CHAPTER 3

RESEARCH METHODOLOGY
SECTION 3.1

OBJECTIVES

Objectives of the Research work are as below:

• To identify factors and their attributes affecting Business Communication

• To identify essential attributes of Business Communication skills from the corporate perspective

• To find out the expectation and experience of corporate executives for the identified essential attributes of business communication skills of B-school campus recruits

• To analyze the pedagogy and syllabus related issues of Business Communication

• Evaluate the gaps between corporate expectations and B-school campus recruit’s business communication skills

SECTION 3.2

RESEARCH DESIGN

According to Kinner and Taylor, “A research design is the basic plan which guides, the data collection and analysis phase of the research project. It is the framework which specifies the type of information to be collected, the source of data and the data collection procedure.”

The research work is based on the empirical study of essential Business Communication skills of B-school graduates from the point of view of corporate requirement. The research technique is the blend of Quantitative and Qualitative approaches. Both Inductive and deductive approaches were used in the different stages of research.
SECTION 3.3

RESEARCH WORK

Based on the research objectives, the work has been divided in four phases and they are as below.

Study 1:
- Identification of factors and their attributes affecting Business Communication

Study 2:
- Find out essential attributes of Business Communication skills from the corporate perspective

Study 3:
- **Phase 1**: Instrument Development-To identify the expectations and experiences of corporate executives on the identified essential attributes of Business Communication skills of B-school campus recruits of India
- **Phase 2**: Results –Assess the gaps between the expectations and experience of corporate on the essential attributes of business communication skills of B-school campus recruits by doing the Quantitative Analysis of the data collected

Study 4:
- Qualitative Analysis of pedagogy and syllabus of the Business Communication for the identified B-schools
- Evaluate the gaps between corporate expectations and business communication skills of B-school campus recruits through the results of quantitative and qualitative analysis