



Quality Assurance And Accreditation For Management Institution

Ms.Sowmya Paul

Bahadur Institute of Management Sciences, Mysore, Karnataka, India

Dr.Amulya.M

Bahadur Institute of Management Sciences, Mysore, Karnataka, India

Abstract:

Quality system and quality assurance are the two main concepts which are being evolved in the present management scenario. It is not only the concept which is present in the organization but also in the institution too. In companies quality will be certified based on the raw material, product, service, management system including employee welfare facilities etc whereas in the institution it will be based on the education standards, facilities like sports, library, and other facilities including curricular and co-curricular activities conducted in the institutions to enhance the knowledge and skills of the students. This being the main concept of management it has become necessary to implement in management institutions which will benefit management students in their managerial carrier and also it builds competitive strategy among the institution to give best for the society through this external quality evaluation process.

Keywords: *Quality system, Quality assurance, welfare facilities, competitive strategy*

1.Introduction

Quality Assurance (QA) refers to the planned and systematic activities implemented in a quality system so that quality requirements for a product or service will be fulfilled. It is the systematic measurement, comparison with a standard, monitoring of processes and an associated feedback loop that confers prevention. This can be contrasted with quality control, which is focused on process outputs. QA includes management of the quality of raw materials, assemblies, products and components, services related to production, and management, production and inspection processes. In short QA refers to the policies, attitudes, actions and procedures necessary to ensure that quality is being maintained and enhanced.

Accreditation refers to evaluation of whether an institution qualifies for a certificate status. The status may have implications for the institution itself for permission to operate and its student's eligibility for grants and its graduates qualified for certain employment. The purpose of accreditation is to determine the extent to which institutions are discharging their responsibilities for realizing their goals and for the quality of education provided to enable the students to attain standards. Thus, accreditation is the process of examining institutional procedure for assuring quality and assessing the arrangements for effective implementation of strategies for achieving objectives.

During the 1980's the concept of "Company Quality" with the focus on management and people came to the fore. It was realized that, if all departments approached quality with an open mind, success was possible if the management led the quality improvement process.

The company-wide quality approach places an emphasis on four aspects:

- Elements such as controls, job management, adequate processes, performance and integrity criteria and identification of records.
- Competence such as knowledge, skills, experience, qualifications.
- Soft elements, such as personnel integrity, confidence, organizational culture, motivation, team spirit and quality relationships.
- Infrastructure (as it enhances or limits functionality)

QA is not limited to the manufacturing, and can be applied to any business or non-business activity including educational institutions. It comprises a quality improvement process, which is common in the sense it can be applied to institutions and it establishes a behavior pattern, which supports the achievement of quality. This in turn is supported

by quality management practices which can include a number of quality systems and which are usually specific to the activities of the institutional concern.

2.Objectives

- To analyze the Quality assurance programme implemented in various management institutions.
- To know the benefits obtained through Quality Assurance and Accreditation.
- To measure continuous improvements carried on by the institution.
- To improve healthy competitive strategy among the institutions.

3.Methodology

This study was conducted with a principal objective to know the role of Internal Quality Assurance Cell (IQAC) in the Mysore university institutions in improving the quality of deliverables in all aspects of the institution. In enhancing the quality in any higher education institution, it is an imperative to establish IQAC to enjoy the benefits to improve the overall quality of the human resource. Sustainable growth in human development index is a challenging task to country's higher education system in general and every higher education institution in particular in achieving the goal to become a superpower by 2020 in every aspect. This study was carried out in Mysore, Karnataka, India, by using both primary as well as secondary sources of information gathering with a sample of Teresian college, Mysore, higher education institution along with students from Management department of Teresian institutions to validate the opinions of higher educational institution. The data obtained from the institutions of Teresian College, Mysore, Karnataka state through the institutional records ie; IQAC report which has established to continuously check the quality aspects in delivering the expecting level of service. The simple random sampling for choosing the respondents and with the support of both questionnaires and personal interviews from different authorities along with the main respondents, the data was collected and analyzed by using simple frequency distribution. Some important secondary data sources like past research studies, NAAC documents, IQAC reports, books, journals, magazines and Internet to get crucial information about the concerned literature required to support this study. This study was

limited only to the management department of Teresian institution and students of this institution. Time constraints, is the main limitation of this study.

4.Review of Literature:

In manufacturing and construction activities, these business practices can be associated to the models for quality assurance defined by the International Standards contained in the ISO 9000 series and the specified specifications for quality systems. Where for the institution, Universities in India must be created through government action. Institutions “which are not established under either Central or State or UGC Act” are labeled “fake universities/vishwavpidyalayas” and lack authority to grant degrees.

Recognition or accreditation of courses of study is under the authority of a set of professional councils established by statute and other autonomous coordinative or regulatory bodies established or recognized by the University Grants Commission.

