

# TOTAL QUALITY MANAGEMENT IN EDUCATION

## Rationale

The proper application of Total Quality Management (TQM) is the ultimate long-term winning strategy for educational institutions. Private educational institutions must provide quality services to their customers to maintain the competitive edge. Public educational institutions have to ensure efficient utilization of resources and effective delivery of services to meet the increasing expectations of the citizenry. Numerous educational institutions worldwide have reported successful results with TQM. Reported successes include increased customer satisfaction, employee empowerment, improved teamwork, positive cultural change, improved teaching methods and greater efficiency in administrative services.

## Objectives

At the end of the workshop, participants should be able to:

1. Define the concept of "Quality" as related to education.
2. Identify the five major steps of the TQM Model.
3. Apply the basic principles of TQM to education.
4. State the ten maxims of quality improvement.
5. State at least seven principles of managing planned organizational change.
6. Formulate proper mission statements for educational institutions.
7. Develop a culture of quality in educational institutions.
8. Explain the basic steps in improving work processes.
9. Develop specific and meaningful educational performance standards.

## Content

1. Concept and dimensions of Quality and Total Quality Management
2. Fundamentals of TQM
3. Ten Maxims of Quality Improvement
4. Strategic quality planning
5. Creating and sustaining a quality culture
6. Managing planned organizational change
7. Improving work processes
8. Establishing performance standards

## Methodology

Interactive lectures, exercises, video presentation, case studies and group discussions

## Duration

3 days

## Target Group

Educators

## Facilitator

Dr. Ranjit Singh Malhi/Ir. Dr. M. Kanesan