



BOTHO UNIVERSITY

EXCELLENCE | LEADERSHIP | INNOVATION

Presentation
on
***Role of Quality Assurance and Standards Towards Improved
Stakeholder Satisfaction***
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Objective

- Quality
- *Quality Assurance – How?*
- The Challenge
- Quality Assessment
- Role of Standards
- Importance of Internal Quality Assurance?
- BU Quality Assurance Framework & Mechanism
- Conclusions

DEFINITIONS

- **Quality** is the totality of features and characteristics of a product or service that bear on its ability to **satisfy given needs** (ASQ)

Value to the Customers

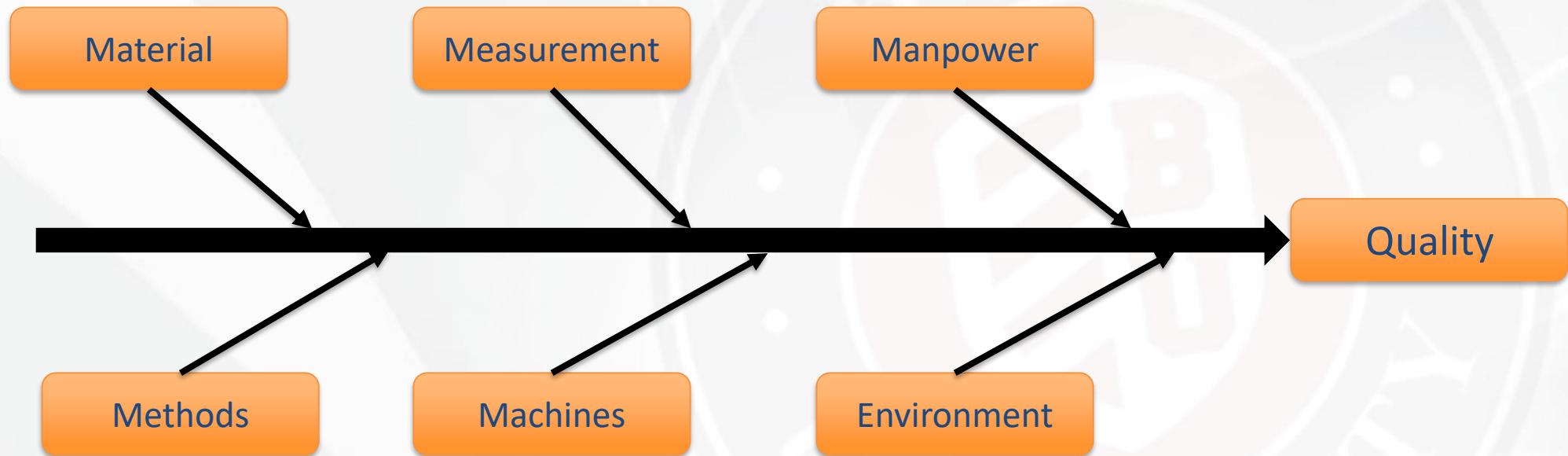
- **Quality Assurance:** all those planned or systematic actions necessary to provide **adequate confidence** that a product or service will **satisfy given needs** (ASQ)

Making sure that Quality is what it should be

Quality Assurance – How?

- How Quality can be implemented in the first place – **Quality by Design-Built in Quality**
- How we can assure Quality if we do not know what and how to implement it?
- Quality is a **depended variable**
- It is there only if it is built in the provided service
- **Then** we can **assure** with adequate evidence that it is **constantly satisfies given needs...**

QUALITY IS A DEPENDED VARIABLE



Manpower – people

Machines - equipment, such as machinery, computers, tools, instruments, technology