NAAC (National Assessment and Accreditation Council) is an autonomous institution, established by the UGC in 1994. The primary objective of NAAC is to assess and accredit institutions of higher learning with an objective of helping them to work continuously to improve the quality of education. The process of accreditation is as; NAAC has formulated a three-stage process for assessment and accreditation as given below:

- Preparation for the self-study report by the institution to be submitted to NAAC
- Validation of the self-study report by peers visiting the institution
- The final decision of NAAC based on the self-study report and the recommendations of the team of peers.

The quality service activity measured by NAAC for the UG, PG and Research programmes based on the activity performed and the review of IQAC (Internal Quality Assurance Cell) report of the institutions. This provides the data about the following objectives of the Institution:

- To foster the total development of each student there are various associations to encourage students to participate in competitions and other activities.
- Value education classes are included with curriculum.

- To create spirit of enquiry and challenge in the minds of students, quiz, essay writing, debate competition, project works, visit to industries, study tours etc. were conducted.
- To promote our culture, heritage and patriotism national and state festivals are celebrated.
- Academic year start with a prayer service. Spiritual intelligence programme was organized in the beginning of the year. The day begins with college Assembly.
- To inculcate ethical values many healthy practices are followed.
- Community services like visiting & rendering needful services to inmates of prison, orphanages, old age home, home for destitute etc, were accomplished.
- To facilitate Faculty members of different departments to participate in various seminars, workshops and conferences as a part of faculty development programme.
- To permit and motivate the teaching assets to carry out the Research Programme. “Empowerment of Women through Integral and Value Based Education”

(Report of Teresian College, Sidharthanagar, Mysore, Karnataka)

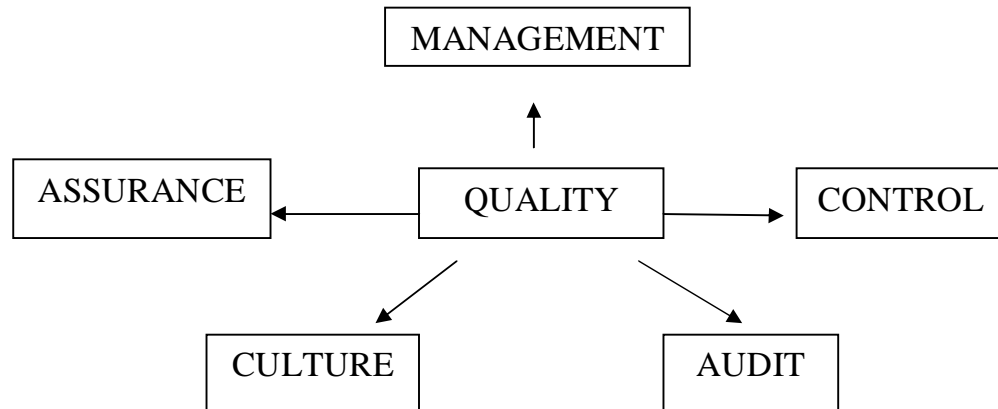
5. Quality System & Assurance

Quality assurance in management institution is defined as the totality of the system, resources and information devoted for maintaining and improving the quality and standards of teaching, learning, research and enhancement.

The quality process cycle employs four key areas of activity, typically found in quality management systems: quality planning, control, assurance and improvements. Each area of activity is focused on a specific quality issue, such as what do we want to achieve? Which particular operations are required to ensure achievement? What have we achieved? What needs to be improved?

The implementation of quality assurance system and all phases of action, will work together cooperatively and in a goal-oriented manner with all the institutions, members of professional practice and students. Quality assurance is not seen as an objective in itself, but is aimed at the identification and addressing in the continuous cycle of planning, action, evaluation and improvement with a view to effecting quality improvement.

Quality improvements takes place through processes of continuous improvement of academic and support-service functions and activities aimed at promoting excellence.



- Quality Assurance – an all embracing term referring to an ongoing, continuous process of evaluating such as assessing, monitoring, guaranteeing, maintaining and improving the quality of a higher education system, institutions or programmes.
- Quality Control – A phrase that refers to the process of quality evaluation that focuses on the internal measurement of the quality of an institution or a programme.
- Quality Management – An aggregate of measures taken regularly at system or institutional level in order to assure the quality of higher education with an emphasis on improving quality as a whole. As a generic term, it covers all activities that ensure fulfillment of the quality policy and the quality objectives and responsibilities and implements them through quality planning, quality control, quality assurance and quality improvement mechanisms.
- Quality Audit – The process of quality assessment by which an external body ensures that the institution or programme quality assurance procedures or that the overall ie, internal and external quality assurance procedures of the system are adequate and are actually being carried out.
- Quality Culture – It refers to a set of shared, accepted and integrated patterns of quality which are often called principles of quality to be found in the organizational cultures and the management systems of the institutions.

