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TOTAL QUALITY MANAGEMENT AND ITS IMPACT IN HIGHER EDUCATION

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ABSTRACT

The purpose of the paper is to clarify how instructors' perceptions are affected by whole quality management. One of the most crucial issues in education is quality. Everyone is familiar with the term "quality," which can signify many different things. As a successful management philosophy for organisational excellence and continuous development, TQM is attracting the genuine interest of educators, policymakers, academics, and researchers. The message of Total Quality Management (TQM) in education is that every kid is valuable and deserves the finest opportunity in life. TQM, then, is the art of managing everything to attain perfection. As a methodology, Total Quality Management (TQM) signifies a long-term change in an organization's emphasis from immediate efficiency to long-term quality enhancement. TQM has been used in the education sector for the past few years, primarily in the administrative aspects of the institutions. However, some schools are now incorporating TQM into their curriculum development. Through planning, observing, guaranteeing, and enhancing quality, quality management in education is essential to reaching quality objectives. An effective TQM system can help an organisation achieve its goals and fulfil its role in the education of the next generation while also facilitating global market progress. Additionally, it is improving the overall quality of labour and management in educational institutions.

KEYWORDS: *TQM, Continuous Improvement, Quality Improvement, Higher Education, Organizational Excellence*

INTRODUCTION AND BACKGROUND OF QUALITY MOVEMENT

Most agendas prioritise quality, and enhancing quality is arguably the most crucial activity any institution can undertake. But despite its importance, quality is a term that many people find confusing. It is challenging to define and frequently hard to quantify. As we are all too aware, no two experts ever reach a consensus on what constitutes an exceptional school, college, or university, and different people frequently have different ideas about what quality is. We can all sense quality when we see it, but it can be more difficult to define and explain. We frequently take quality for granted in our daily lives, especially when it is consistently offered. However, we are all too keenly aware of its absence. Therefore, identifying the source of quality is a crucial endeavour. Education also acknowledges the necessity of pursuing and imparting it to students. The nation's cultural and economic advancement is greatly influenced by higher education. Numerous creative concepts have been implemented in recent decades to improve intellectual and educational standards. Institutions must concentrate on the idea of total quality management if they truly wish to improve the calibre of the higher education system. Quality educational programs in higher education are correlated with modernisation, globalisation, the number of students increasing, mass enrolment rates, shifting socioeconomic conditions, and job descriptions. Total Quality Management is a methodology as well as a philosophy. We must comprehend the quality movement's industrial roots in order to look at how it got its start. The terminology, concepts, and methods of Total Quality Management are drawn from industry. There has always been a need to make sure that items meet specifications, satisfy customers, and offer good value. Consistent quality enables customers to trust the manufacturer and the product.

OBJECTIVES OF THE STUDY

i. To access the compatibility of TQM with education
ii. To identify the impact of TQM in education.
iii. To find out the potential benefit of adopting TQM that can be visualized in all sphere of education.

METHODOLOGY OF THE STUDY

The qualitative methodology has been chosen for this study. This exploratory approach would give an opportunity to understand and clarify the main issue of this study. Data and information for this study are collected through extensive literature including books, journals and articles.

Operational Definition of Terms Used

- **Total Quality Management (TQM):** Total Quality Management is a management technique based on the idea that all employees continuously improve their ability to provide on demand products and services that customers will find of particular value and satisfaction.
- **Continuous Improvement:** Continuous Improvement is the ongoing improvement of products, services or processes through incremental and breakthrough improvements.
- **Quality Improvement:** Quality Improvement is the

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systematic and coordinated process of continuously striving to improve services, products or processes.

- **Higher Education:** The level of education that follows secondary education and provides advanced academic and professional knowledge and skills.
- **Organizational Excellence:** Organizational Excellence means that an organization makes continuous improvement to increase its efficiency, effectiveness, quality and customer satisfaction.

SIGNIFICANCE OF THE PROBLEM

Organisations that seek to thrive in highly competitive, globally interconnected settings must effectively accomplish their goals and outcomes, which is why Total Quality Management is so important. TQM plays a crucial role in this process as they build and execute management systems that enable them to assign resources, define and develop essential activities, and establish policies and responsibilities. The goal of TQM, a strategic strategy, is to promote an ongoing stream of incremental quality improvements. It promotes the development of a collaborative culture among the organization's many departments. It is mostly a management style and cultural effort aimed at improving quality. TQM is an organised method for managing an organisation as a whole. By continuously improving internal procedures, the process aims to raise the calibre of an organization's outputs, including goods and services. Both internal priorities and any existing institutional standards can be reflected in the standards established as part of the TQM process.

LITERATURE REVIEW

N. Ravindran & R. Karpaga Kamaravel (2016) The potential, problems, and difficulties related to Total Quality Management in education are the main topics of this study. Both individuals who directly or indirectly participate in education and those who utilise its services place a growing emphasis on its quality. It is important to recognise that access to education and high-quality education are inseparable needs and rights. This is mainly accomplished by cultivating civic, democratic, and creative ideals in addition to the knowledge, skills, and abilities required for daily and professional life.

