



# BOTHO UNIVERSITY

EXCELLENCE | LEADERSHIP | INNOVATION

Presentation  
on  
***Role of Quality Assurance and Standards Towards Improved  
Stakeholder Satisfaction***  
By  
**Dr. Abhishek Ranjan**  
*Botho University, Lesotho*

# 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

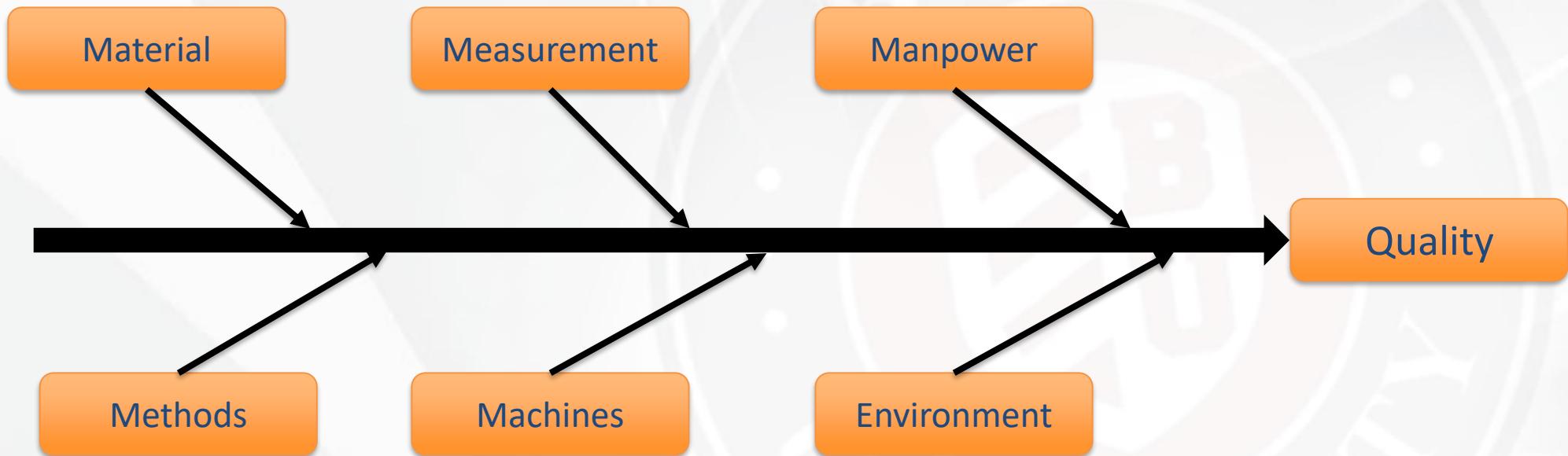
- **Quality Assurance:** all those planned or systematic actions necessary to provide **adequate confidence** that a product or service will **satisfy given needs** (ASQ)