Materials - material properties such as infrastructure, other resources

Methods - rules, regulations, laws or standards, processes

Management – management commitment

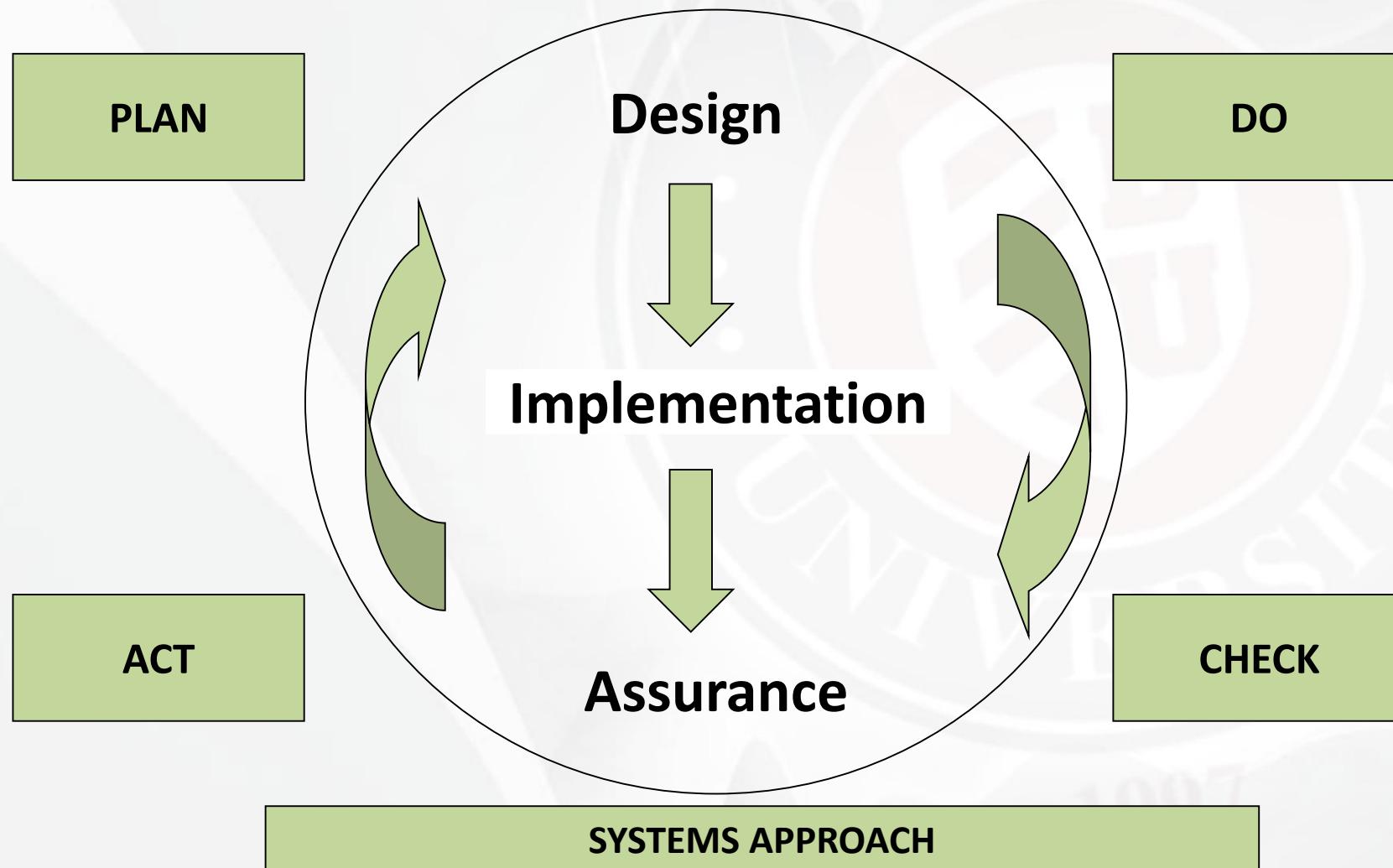
Environment – Stakeholder, conducive policies,

THE EDUCATIONAL PROCESS AS A SYSTEM- QUALITY BY DESIGN

What is a **System** ?

