

Total Quality and Management Policies in the Education Process

Behçet Öznacar [1], Mesut Yılmaz [2]

[1] oznacar.behcet@gmail.com
North Cyprus

[2] North Cyprus

ABSTRACT

In this research, from Total Quality Management, in order to find out the convenience of sectors down to earth quality efforts, total quality management main principles context, the views of total quality management was argued. The studies about this topic have been examined with literature scan. Some findings have been reached in this research. Total Quality Management shows qualifications about organizational activities and improving efficiency. As a result of the analysis, "general quality" and "product/service quality" there are differences between the sectors. However, between "worker quality" and "customer quality" there is no reliable difference. Total Quality Management, produces the combination of classic and Neo-classic approaches. The particular efficiency values about classics and in the other hand agreeing on divisions particularly includes Neo-classic values such as, social responsibility, like people and focusing (Erkılıç, Soc. & Appl. 2007)

Keywords: *Competition power, Management approaches Management System, Quality Politics.*

INTRODUCTION

The main objective of this study is to determine the proficiency level of sectors according to the achievability of quality efforts and if there is, to put forth the level differences between sectors. For this purpose, a survey was carried out from 1059 businesses which some of them are manufacturing and the others are non-manufacturing and it is asked to the administrators' of these businesses how they evaluate their sectors according to "overall quality", "employee quality", "product / service quality" and "customer quality" (Başaran and Aydemir 2005). These studies, starting from the idea that quality efforts are a journey, the point that the businesses started to the journey is based on the assumption that it is vitally important. The importance of the starting point to the quality studies is understood better when we look the businesses which are witnessed the high momentum exchange in the areas of social, cultural, economic and political as of the last quarter of the twentieth century and at this process when it is take into account the features like quality culture, participation and customer focus which are indispensable and also difficult to access for the Total Quality and Management Policies. It can be possible to access a quality product and service with a good education. With John Akers's expressions "how will the businesses compete if the students do not compete today?" (Schargel 1993: 67).

Deming, one of the quality masters, expresses that the education has a key role in the production of quality goods and services (Schargel 1993: 68). The quality education is one of the most important conditions to keep pace with the modern and technological changes taking place in the world. But it is not seen possible to keep pace with this change in Turkish Republic of North Cyprus with the traditional (classical) education concept. In this study the outlines of the inadequacies of the traditional educational approach will be introduced and Total Quality Management concept will be tried to be explained as an alternative in the education area.

Classical (Traditional) Educational Conception

In educational institutions in our country, the traditional concept of education is dominant. This understanding trains the students to be the human model who is largely passive, insecure, weak quality researcher, not adaptable quickly to changes and innovations. In the understanding of classical education according to the “closed system” the education carries on with the passive education understanding. While acknowledging the importance of the education’s inputs, it is not possible to mention in a development that can improve the quality of inputs. Higher education institutions are not cooperated with the sub-institutions (secondary schools and high schools) which will provide inputs to increase the quality of the students. In our country, education activities are in the form of a one-way transfer of information which is usually from teacher to student with the method of deductive. Students are not required to participate actively, listening quietly courses are seen as a suitable environment for teaching. In this environment, the success is the remainder of the informations which are transmitted to students by the teachers. It is not important if the outputs which are graduated from universities are appropriate or not to the societal needs. In traditional education approach it is seen that there is almost no information exchange between the education institutions and “Suppliers” and “customers”. The success of the system at this level depends on planning all inter-agency activities.

While educational institutions are searching the reason for not reaching their desired goal in training in disobeying the determined rules, they are not required to cooperate with the agencies where our graduates work at. In this understanding the motivation of the teachers and the students are not cared.