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

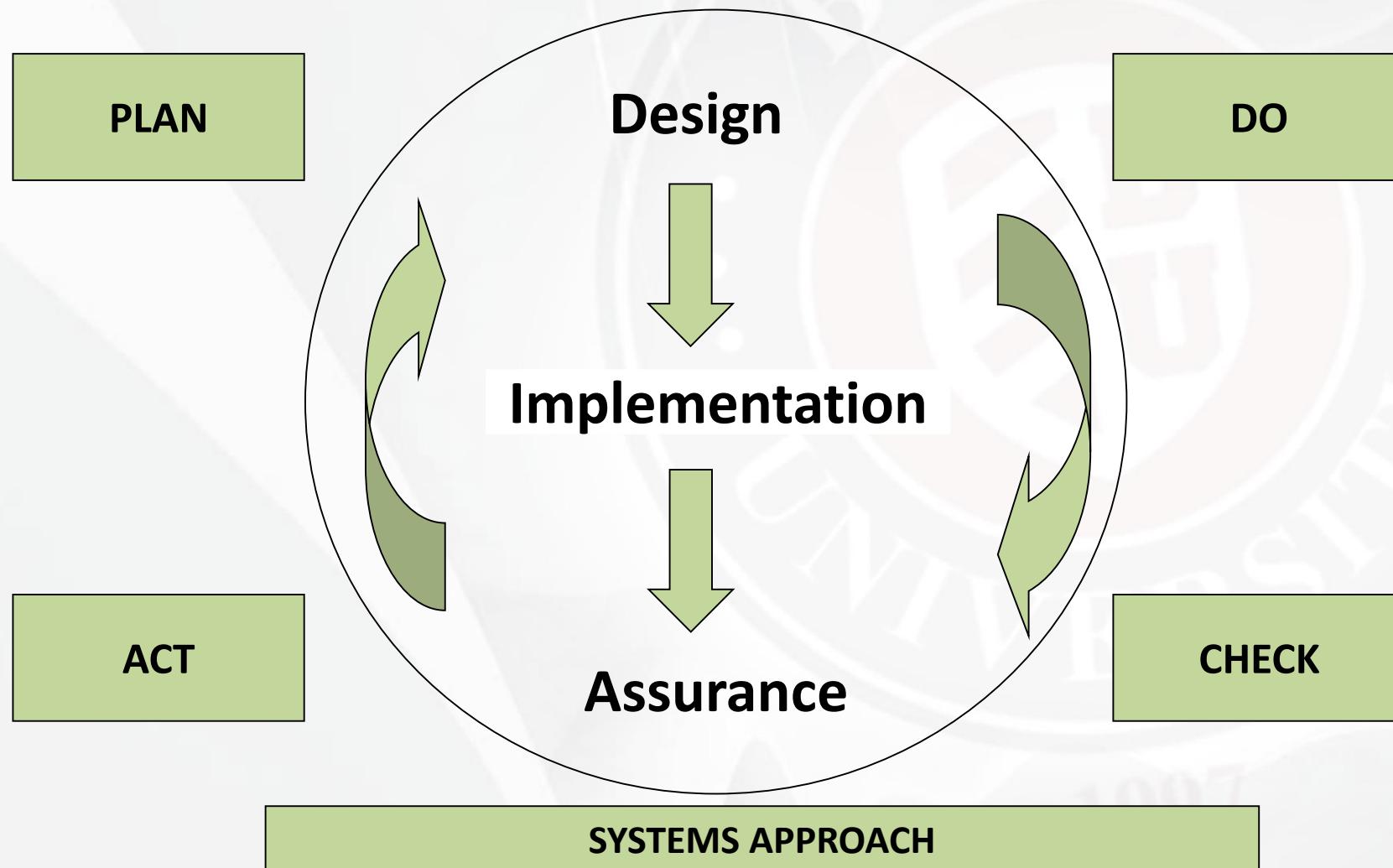
**Environment** – Stakeholder, conducive policies,

# 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

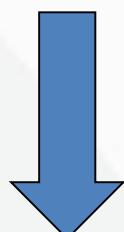
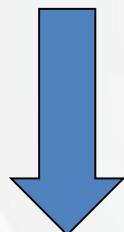


