

This study is significant from the point of view of highlighting the need of the communication skills and soft skills at the business school level. It will also highlight to the management of the B-schools that certainly greater emphasis should be laid down on the communication and soft skills in the B-school curriculum. The current curriculum falls short of adequate emphasis for communication skills and soft skills. The study will also reveal the methods used and recommended for the improvement in development of the communication skills and soft skills. The communication skills and soft skills are an important part of the business development and job satisfaction, it is very important to develop these skills at the beginning right at the school level.
1.3 Hypothesis

Hypothesis is an assumption about the relationship between variables or the level of influence of independent variables on the dependent variable.

- Ha= The communication skills have an impact on the job placements in B-schools
- Ho= The communication skills do not have an impact on the job placements in B-schools
- Ha= The development of communication skills is absolutely necessary in B-schools students
- Ho= The development of communication skills is absolutely not necessary in B-schools
- Ha= The development of Soft skills is necessary in the B-school students to become good and effective Managers.
- Ho= The development of Soft skills is not necessary in the B-school students to become good and effective Managers.

1.4 Research Design

Descriptive method is being used up in this research design. The research method for a study has different stages and strategies to work on the issue. The ways by which the data is collected are called research tools. These are important though different in different studies. Based on the nature of the study the most appropriate methods are used that can answer the questions related to the objectives and hypotheses of the study. In this study, the research tools are a combination of different techniques; primary data and secondary data have been used and analysed using statistical techniques.

1.5 Sample Method

The most frequently used approaches for statistical analysis of survey data and estimation of input/output relationship using regression analysis are based on a simple random sample for data collection. A multi-stage procedure can greatly simplify construction of a sample frame, while ensuring that the survey population is adequately covered.
However, the conventional formulae yield biased population parameter estimates for samples that are not randomly selected. Alternative, and often far more complex formulas are required to reduce or eliminate biases.

1.6 Sample Size

The primary data for the study is collected from the pre-tested interview schedule. The samples are chosen by the method of simple random sampling without sample replacement. 200 samples have been chosen from the study area and collected samples were scrutinized to check the validity. 5 questionnaires were found as defective and they were removed, finally 195 samples were taken for the purpose of the study.

The sampling framework developed for the current study is multi-stage sampling method. In the first stage, the study area is selected which are the educational and industrial belts in Navi Mumbai city limits, second stage, the students of the business schools are given more preference in the study areas.

1.7 Research Area

The Research areas are the business schools and industries in Navi Mumbai. Navi Mumbai is a very important geographical region due to recent population and the development in terms of the education and industrial sector. The business schools chosen are within the Navi Mumbai Municipal Corporation limits though it comes under semi urban area; it has wide business and educational surroundings. Navi Mumbai in the NMMC limits is a multi-dimensional city with all types of sectors like industrial, service, residential, real estate, retail, schools and educational sectors etc.

All the participants in this research are connected to the business schools and/or the industry employing the business school students.
The participants include both male and female, belong to different age groups, educational qualifications, occupations, levels of income, type of living place, tenure of business, problems faced, market segmentation etc. All the participants belong to Navi Mumbai city and some way or the other related to B-schools and the corporate sector.

1.8 Collection of Data

The collection of data consists of primary data. The primary data is collected by floating a structured questionnaire. The discussions opinions and interactions with the people would provide a deeper understanding of the problems faced by teaching professionals.

In course of preparation of the thesis, exploratory studies have been undertaken. In the ambit of exploratory research strategy, detailed search of the literature has been carried out. Literature review has been performed in order to form the secondary data.

Apart from documentary sources viz.-books, journals, reports of various committees constituted to look into teacher reforms; multiple sources like area based sources viz.-government reports, budget documents, B-school surveys and time-series based sources like statistical reports published by government have also been consulted. Tertiary literary sources called search tools have been used to locate relevant secondary literature.

The structured questionnaire consists of 26 questions.

1.9 Statistical Methods:

The classified data was subjected to the statistical method of analysis. Data collected from the survey is analysed using various statistical techniques by IBM SPSS Ver 20. The statistical methods adopted consisted of Simple Arithmetic mean, coefficient of contingency, and for testing Null hypothesis Chi-square test and One-way Annova were adopted.

The data and methods were classified in different tables and chi-square tests of different null hypothesis are given in the technical analysis of the subject.
1.10 Methods of Reporting

The research reporting text consists of graphs, tables, bar diagrams, line diagrams, pie charts for effective understanding.