

# A TOTAL QUALITY MANAGEMENT APPROACH IN TEACHING AND LEARNING PROCESS

**Dr. A. Bunglowala**

Asso. Dean & Professor, Department of Electronics and Telecommunication,  
MPSTME, NMIMS, Shirpur, Maharashtra, India

**Dr. Nidhi Asthana**

Asst. Prof, Department of Engineering Mathematics, SAIT, Indore, M.P, India

## ABSTRACT

*Education has always been facing the contest in confirming that the quality of teaching and learning takes place persuasively. In this paper we discuss the significance of the effective application of Total Quality Management approach in teaching and learning process. Total quality management. Initially TQM methodology was proposed for business world. The aim of this research is to extend the approach of Total Quality Management (TQM) philosophy in teaching and learning process. Applying TQM to teaching and learning management is a regular and rational technique to assure effectiveness of learning and teaching process. We also suggest a PDCA cycle for teaching quality management model. The paper established that TQM approach is proposed to assist and guide students and teachers with enhanced outline of teaching and learning process that will stimulate and inspire sustained learning in the classroom.*

**Key words** Quality, Total Quality Management, Teaching and Learning Process, Continuous Improvement, Leadership

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## 1. INTRODUCTION

“Quality” and “quality management systems” have been most imperative buzzword in the industry. When quality is the strategic to a company’s accomplishment, quality management systems permit organizations to keep up with and meet existing quality altitudes, meet the consumer’s necessity for quality, recollect employees through competitive compensation programs, and keep up with the modern tools.

Total Quality Management is all-encompassing “culture change” energies to position a company for better customer satisfaction, cost-effectiveness and affordability. We regularly reflect of features when we think of any product or service quality; Total quality is about conformance quality, not features. A basic characterization of total quality management (TQM) defines a management methodology in any organization for continuous improvement in quality and success for long term. All members of an

organization take part in improving quality in TQM methodology. Total quality management is a much larger theory than just directing the quality of the product itself. Total quality management is the synchronization of purposes directed towards customer satisfaction, employee participation, and facilitating an organizational for continuous improvement in quality. TQM is a technique of thinking about organizations and how individuals should relate and work in them. TQM is not just a system, but a philosophy anchored in the belief that long-term accomplishment be determined by on a constant assurance to quality in all segments of an association.

Today education is becoming more and more competitive as profit-making enterprises enforced by economic forces [10]. According to [6], this race between various academic institutions is the result of the development of global education markets and the reducing pool of money for teaching and learning. Horine discussed valuable assistances from the practice of TQM, which contains: improved employee empowerment; customer satisfaction; teamwork; and philosophy change [7]. Deming himself recommended the relation between quality management principles and education, appealing that “improvement of education, and the management of education, involve submission of the same beliefs that must be used for the enhancement of any practice, manufacturing or service” [4, 5]. Brigham consider that both students and businesses must to be treated as customers and they employ the theory of co-production that needs the participation and collaboration of educators, students, parents or businesses to accomplish the quality outcome of the educational service.

## 2. CONCEPT OF TQM

TQM is the art of managing the total to attain quality. The perception of quality started in Japan when the country originated to reestablish after World War II. Amongst the bomb rubble, Japan comprised the philosophies of W. Edwards Deming, an American whose approaches and concepts are accredited for Japan's postwar recovery. Ironically enough, Deming's philosophies were firstly scoffed at in the U.S. As a consequence, TQM took basis in Japan 30 years previously than in the United States. American companies took attention in Deming's philosophies only when they originated having concern competing with the Japanese in the 1980s.

Deming's quality management system was theoretical, based on continuous improvement in the direction of the perfect ideal. He supposed that an assurance to quality involves transforming the entire organization. His beliefs are founded on a structure known as the Fourteen Points. Most of the submissions of Deming's concepts occurred in the 1950s and 1960s in Japan.

Even though a number of individuals contributed to the conception of TQM, the three mostly extensively cited “leaders” of quality are W. Edwards Deming, Joseph M. Juran, and Philip Crosby. Although everyone has stimulated the significance of quality importance, their concepts and backgrounds are not always steady.

## 3. PILLARS AND FOUNDATION OF TQM

TQM stands by its principles, the basic truths which form the basis of perceptive and which aid as guide to collaborative determinations [9]. These principles are:

- Customer focus,
- Leadership,
- Involvement of role players,
- Adoption of a process methodology,
- Adoption of a systems approach to management,
- Commitment to continuous improvement,
- Adoption of a factual approach to decision-making and
- Establishment of mutually beneficial relationships.

Although Creech [3] presented the Five Pillars (organization, leadership, commitment, process and product) of TQM for industry, it may have some importance for education system. The organization is the framework or model on which the whole management system depends for effectual procedure. For that purpose it defines the universal health and vitality of the system. This is a management system; structure and elegance that make TQM come buzzing and be successful.

#### **4. TQM APPROACH IN TAECHING AND LEARNING PROCESS**

In any educational system, quality of teaching and learning is an essential and important part. TQM is exploited in educational system, which offers assistance in teaching and learning process in order to continuous improvement in quality through the complete educational process. TQM interference had to take place in the teaching and learning process with the association of all parts. Teaching and learning process contains basic parts as students, administrators, parents, teachers, stakeholders and their connections [2]. The practice of new teaching and learning approaches, changing procedures of teaching provision, and course content, are all in the notion of quality which has improve an important section of the educational system, continuous improvement and self-assessment for its accomplishment [1]. Recognizing the significance of the TQM theory in enlightening quality improvement in business world, an effort has been made in this research paper to deliberate the fundamental structures of TQM principles in attaining the teaching and learning (T&L) objectives for students. It is expected that by applying TQM practices on teaching and learning system would outcome not only in quality improvement but also better teaching and learning satisfaction of teachers and students.

