Research Methodology:

Methods of data collection

The data required for the purpose of the study is collected by using the primary & secondary sources of information. The major sources of data are as follows.

Sources of data collection

1) **Primary data** – use of questionnaire as a tool for data collection. The questionnaire is basically targeting the impact of (development) corporate grooming activities on the students and its acceptance by the industry.

2) **Secondary data** sources - books, journals, web sites, reports & reviews

Sampling Design Used:

- **Sampling Technique:** Non-probabilistic convenience sampling is being used for selection of respondents.

- **Sampling Unit:** Management students enrolled for management education at post graduate level during the period 2007-2012 at two tier Business Schools in Mumbai.

- **Sample Size:** Total 1000 respondents are being surveyed in Mumbai.

Parameters of sample selection

The major parameters of sample selection are as follows

1. The year of establishment
2. The nature & size of institute
3. Form of operation
4. Courses offered
5. Aspects
6. Faculty size
7. Students strengths
8. Placement policy
9. Industry institute interaction
10. Accreditation

Work Plan (Chapter Scheme)
Title page
Certificate from Guide
Examiner’s Sheet
Abstract
Chapter 1: Preamble
1.1 Introduction

1.2 Objectives

1.3 Hypothesis

1.4 Importance & Scope of the Study
Chapter 2: The Research Problem
2.1 Description

2.2 History

2.3 Criticality
Chapter 3: Literature Review
3.1 Concept of Management Education

3.2 Role and Responsibilities of Management Institutes

3.3 Corporate Grooming activities conducted by the institutes
3.4 Relevance of Corporate Grooming activities

Chapter 4: Data Collection and Analysis

Chapter 5: Results and Discussion

Chapter 6: Recommendations

6.1 Summary of suggestions

6.2 Limitations

6.3 Scope for further work

Chapter 7: Bibliography

Appendix

Acknowledgement