# THE FIRST CHALLENGE

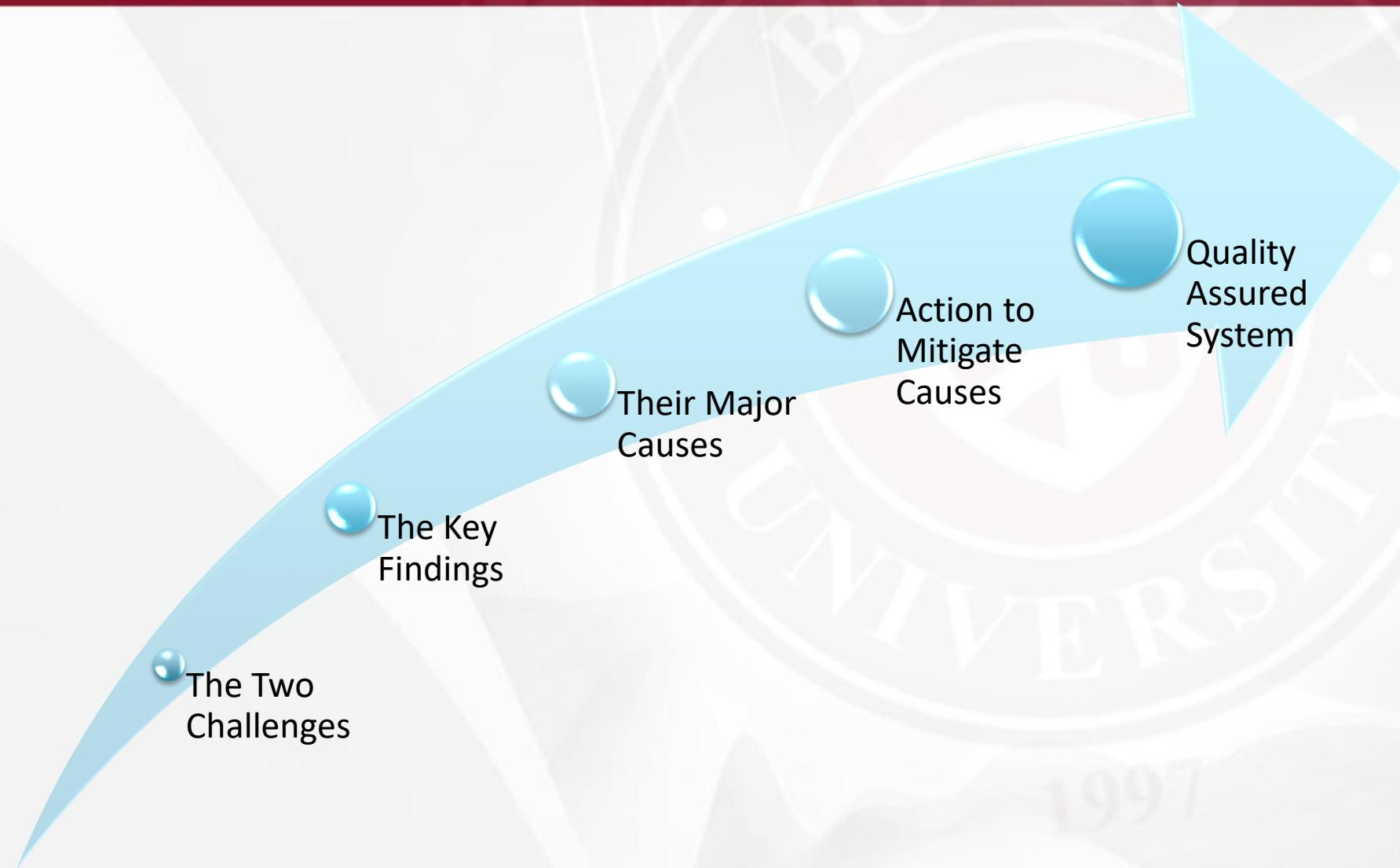
- Standards about QA
- BUT no thinking about Design and Implementation of Quality in HE
- **Fast forward to the 3<sup>rd</sup> step**
- **Without the prerequisite two steps**
- Danger of falling into the gap!
- People working on Quality Assurance, may lack knowledge of Quality theory and its tools

# 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 (1<sup>ST</sup> Step)
  - We need to **assess** the Quality of our organization against some kind of Standards(2<sup>ND</sup> 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