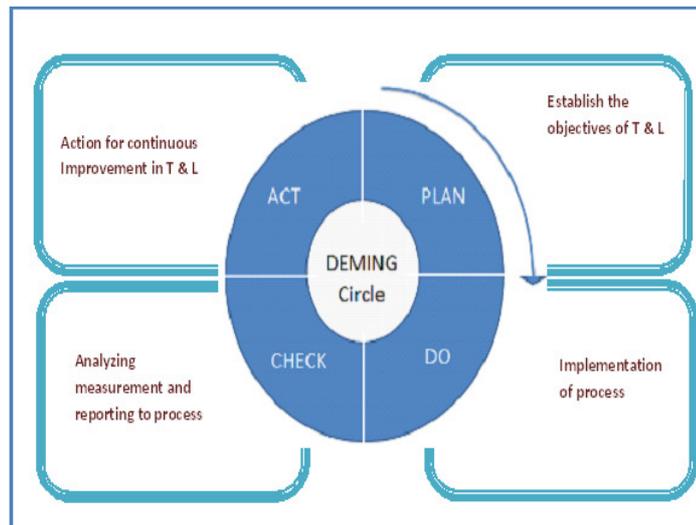
In the model for TQM the numerous measures form a chain and a reaction. These chains impact each other to form a core, which is related to the management requirements of good pillars, namely quality system, approach and aims, technologies and teamwork. The concern is that there will be a straight correlation between the notion of teaching and learning process being taken, the definition of total quality being used and the enactment indicators selected to measure quality [11].

#### **5. IMPLEMENTATION OF TQM APPROACH IN TEACHING AND LEARNING PROCESS**

Many educational organizations in world are accepting TQM approach as the key practice in improving quality. The implementation of TQM desires to be a managed practice. The attention should be on continuous improvement of management with a view to improving the teaching and learning process. Kezner [8] discusses that TQM methodologies for continuous improvement were recognized to improve quality leadership, respond to objectives and optimize quality. Thus it becomes fundamentally significant in the TQM models to constantly progress culture change as the need for new trends arises in an organization. Education system requires adapting to continuing modifications as requirements are rising because modification is inevitable and are an ongoing procedure in the new era. Westhuizen [12] argues that change, which involves culture identity, and vision that directs this culture identity are the most important aspects of an organization. When an organization fails to change and develop, entropy sets in and an organization stagnates and eventually declines.

The proposed TQM model for teaching and learning process was based from literature review. Elements in TQM model containing of the elementary requirements of TQM, such as leadership, commitment, continuous improvement etc. in PDCA Quality Cycle, as a technique to implement the TQM approach.

W. Edwards Deming proposed the PDCA (Plan-Do-Check-Act or Plan-Do-Check-Adjust) Cycle, also well-known as the Deming Cycle. It is a continuous and iterative cycle of four phases. This model contain four repetitive phases as shown in Fig. 1



**Figure 1**

To attaining the improvement and goals of organizations, they must follow this continuous series The Quality Cycle phases are:

- Plan: set up goals and procedures to convey significant outcomes in accordance to the objects or aims. This phase contains:
  - ✓ Adopt TQM methodology
  - ✓ Set quality policy of teaching and learning
  - ✓ Develop vision and mission statement of quality management
  - ✓ Strategic quality planning.
- Do: implement the plan and Accumulate data for analysis. This phase have:
  - ✓ Education and training process
  - ✓ Customer(student) focus
  - ✓ Involvement of teachers
  - ✓ Development projects
  - ✓ Awareness of TQM among teachers
- Check: To analyze, evaluate, audit and study the results. In this phase of PDCA cycle, we have:
  - ✓ Comprehensive evaluation
  - ✓ Continuous follow up
  - ✓ Measurement
  - ✓ Audit for improvement in teaching and learning process
- Act: take action where to regulate or improvements the procedure. This phase contains”
  - ✓ Continuous improvement
  - ✓ Motivation and rewards

Firstly TQM approach acts as an effort to the teaching and learning process, secondly the accepting procedure needs leadership. Moreover for leadership factor in TQM, establish the TQM approach among all the teachers through publicizing the awareness of TQM. The institutes should organize conferences to introduce the conception and the significance of TQM. Thirdly, implementation of superior division for a total quality management acts as a system of empowerment. Fourth, the TQM implementation procedures by using PDCA cycle as a model.

## 6. DISCUSSION

In this paper, we discussed about the role of total quality management in enhancing quality of teaching and learning process. The PDCA model has explained the mechanism for organizations on how to motivate and inspire teachers to attain anticipated actions for optimization. We need to insist on improving the quality of every action and interaction in the teaching and learning procedure for instance total quality improvement in teaching, subject design and objectives, course notes and books, assets, teacher-student communications, formative assessment and subject evaluation. By providing high quality teaching and learning services, educational organizations show an imperative part in the growth of the national economy, of the world. The overview of the TQM system model would be able to pay significantly in attaining the quality goals set by each institution of higher teaching and learning.

## 7. CONCLUSION

Hence, concerning all essentials with awareness, leadership, commitment, evaluation, motivation and continuous improvement through implementation of TQM, the teaching and learning procedure will be effective and ranking of organizations and the quality of the teaching will improve. In brief, the effect of the TQM approach in the quality of teaching and learning process involving of teaching and learning program quality, faculty and staff quality, management and guideline quality, students and course quality. Based on the above research, it is rational to conclude that total quality management is critical in confirming that teaching and learning process provide better services to their key customers (students).

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