Total Quality Understanding in Education

Total Quality Management (TQM)'s main aim; by determining the quality requirements of customers, according to this satisfying the customer by providing accurate output and continue on improving the quality by ongoing researches. The most important feature of TQM is that it is not leaving the whole work to a few of people shoulders; it shares with all of the people in the system. “Do the right job, in the right way” is detected (King and Cichy 2006). In management science, especially in TQM’s work, it is expected to meet with the needs of the quality, cost or service offered to people (customers) (Yamak, 1998). In this context, in an increasingly competitive environment, hospitals, supermarkets, transport companies and educational institutions see the TQM as an alternate method in order to offer customers the services they expect and the quality concept which is usually seen as “The most beautiful, the most accurate form of” is seen that undergoes a transformation to offer the most beautiful and the most accurate of goods or services to the customers.

Features of Total Quality Education Relations with Suppliers

Unlike traditional management, TQM envisages close cooperation with the other educational institutions which provides students to itself. The understanding in here is; if the “input” quality is low, it is not possible to provide an education at the desired level. For this purpose, it is very important to give high quality education by the institutions which are providing students for the receiving educational institutions. Today in universities the education is not at the expected quality because of the secondary and high schools are not educating the students at the expected standard before the education activities take place in universities. In this situation the universities administrations’ should cooperate closely with the institutions and organizations related to secondary and high schools, they should mention what they are waiting from the profile and the features of the students’ and to provide these they should give the necessary support.

TQM is a modern management approach and it should be discussed as a synthesis of the contemporary approaches in management science, classical and neo-classical management approaches. When it is evaluated from this basis, TKY gives importance neither only the effectiveness-efficiency nor only human-environment. This bilateral relationship should be maintained at the same level in the organizations that provide the other inputs of the education system. Otherwise the faulty “production” cannot be avoided in the system.

Take into Account the Customer and Employee Needs

Focus on customer feedback is important in developing their expectations. In order to achieve a successful training all employees are required to create the perfect conditions. In an educational institution, one of the most important problems which need to be solved is “self-confidence” problem. Students and teachers should be together against failure problems due self-confidence. The teachers have great roles and responsibilities to help students to get rid of the failure due to self-esteem. These problems will be solved almost entirely especially with a serious dialogue between the teachers and students. As well as leadership and production processes partnership, continuous learning, to adopt time-market approach for efficiency, to measure competition, increase competition in renewal and commitment to customer satisfaction may be considered as the success winning formula (Zairi, 1995). The quality sense of product accepts that the outputs are the quality criteria to meet with the customers’ prompts and requirements

(James, 1996). The quality in contemporary management science is not only focused on the product, it is the collection of works which aims to run the entire production process reliable, efficient and effective (Pamela and Goodman, 1998). The dimensions of quality can be summarized as performance, possessed qualifications, trust, conformity to standard, uniformity, durability, the service assurance in maintenance and repairing, aesthetics and perceived (Bartol and Martin 1998).

Continuous Improvement

In Total Quality the development requires the continuous improvement of the educational process. The innovations in the education should instantly be reflected in the curriculum and the new learning methods must be applied. This process will also enhance the quality of the trained students and the quality of the products. In the process of education, while implementing the principles of Total Quality, determining quality requirements, policies and plans can be demonstrated is vitally important for organizations. Quality policy and quality objectives should be in applicable processes. After TQM incorporated into the system, it will be required to apply the determined strategy to the all employees. With its strategic quality leadership which is like paradoxical is not only for management; TQM tries to provide everybody to feel like a leader in the institution. This situation gives the responsibility of assuming leadership roles to everybody around his/her responsibility environment in an integrated way with the institutions. During this process the institution which applies TQM is the "learning organization" and the employees are "learning leaders." (James, 1996).

TQM which have started to take an important part in public opinion in terms of management approaches since the first half of the 2000s constantly debated in terms of application integrity theory, benefits which it provides to employers and employees.

The applications like the increasing performance of TQM with the continuous development, the creation of individual, community and corporate vision, to ensure auto-control, the creation of synergies by doing team works to show the people's talents, to ensure the functioning of the reward system at all stages and with applications such as participation in making decisions reviving the significant successes in the institutions and it is seen that they are achieving (Cafaoğlu, 1999).

