

**IMPLEMENTATION OF
STRATEGIC MODEL OF
QUALITY FUNCTION
DEPLOYMENT AS A TOOL FOR
QUALITY ACHIEVEMENT IN
EDUCATION**

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Presentation Plan

- Introduction
- Role of TQM in academics
- Why TQM?
- Research process and objectives
- QFD parameter development
- Findings
- Conclusion and Findings

Introduction

- “There shall be only two kinds of organisations in future; those which implement TQM and those which have gone out of business”, Edward Deming
- TQM- a philosophy that recognises that customer needs and business goals are inseperable

Intro.....

- TQM conceptualised to 3 processes
- Quality process for understanding the customer and the needs
- Management process for continuous improvement- PDCA cycle
- People process- initiating and maintaining TQM through involvement of all employees on the basis.

TQM in academics

- “TQM principles are salient to education reform.” John Jay Bonsting in “The Quality revolution in education.
- Known as Four pillars of TQM
- Synergistic relationships
- Continuous improvement and self evaluation
- System of ongoing process
- Leadership

Role of TQM in educational institutions

- TQM principles helps the institutions in.....
- Redefining the role, purpose and responsibilities of B- schools
- Improving B schools
- Plan comprehensive leadership training
- Create SDPs that addresses the attitudes and beliefs of staff
- Use of research and practice based information
- Designing of student friendly initiatives

The research process

- Key areas identified were
- To understand what the student is in need of and what are the means to provide them
- To provide a conducive teaching environment and high quality teaching
- To remain one step ahead of student and market needs

Needed TQM characters

- Total commitment of the mgmt, controlling bodies etc
- Proper method of communication and collaboration with industries eg- III
- Readiness towards change from the top management side
- Proper working conditions, work freedom, training, research etc.

Research objectives

- To indicate usefulness of TQM in education
- To identify customer/student requirements of a professional educational system
- To develop insights into new perception needed under new conditions of competition
- To develop understanding on the importance of technical requirements and their relation with customers/student needs.

Research Design

- Convenient sampling used.
- Leading B- schools from South India taken into account.
- Analytical tool used is QFD
- QFD is a customer driven planning process which answers “WHAT” and “HOW” questions.

Professional education as a system with Input and Outputs

- INPUTS (Students), Faculties, Staff, Facilities, Goal of the institution
- SYSTEM (Professional colleges)- teaching methods, Learning, counselling, Tutoring methods, evaluation, infrastructure
- OUTPUTS (Professionals)- Employer evaluation, continuous education etc

The Questionnaire

- Rating prepared by a brainstorming session
- Ranking done as per preference listing
- QFD chart focuses on student expectations on class, methodologies, hands on approach, personal attention, class worth attending, less lecture and more application orientation etc.

Design parameters

- Teacher training programme
- Class size
- Adoption of new philosophy
- Real life project
- Group activity
- Presentation style
- Class notes
- Student research
- Physical facilities
- Human resources- student and faculty
- Supplementary process- extra curricular activities

Findings

- Bringing research into class room- has its own pros and cons
- TQM implication of proposed approach on various agencies-
- Educational sector- overall competence improves
- Faculty- threat to faculty at the start but will create a learning environment and more opportunities

Findings....

- Helps to maintain good student- teacher rapport
- Sense of satisfaction and confidence is developed among students
- Alumni develop faith and more funds and support can be expected
- Satisfied students are the best marketers

The Results ...

- Sensitize the institution to student requirements, expected services and quality of education
- Helps the institution in understanding the technical characters of professional education and their relation with student needs
- Provides insights to existing procedures and practices to assist the effective strategic moves for the future.

And finally...

- Successful implementation of this framework helps to develop a cohesive environment in which all entities like students, faculty and management can work with One vision, shared objectives and goals.
- THIS IS AN ONGOING PROCESS WHICH IS BEING CARRIED ON A TRIAL BASIS IN SOME INSTITUTES IN SOUTH