- A network of interdependent components that work together to accomplish the aim of the system. The system should have an aim. If there is no aim, there is no system. (Deming)
- Coming together of parts, interconnections and aim ...The real power lies in the way the parts come together and are interconnected to fulfill some purpose. (Plsek)
- Set of elements stand in interrelations. (Bertalanffy)

THE 3 STEPS FOR QUALITY AND THE PDCA CYCLE

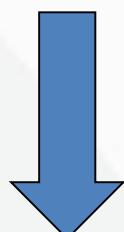
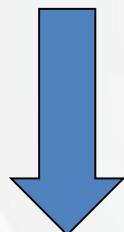


THE FIRST CHALLENGE

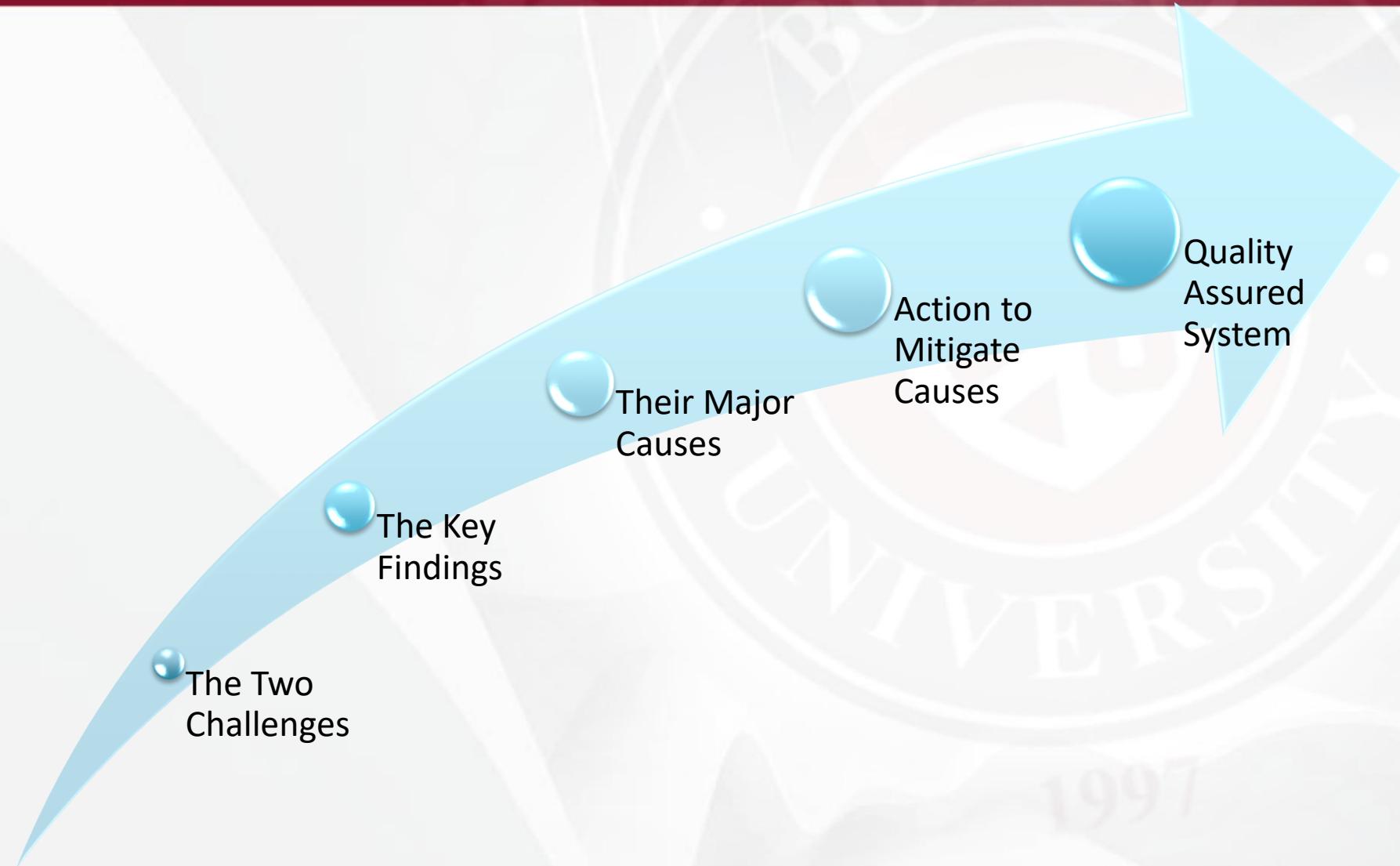
- Standards about QA
- BUT no thinking about Design and Implementation of Quality in HE
- **Fast forward to the 3rd step**
- **Without the prerequisite two steps**
- Danger of falling into the gap!
- People working on Quality Assurance, may lack knowledge of Quality theory and its tools