M.S Farooq et all (2007) The paper's goal is to examine the ideas behind the contemporary management paradigm known as "Total Quality Management" (TQM) and how it is used in the educational sector. TQM's central tenet is the use of a participatory approach to address quality issues in both business and education. Due to the cooperation of the organization's members and the emphasis on long-term profitability through customer satisfaction and societal advantages, organisational management is paying attention to quality.

Abu Saleh Md. Sohel-Uz-Zaman & Umana Anjalin (2016) This paper's primary goal is to examine if TQM and education are compatible. This study aims to pinpoint the main obstacles to TQM implementation in the classroom. It is anticipated that this article will be able to make a significant conclusion on the suitability of TQM in education and raise awareness of the issues that could make its implementation in that field more difficult. In many societies around the world, high-quality education is a major concern. The quality of education is crucial to academic institutions' performance in the fiercely competitive education sector. Since Total Quality Management (TQM) is acknowledged as a successful management concept for continuous improvement, customer satisfaction, and organisational excellence, educators, policymakers, scholars, and researchers are demonstrating their genuine interest in it.

A.K.M Fazlul Hoque & Md. Siddique Hossain (2017) The idea of Total Quality Management (TQM) has been covered in this paper, with an emphasis on how it might be used in the educational sector. Definition, concept, TQM principles, and philosophy are addressed side by side. Additionally, covered in this work are relationships, synergy, self-evaluation, continuous improvement, and a system of continuous process leadership, among other topics. Mission and passion, administrators as role models, environment considerations, accountability, human interactions, and feedback are all common components of the TQM process in educational institutions. After determining the obstacles to implementing overall quality in education, the concept's implementation principles and procedures have been described. TQM will assist in achieving excellence, which is the only way to ensure an institution's existence in the current highly competitive world with diminishing educational subsidies.

Ankit Chauhan & Poonam Sharma (2015) We can understand from this article that the notion of quality has become a fundamental element of the educational process for its success as a result of the shifting patterns of education delivery from in-person to online, course content, learner characteristics, and organisational structures. Numerous organisations have been founded worldwide to create standards for high-quality goods and services as well as how to maintain them. Education professionals and administrators have good reason to be concerned about the globalisation of education and the movement of pupils from one community to another. In education, Total Quality Management (TQM) is a timely instrument that needs to be fully comprehended, embraced, and put into practice as soon as feasible.

Eylem Mentesoglari (2023) This essay addresses the need for a strategic strategy to attain success and continual development while highlighting the significance of quality management in the education sector. We can comprehend that the current environment in which the education industry functions is complex and changing quickly. To preserve their competitive edge and provide the greatest education possible to their students, schools must thus embrace a quality-oriented strategy. The idea of Total Quality Management (TQM) is relevant in this situation. Additionally, this paper outlines tactical measures for implementing TQM in educational settings. These include establishing data and information management procedures, assessing student happiness, assessing and refining processes, guaranteeing employee involvement, and deciding on the company's mission.

Sangeeta Sahney et al (2008) This research aims to understand the role that Total Quality Management (TQM) had in the transformation process of education. Next, we will identify the

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clients of the higher education system. Preschool and higher education institutions have upheld TQM, which has led to high-quality input in the form of students, faculty, student activities, placement infrastructure, etc., and high-quality output in the form of enlightened students who have left the system. We chose the best approach to address the problem first because it is not always the case that the demands and interests of the different student groups will yield the desired outcomes.

Higher Education

In order to push students to new knowledge frontiers in various areas of life, higher education teaches in-depth knowledge and insight. It expands the individual's capacity for thought. Following secondary school, higher education—also known as post-secondary education, third level, or tertiary education—occurs as an optional last phase of formal education. Universities and colleges that provide formal degrees above high school or secondary school education make up this group.

Quality Education

When attempting to comprehend quality in any circumstance, two fundamental enquiries must always be asked. "What is product?" is the first query. "Who are the customers?" is the second query. These enquiries are equally relevant to the conversation about educational quality. Lifelong learning is at the heart of education. TQM must target the quality of the learner's (customer's) experience (product) if it is to be relevant in the field of education. It won't significantly improve educational quality unless it accomplishes that.

Working Mechanism of Total Quality Management (TQM)

A customer-focused organisation can utilise Total Quality Management as a management method that engages all staff members in ongoing enhancements to every facet of the business. Total employee participation, continuous improvement, continuous training, teamwork, empowerment, top management commitment and support, democratic management style, customer or person satisfaction, and culture transformation are among the TQM concepts found in quality management literature. Teaching, learning, and administration are some of these procedures. TQM is a general management concept and toolkit that enables an organisation to identify what quality is and how to achieve it. Quality is defined as a continual improvement that is determined by how satisfied customers are with the services they receive.