6.Welfare Measures

Welfare includes anything that is done for the comfort and improvement of employees and is provide over and above the wages. Welfare helps in keeping the morale and motivation of the employees high so as to retain the employees for longer duration. The welfare measures need not be in monetary terms only but in any kind/forms. Employee welfare includes monitoring of working conditions, creation of industrial harmony through infrastructure for health, industrial relations and insurance against disease, accident and unemployment for the workers and their families.

Labour welfare entails all those activities of employer which are directed towards providing the employees with certain facilities and services in addition to wages or salaries. Annual and special increments, five paid seminar leaves per year, which can be extended, financial support to faculty members pursuing higher education, they can use library facility, computers, printers and stationery. Seminars (National and Internal) and workshops are conducted which keep the faculty update and give exposure, healthy and hygienic work environment. One additional increment is given if the faculty member clears UGC-NET or gets PhD awarded. Casual leaves and medical leaves are given as per policy.

Over the last decade, one of the most remarkable changes in universities has been the rapid progress made towards institutional diversification, and the development of more focused institutional missions and profiles. As a result of this, there has been an increase in participation in institution, which has led to a more diverse student population. Consequently, it has become important to be able to accommodate different student needs. The following are welfare facilities provided for the students in spite of their curricular activity: Library, computer, printer and canteen facilities, scholarship for the students based on their different criteria, classes with smart board facility, introduction of mentor system, community services, free medical check, Industrial visit, conducting workshops, organizing fun fest, alumni meet, campus recruitment programmes, project work conducting Inter-Intra management fest which includes various managerial competitions like, Business quiz, Best Manager, Advertising, management games, case study competition, etc.

7.Competitive Strategy

The increased competition among students for admission to the best institutions and programmes and between institutions traditional, transnational, distance, single, networks of institutions and programmes and so on is today a worldwide phenomenon. Unless well regulated and controlled, this pressure increases the risk of academic fraud and cheating by students for examples to gain entrance to educational institutions or pass exams and by higher education institutions relaxing academic admission conditions, selling fake programmes or delivering fake certificates, and so on. In Georgia, for instance, some private tutors take bribes to help guarantee that students are admitted to the department of their choice. These private tutors are generally on examination committees and therefore have connections within universities, are familiar with the content of exam papers, and can manipulate admission procedures to improve the chances of an applicant gaining entry to a particular university (Janashia, 2004). Competition in the area of research is also having detrimental effects. For instance, higher education institutions, as producers of research, are now even more susceptible to plagiarism. As they are also consumers of research given that undergraduate degrees, master's degrees, PhDs and additional funding, particularly from private companies such as pharmaceutical industries, are all obtained through the submission of research work, they are also more vulnerable to the manipulation of research results. It is also now stakeholders, including examination candidates, teachers, faculty members, supervisors, officials and employees of examination authorities, in addition to managers of courses, programmes, institutions, universities and so on.

8.Conclusion:

The quality assurance programme in Management Institution improves the quality standard of the institution and the students. The activity under taken by the Institution as per the norms of the NAAC will build competitive strategy among the Institution which makes institution to commit themselves in continuous improvement of their certified quality and to render their best contribution to the society. The Management Institution is playing an important role in this era of globalization and the need for implementation of standardized quality programmes in the Management enhance the best quality system for improving their personal traits through various managerial programmes which are discussed in the study.

The Quality Assurance and Accreditation helps in analyzing the required facilities enjoyed by the Staff and Students of the Management Institutions which results with high morale. The best utilization of managerial ability can be developed by the developed asset of institution and improves the confidence and zeal. The certified institution helps in creating awareness about fake institution and helps in avoiding the corruption existing in the institution. Management students who are yet be the future managers build up their managerial qualities through the management programmes introduced in the institution hence the needful and valuable implication of this Quality Assurance and Accreditation in Management Institution will benefit the nation through its means.



Figure 1

9.Reference

- John Wiley & Sons, The Quality Assurance Journal, ISSN: 1087-8378,
- http://en.wikipedia.org/wiki/list_of_higher_education_accreditation_organization
- <http://www.icar.org.in/node/826>
- <http://www.egyankosh.ac.in/bitstream/123456789/33028/1/unit-12> - Quality Assurance and Accreditation in Higher Education
- Asian Journal of Business Management 3(4): 251-256, 2011, ISSN: 2041-8752, Quality Management in Indian Higher Education System: Role of Internal Quality Assurance Cell (IQAC)
- <http://www.unam.na/centres/quality/documents/APPROVEDUNAMQAPOLICY> - University of Namibia, Quality Assurance and Management Policy
- <http://industrialrelations.naukrihub.com/employee-welfare.html>