

# Impact of Quality Management Methodology in Higher Educational Institutions

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**Abstract** - This study aimed to determine the effect of quality management methodology in Sudanese universities. And the study population consists of Sudanese universities. The research problem is the main question: Does the application of the concept of quality management methodology in Sudanese universities from the viewpoint of the internal customers of the students and university employees and external customers of destinations serviced for graduates in the labor market? We follow the search for a descriptive approach and the fact that he identifies and describes the quantity and quality and use the questionnaire as a tool for data collection and use SPSS to analyze the data. The research found the following results: There is no statistically significant relationship between the possibility of the application of the pattern of total quality management in the treatment of Sudanese universities and university students as major clients (internal)., no statistically significant relationship between the possibility of the application of total quality management pattern in Sudanese universities and university treatment for workers as clients Risien (internal).

**Key Words:** Quality, Quality Management, Methodology, SPSS, QMM

## 1.INTRODUCTION

Education is one of the major needs for all human societies so consistently communities continuously work towards the development of educational institutions to meet the needs of the present and the future in line with the data. Add to that the rapid change in the structures of scientific, cultural, and technological knowledge in the world has led to the importance of the calendar and the continued development of a message and the activities of educational institutions. This requires a new style and distinct in order to qualify them in the education system as a system of interest to build human and walk him to the paths of creativity and excellence. And one of the most important stages and management

concepts successful in this regard QMM, which focuses on the management philosophy that combines modern management tools and specialized technical innovation efforts in order to raise the level of performance and continuous improvement and development.

The QMM these concepts and found her luster and significance of it has focused on its higher education institutions, teachers, and America was the first country to have dealt with it and engaged most of the universities and colleges in total quality management, but has found this trend in support of the state and private sector institutions and distributed materials QMM free and concepts emerged a culture of quality (Culture of Quality) quality is important everyone (Quality is everyone's job) and teamwork (Team work) and agreed that it fit the universities hopes that contribute to the development of universities and change the old concepts and problem solving. And may spread these concepts in most institutions of higher education in the world after that, including the Arab and Muslim worlds.

The gaze of Higher Education indicate that there are problems facing universities come on top of the problems of the curriculum and keep up and refurbished and funding problems and take advantage of the time professors, teaching versus research and the status of teachers and expand opportunities for university enrollment and the relationship with the state and the institutions work and leadership and management of the university and the university permission, like other institutions need for change and development, excellence and it also keep pace with technological developments and take advantage of global openness and keeping up with the challenges of globalization.

## 2. LITERATURE REVIEW

### II-1 previous studies:

II-1-1 Study of Al-Amin Taha (2005) under tile: The impact of the application of the concept of total quality management QMM on the institutions of the state.

This aims to improve the performance of organizations through the interest component of quality. The study aimed to that there is a relationship between the application of total quality management and increase productivity, and that the application of total quality management means increased profitability. The study concluded that there is a weakness in the official interest by the state apparatus of Administrative Development ordered the overall quality and not give it enough priority , and that most of the public institutions that have tried QMM implementation was a result of the initiatives of self- originated from within , the concept and principles of total quality management in its ability to strengthen Authority competitive capabilities in the future , disinterest supervisory authorities and other development-related administrative concepts of total quality management and the provision of material and moral support to the body in order to develop the experience of the application.

II-1-2 Study of No'man Al-Musawi (2003), entitled: Develop a tool to measure the total quality management in higher education institutions.

The study aimed to build a tool to measure the total quality management in higher education institutions through the verification from sincerity and persistence and their applicability in the educational institutions and the study found building measure included 48 paragraph divided into four areas of quality management in institutions of higher education, a quality requirements and follow-up and the development of human resources and decision-making, community service and study recommended the application of this measure in higher education institutions in the Arab region.

II-1-3 Study of Motwani (1995) entitled ((The application of total quality management in education efforts, modern and future trends)).

The study included four theoretical trends in the quality of education: the definition and procedures, and normative studies, and conceptual models and the application and evaluation. The study includes on the stages of the application of total quality management in education which is awareness and commitment, planning, program implementation and evaluation and future trends to those aspects of the proposed.

### II-2 CONCEPTUAL FRAMEWORK:

#### II-2-1 Definition of QMM:

QMM is a set of management practices throughout the organization, geared to ensure the organization consistently meets or exceeds customer requirements. QMM places strong focus on process measurement and controls as means of continuous improvement.