Principles of Total Quality Management (TQM)

Leadership, respect, integrity, trust, honesty, commitment, customer satisfaction, openness, high ethics, problem solving, continuous improvement, complete involvement, training and education, problem ownership, reward and recognition, error prevention, teamwork, instinct motivation, consistency, and effective communication are just a few of the soft concepts that TQM depends on. Examining the literature reveals that there are numerous notions or principles, sometimes expressed with various terminology. The cornerstone of TQM is a set of guiding principles:

- **Customer Focus:** Recognise and surpass client expectations by providing goods and services that satisfy their requirements.
- **Employee Involvement:** Encourage and enable staff members at all levels to participate in initiatives for quality improvement.
- **Integrated System:** Establish a unified system in which all departments and functions collaborate to meet quality standards.
- **Process-Centric Approach:** Stress the value of effective and thoroughly recorded procedures.
- **Systematic Flow:** Make decisions and solve problems using data and methodical techniques.
- **Constant Efforts:** Make an ongoing effort to enhance every facet of the company.
- **Factual Decision-Making:** To reduce risks and uncertainties, base decisions on information and facts.
- **Relationship Management:** To improve cooperation and success for both parties, cultivate solid connections with suppliers and consumers.

Earlier Efforts of Implementation TQM in Education

At Mt. Edgcombe High School in Sitka, Alaska, TQM first appeared in the field of education in 1988. In his seminars, IT coordinator and instructor David Langford used the principles of comprehensive quality. In the field of education, TQM has grown in popularity. Additionally, TQM has permeated conventional educational institutions. For instance, the quality movement in education was the focus of the entire November 1992 issue of the Association of Supervision and Curriculum Development's journal, "Educational Leadership."

Quality Management Implementation & Practices: Indian Perspective

Higher education institutions around the world have embraced many quality management strategies created for the industry. There isn't much use of TQM in the field of education. However, a number of colleges and institutions have begun implementing the TQM idea in recent years. All India Council for Technical Education (AICTE), a national apex advisory organisation, was established to oversee, guarantee, and manage the nation's educational standards. When it comes to the application of TQM in the higher education system, India has not yet achieved impressive achievements. There is a lot of demand for this and room for development in order to raise the standard of education going forward. This essay demonstrates the different steps that higher education institutions have taken or should take to properly adopt Total Quality Management.

Importance of TQM in India's Educational System

Since India is a democratic nation, everyone has an equal opportunity to receive a quality education. Numerous educational institutions exist, however, they only offer theoretical instruction with little focus on practical instruction. The curriculum that is taught in schools and universities has been in place for many decades; it has not been modified to meet the demands of students, the times, or society. Schools don't offer any instruction that could foster professionalism, a scientific mindset, or practical hands. The current system produces students with degrees but no knowledge, kids with certificates but no employability, and students with grades but no

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originality. It also takes time, money, and effort for industries to reverse, alter, and rewrite what is taught in schools. Therefore, Total Quality Management must be used in schools, colleges, and universities in order to address these kinds of issues at all levels. The core of the educational system should be quality in order to empower, advance, and provide all forms of support to other sectors. Thus, the development of practical education in the nation's educational institutions will benefit from a dedication to quality but comprehensive quality management. Quality improvement is an ongoing effort. A bright future is the result of high- quality education in India.

Therefore, the category in the wide range of educational strata should receive the necessary attention, and understanding on quality indices and virtual implementation should be given high priority. All facets of the system, including classroom instruction, professional development, scientific temper development, and infrastructure, should be made better. Educational institutions should support high-quality education if they want to compete in the global arena.

Advantages TQM in Higher Education

In the twenty-first century, total quality management, or TQM, has gained international attention. Although TQM has developed and expanded in numerous organisations, it is now playing a crucial role in the sector of education. Many organisations worldwide have recognised the benefits of Total Quality Management. The majority of TQM's tenets may be applied to training and education. The purpose of this article is to demonstrate the impact of TQM on higher education.

- TQM addresses the issues of growing expenses and the demand for high-quality instruction in postsecondary educational establishments.
- By removing organisational inefficiencies, TQM will assist higher education institutions in remaining competitive.
- TQM aids in meeting the demands of all stakeholders, concentrating on the needs of the market, and achieving excellent performance across the board.
- •The following are impacted by the application of TQM in higher education, which spans all subject areas and educational levels:
  - Buildings, sports complexes, open fields, and other physical facilities
  - Academic infrastructure includes things like labs, libraries,documentation,communication,and information systems.
  - Assessment and development of curriculum
  - Development & improvement of exam and evaluation system
  - Supportingadministrative and academic staff members and their processes for improvement
  - Research and publications
  - Plans for institutional development
  - Good governance, efficient use of resources etc.

CONCLUSION

In the assessment process of teaching and learning, the collection of high-quality and trustworthy feedback is essential to the effectiveness of any ongoing growth endeavour. One of the most effective instruments for the teaching and learning process in education is TQM. According to Bloom's Taxonomy, the primary goal of a higher education institution is to produce extremely useful knowledge for its students. This study finds that TQM will have a greater influence on the goals of the organisation and yield benefits in terms of increasing economic value as well. Higher student morale, improved departmental or classroom collaboration, bridging faculty staff roles, improved quality from the perspective of the customer, and ongoing growth for all those involved in the educational institution are some of the results of TQM in education.

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