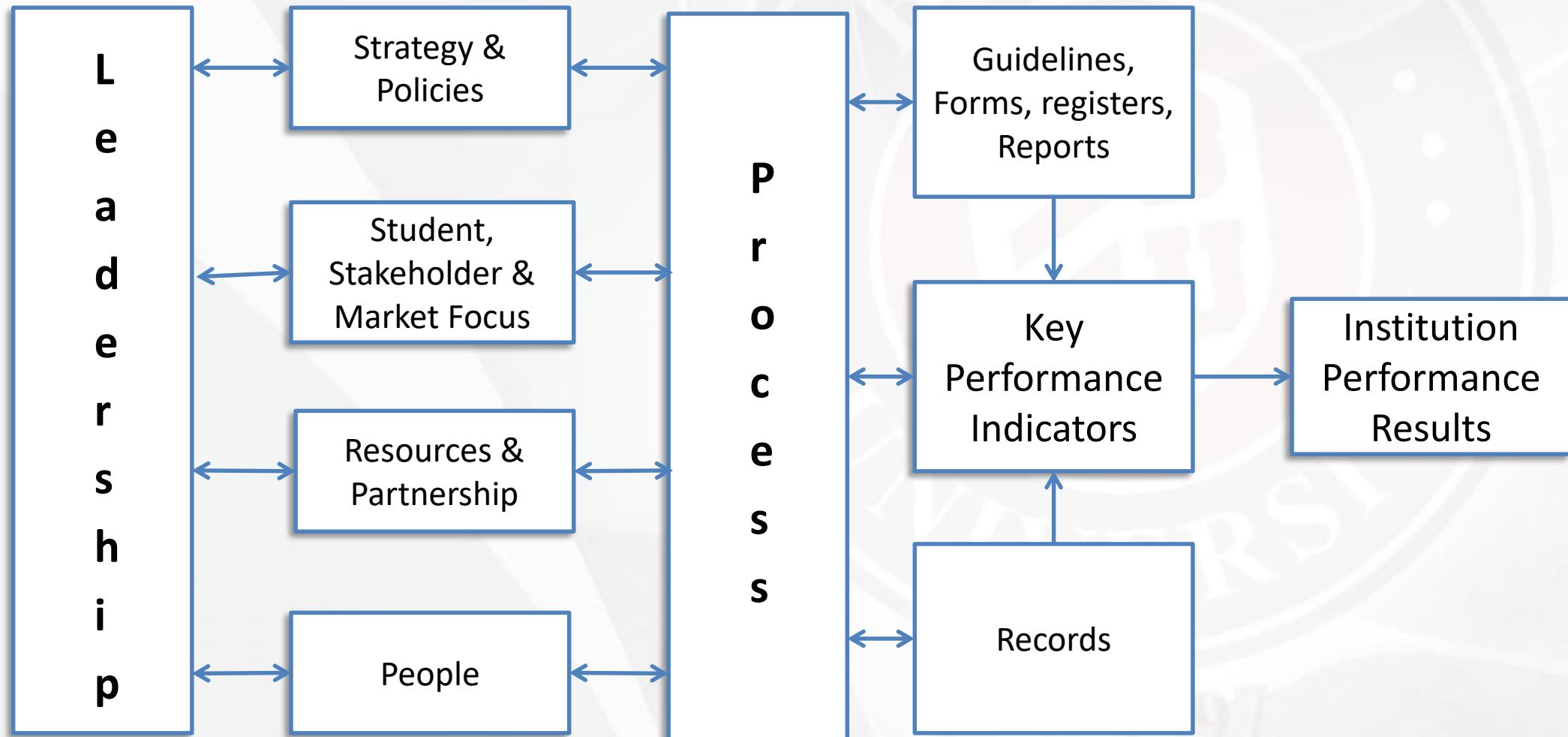
**More emphasis on the Quality pillars:**

- 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
<b>Curriculum design and development</b>	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
<b>Learning, teaching and assessment</b>	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
<b>Quality Management</b>	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
<b>Support Services</b>	Student Counselling Special Need monitoring Student Placement	Internal Audit Third Party/professional body Audit Non Conformity or observation
<b>Student Appeal and Grievances</b>	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
<b>Customer Satisfaction</b>	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
<b>Stakeholder Engagement</b>	Industry Reference Forum Partnership	Internal Audit Third Party/professional body Audit Non Conformity or observation
<b>Staff Management</b>	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