The keyword used continuously in the evolution is "learning". The most important part of the TQM's healing process is learning and the process of improving what you have learned. Removing the teachers from the knowledge transfer position using one-way communication channel; they become a part of preparing the learning environments to accelerate the education, guiding, in the router of developing knowledge and skills also supporting, therefore provides a status through continual success. With the effective implementation of Total Quality, the teachers become a supporter to the learner instead of judging themselves, they guide instead of giving the information directly, the teachers start working together with families, students, administrators, teachers, employees with workplace and all public rather than being isolated in a classroom.

Working with Data

It is a very important status to solve the data in TQM. Like Lord Kelvin mentioned, if we can evaluate the thing that we are talking about and expressing it in figures we can say that we know something about it. If we are evaluating the data but cannot show them in figures mean that we do not have enough information in this topic. Appropriate data are needed to manage the process properly and in order to monitor the developments closely. Data will express the truth. This data is only achieved by the "measurement". There are two key metrics which are used in TQM; these are the internal and the external measurement methods. The first is related to the measurement of the basic processes. The second refers to the measurement of external customer satisfaction (Dahlgaard and others, 1995: 450). In order to raise the quality of educational institutions, it is important that the implementation of the reporting system by collecting the data related measurement and quality.

The purpose of the quality of educational institutions is employee's and customer's satisfaction inherently. Employee is the teacher and the customer is the student. Educational institutions can be defined as a sum of the processes related to each other which are producing "input" to the next process or "output" to the costumers. TQM is a process oriented activity which requires to be aware of the causes of the problems or failures and to care about them by the corporate managers, employees and students in internal processes (Dahlgaard 1995: 451).

Participation in Education

The teaching staffs are not only people who have to realize the quality in educational activities. As we mentioned before the purpose is not to load the information. The administrators in the educational institutions are responsible from maturing the educational conditions. To ensure the maximum participation the motivation of the teaching staffs, students and other workers should be increased. The basic condition to ensure quality is to provide the active participation of whole participants to the work teams or quality circles. The teams related with the education are

an important and inseparable part of the institution quality organization (Dahlgaard vd. 1995: 454). Quality politics are mentioned as a number of basic assumptions which show what an institution should do in the future (Iman ve Turan, 2001).

One of the musts to create an institution that works in a planned and systematic way can be possible by managing the system with managing the processes (Kavrakoğlu, 1996). Process management includes all the businesses and operations linked with suppliers, partners and customers like the purpose and functioning agency identification, production of goods and services, distribution and providing service support services (Hellriegel and the others, 1999).

In teamwork the whole subject can be grasped, he will know that he will have a role in the team which he is in when overcoming the problems and to improve the success he will be in solidarity with himself and his teammates with claiming his responsibilities. TQM is a systematic approach for the marketing which is connected to product, service, process and quality control functions and the development of production in accordance with customer expectations (Boone and Kurtz 1996).

RESULT

Total Quality Management has superiors compared to the classical education approach in the development of education system and in educating qualified personnel whom answer the contemporary expectations of the individuals. Total Quality Management creates an opportunity to the development of the educational system. The personnel who are needed by the businesses and the modern world will be possible with the continuous development of the education system. It is not possible with the closed traditional system to keep pace with the amazing development in the world. The improvement of education system with Total Quality Management will cause the production power of a country to increase. For this reason Total Quality Management Approach should be applied in the education system before it is applied to the manufacturing enterprises. The educational works which are connected to the research can be supported with TQM for the purpose of solving problems. It is needed to be prepared to the awards processes to increase the participation to the TQM applications. It can be advised to give education, research, development and motivation to internalize the TQM (not to make it just for awards). In addition to this it can be advised to compare the institutions which are using TQM and institutions which are not using. The businesses will catch the social change in the modern world market and they will compete with the other markets by TQM. TQM will give a new pale to the educational system by providing important successes.

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