#### II-2-2 Important Principles of Total Quality Management

Total Quality Management (QMM) is an approach that organizations use to improve their internal processes and increase customer satisfaction. When it is properly implemented, this style of management can lead to decreased costs related to corrective or preventative maintenance, better overall performance, and an increased number of happy and loyal customers.

However, QMM is not something that happens overnight. While there are a number of software solutions that will help organizations quickly start to implement a quality management system, there are some underlying philosophies that the company must integrate throughout every department of the company and at every level of management. Whatever other resources you use, you should adopt these seven important principles of Total Quality Management as a foundation for all your activities.

#### 1. Quality can and must be managed

Many companies have wallowed in a repetitive cycle of chaos and customer complaints. They believe that their operations are simply too large to effectively manage the level of quality. The first step in the QMM

process, then, is to realize there is a problem and that it can be controlled.

## 2. Processes, not people, are the problem

If your process is causing problems, it won't matter how many times you hire new employees or how many training sessions you put them through. Correct the process and then train your people on these new procedures.

## 3. Don't treat symptoms, look for the cure

If you just patch over the underlying problems in the process, you will never be able to fully reach your potential. If, for example, your shipping department is falling behind, you may find that it is because of holdups in manufacturing. Go for the source to correct the problem.

## 4. Every employee is responsible for quality

Everyone in the company, from the workers on the line to the upper management, must realize that they have an important part to play in ensuring high levels of quality in their products and services. Everyone has a customer to delight, and they must all step up and take responsibility for them.

## 5. Quality must be measurable

A quality management system is only effective when you can quantify the results. You need to see how the process is implemented and if it is having the desired effect. This will help you set your goals for the future and ensure that every department is working toward the same result.

## 6. Quality improvements must be continuous

Total Quality Management is not something that can be done once and then forgotten. It's not a management "phase" that will end after a problem has been corrected. Real improvements must occur frequently and continually in order to increase customer satisfaction and loyalty.

## 7. Quality is a long-term investment

Quality management is not a quick fix. You can purchase QMS software that will help you get things started, but you should understand that real results won't occur immediately. QMM is a long-term investment, and it is designed to help you find long-term success.

## 3. FINDINGS

### The research found the following results:

1-There is no statistically significant relationship between the possibility of the application of the pattern of total quality management in the treatment of Sudanese universities and university students as major clients (internal).

2-no statistically significant relationship between the possibility of the application of total quality management pattern in Sudanese universities and university treatment for workers as clients Risien (internal).

3-no statistically significant relationship between the possibility of the application of the pattern of QMM in universities and the efforts of the Sudanese leadership and conviction administrative and academic application of total quality management.

4-no statistically significant relationship between the possibility of the application of the pattern of total quality management in Sudanese universities and university authorities considered underserved in the labor market clients Risien (external).

5-no statistically significant relationship between the possibility of the application of total quality management style and financial resources to self-University.

6-no statistically significant relationship between the possibility of the application of total quality management pattern in Sudanese universities and organizational culture prevailing amid workers.

#### 4. RECOMMENDATIONS

First, the recommendations of the Ministry of Higher Education and Scientific Research:

The researcher recommends that adopts the Ministry of Higher Education and Research application pattern of total quality management in Sudanese universities and through the establishment of the Department of QMM in the ministry, and the development of standards supported in choosing leaders, administrators and academics in universities.

Secondly recommendations for universities, the researcher recommends that departments seek Sudanese universities to increase the chances of the possibility of applying the method of overall quality by taking into account the following considerations depending on what the study showed:

To deal with students as her main clients, and taking into account the percentage of students applying for professors universally agreed. To deal with employees as clients key to her, and to develop training curricula developed and sustained them in the field of application of total quality management and enable them to stand on the experiences of some countries, and involve them in planning and decision-making, and ran a constructive dialogue with them to change their convictions about total quality management, and giving autonomy for workers and encourage them to innovate. To deal with employers for graduates in the labor market as its main clients. Following the way of teamwork in problem solving and development work in the adoption of the decentralization of power and money. Activation of modern information systems, with a special information system QMM. Dissemination of policy and quality culture among employees and internal and external customers.. work for open meetings between the university administration and its staff and students.

#### 5. CONCLUSION

Addressed this research the possibility of applying the concepts of total quality management in education institutions university in Sudan despite the

developing countries, which dominate the habits and ways of working non-scientific and difficult to get rid of them can QMM implementation through administrative presence at the top of the organizational hierarchy was able to take the decision and believes in belief firmly to the philosophy of total quality management, rebuilding the regulatory climate in the organization based on the culture and values of quality (Quality culture) and active and practical application of this concept to build on the steps with conventional follow-up.

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