THE SECOND CHALLENGE

- No answers-Discussion
- No consensus
- Resistance to changes



UNDERSTANDING THE RELATIONSHIP



LEARNING FROM CHALLENGE

- Quality First-Holistic Approach
- Link the Quality Assurance Framework with the stakeholders needs through various tools – discussion, feedback, consultation
- Reach consensus about needs and their relative importance
- Check if there is a clear relationship between the QA framework and the needs
- Implement the Change
- Study the results – Capture the knowledge
- Act on the differences (Feedback Loop- PDCA cycle)
- Stabilize gain and constantly improve the system
- Apply QA audits

QUALITY ASSESSMENT

- Lets **suppose** that QMS has been successfully implemented (1ST Step)
 - We need to **assess** the Quality of our organization against some kind of Standards(2ND Step)

Any already existing?
As it is or modified?
By whom and How?

QUALITY STANDARDS

- **ISO series**
- **EOQ-EFQM (Europe)**
- **MALCOLM BALDRIGE (USA)**
- **DEMING PRIZE (Japan)**

HOW BU MET THE CHALLENGE- FILLING THE GAP

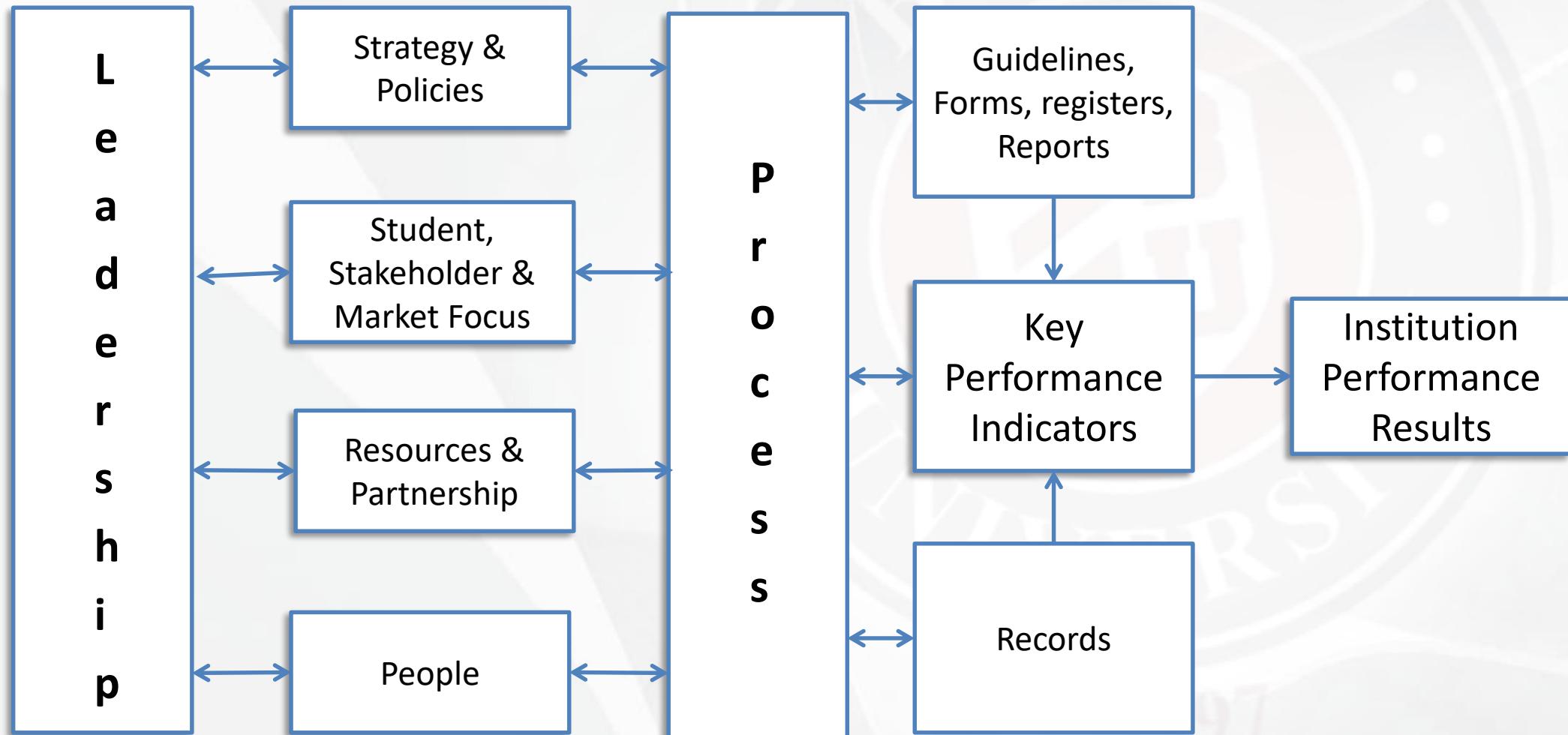
More emphasis on the Quality pillars:

- Leadership and full Management commitment
- Innovation
- Customer focus and satisfaction
- Full participation and development of employees
- Quality by design, Prevention etc.

The Wish

“Awareness that concern for Quality must be at the heart of the system”

BU Quality Assurance Framework



BU QUALITY ASSURANCE MECHANISM – Contd..

| Major Functions | Quality Assurance Tools | Quality Assurance Process |
|--|---|---|
| Curriculum design and development | Market Survey Financial Sustainability Academic Advisor Industry Advisor Curriculum Design team Faculty Programme Committee Academic Board Module Descriptors Regulatory standards | Programme Accreditation Internal Audit Regulatory reviews and audit Third Party/professional body Audit Non Conformity or observation |
| Learning, teaching and assessment | Milestone/Lesson Plan Module Teaching guide Team Meeting Module Training Student Feedback Class observation Improvement action Plan Moderation—Internal and External Learning Management system Staff Student Consultative Committee | Teaching Performance Index Team Meetings Internal Audits Third Party/professional body Audit Non Conformity or observation |

BU QUALITY ASSURANCE MECHANISM – Contd..

| Major Functions | Quality Assurance Tools | Quality Assurance Process |
|--------------------------------------|---|--|
| Quality Management | Internal Audit Key Performance Indicator Review Quality Management system Risk Management Customer feedback survey on services Programme accreditation or validation Programme Review | Internal Audit Third Party/professional body Audit Non Conformity or observation Accreditation of programme by regulators Continual improvement Risk Management |
| Support Services | Student Counselling Special Need monitoring Student Placement | Internal Audit Third Party/professional body Audit Non Conformity or observation |
| Student Appeal and Grievances | Appeals Process Grievance Process | Internal Audit Third Party/professional body Audit Non Conformity or observation |

BU QUALITY ASSURANCE MECHANISM – Contd..

| Major Functions | Quality Assurance Tools | Quality Assurance Process |
|-------------------------------|---|---|
| Customer Satisfaction | Internal Customer Survey Suggestion Box Staff Student Consultative Committee GLPI/itracker Service Level agreement for all services | Survey Result Non Conformity or observation Internal Audit Third Party/professional body Audit |
| Stakeholder Engagement | Industry Reference Forum Partnership | Internal Audit Third Party/professional body Audit Non Conformity or observation |
| Staff Management | Recruitment process Performance Continuous professional development Promotional Pathways | Internal Audit Third Party/professional body Audit Non Conformity or observation |

CONCLUSION

Insisting and/on relying
on audit mechanisms

Overemphasis in
inspection

Policing

Failure

Quality built-in
through the design and
redesign of core
processes that underlie
the quality of products
or services

Success

CONCLUSIONS

- What we need to do is learn to work in the system, by which I mean that everybody, every team, every platform, every division, every component is there not for individual competitive profit or recognition, but for contribution to the system as a whole on a win-win basis leading to Improved Stakeholder Satisfaction.

“It is not enough to do your best. You must know what to do and then do your best.” ***W.E.Deming***

Thank you