



The Total Quality Management and Its Relationship in Raising the Educational Level in the Iraqi Universities

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Abstract -Total Quality Management (TQM) is a goal that educational facilities can achieve only over a long period of planning, through the development and execution of the annual good program, that moves significantly towards achieving the vision set, the application of concepts of total performance is one of this degree, which will go a long way in reviving the educational system, and this study was done.

In order to evaluate the overall quality of higher education, this report will examine the overall quality of higher education and draw up alphabets related to critical success factors (CSFs) and their implementation in all fields.

The study concludes CSF and its implementation in higher education institutions, and in their programmes, some institutions have already enjoyed the benefits of (TQM) methods he analysis provides feedback from recent studies on how various methods and expectations can be used by the TQM program to motivate workers to build a friendly environment and show the need for better students.

Keywords: Total Quality Management (TQM), critical success factors (CSFs), educational system

I. INTRODUCTION:

The determination of education quality is an essential and necessary for any individual (student or teacher) in the Iraqi academic institutions. To reserve the quality of education and develop it is very important to protect the academic institutions.

In terms of the importance of education to the development of intelligence and competence for people that will lead to the gradual economy of mismanagement of the university organization, this powerful plan has been used to improve higher education around the world, and the TQM system in higher education has proven its effectiveness in producing wonderful professionals to lead university communities. The development of this giant educational institution for future generations, but quality improvement is a process that continues to evolve and therefore perception of index rate and implementation is necessarily precedent for improving service quality (Murad and Rajesh, 2010).

The institution also needs to know the essentials in the evolution of these standards, and we must understand the essence of the characteristics of total quality through which we determine the measurement of the proportion of education in universities and educational institutions (Cheng & Tam, 1997).

TQM also takes care of all components of the principles, processes, trends, structures of the company and all those that are influenced by the quality of the product or service in any way (Satnciu, 2003).

Justifications and Research aim

The recent economy in developed countries and even in developing countries is based on the concept of Total Quality Management (TQM). The TQM introduces products or services in a lowest cost and highest quality. This is can be drawn directly on the Iraqi universities with their staffs and students. Accordingly, the thrust of this work is to introduce answers to the following questions:

Q1/What are the administrative and academic needs of implementing and applying the TQM in Iraqi higher education institutions?

Q2 / Is there a real difference in the implementation and application of TQM in high educational institutions from an administrative and academic point of view with the recent changes and developments in TQM?

Q3 / What are the ways to implement quality management in Iraqi institutions?

Research Thrust:

All countries and societies compete for the diversity of their economic and political system to build real progress through which development, construction and well-being of their people can be achieved. There is no doubt that the most important means by which countries are upgrading in our time is education and improving its quality, and the development of scientific research through modern administrative and productive arts .

Due to this, higher education institutions and Arab universities, including Iraqi universities, have become obliged to play an important and real role in the implementation of comprehensive development in the Arab and international milieu. This comes through urgent calls for the development of higher education in Iraq, especially after the recent events. It is ridden in the country, which has created a huge gap between modern global education systems and rapid developments in the fields of technology and modern applications and technologies in developed countries.

Research aims:

The study seeks to achieve the following objectives:

- 1- Looking at the needs and applications of (TQM) in Iraqi higher education institutions through an administrative and academic view.
- 2- Look at the changes in the application of total quality and requirements in higher education institutions in Iraq through an administrative and academic view.

First: semantic definitions of the meaning of quality:

To enter the contents of the study must be know the linguistic significance of the concept of quality firstly.

The Concept of Quality Language:

It came in (Lessan Al- Arabs, IbnManzour) meaning the quality of a serious thing quality and quality of any became good, I found the thing is serious, and intonation like him, and said: This is a good thing between quality and quality, has serious quality and shred: came good from say or deed. It is said: Shred so and in his work and the finest and his work is good quality, I found him with money quality.

The concept of quality management idiomatic:

The concept of TQM can have various definitions. Different TQM scholars introduce different definitions, however, all of those definitions have the same aim and meaning.

According to Deming: Quality is the preferential of the consumer to the offered service.

Juran has described value as "fitness for use" and he believes that everyone in the company should be involved in making use-fit products or services.

Feigenbaum defined total quality as "consistent business processes, beginning with customer requirements and finalizing customer satisfaction" (Evens & Dean, 1999).

Crosby describes value as a "professional reporter": that is, by doing it right the first time, he focuses on zero mistakes and puts things right. (Ishikawa, 1985) also stresses the importance of full quality control in order to enhance organizational efficiency and, according to Crosby, quality means "not only the quality of the product, but also the quality of the management or credibility of the company".

Quality definitions are calibrated over time, customer needs and demands are adjusted, but significant progress has been made in solving the problem, complying with customer satisfaction standards and complicating management routines.

Second: Total Quality Objectives and General Applications:

TQM's main goal is to provide an atmosphere within an organization where all resources are used quickly and effectively to provide the high quality service the organization needs to adapt in this fast-paced world. (Vinni, 2011).

TQM was acquired by many institutions around the world as an administrative summary, where the quality movement began with a project to increase the quality of manufacturing companies, but then dispersed to other service organizations including "banking, insurance, non-profit organizations, government, and educational institutions". TQM models focused on key managers transition often require many rules such as "teamwork, senior management, customer focus, employee engagement, effective design method, training," etc. (Murad and Rajesh, 2010).

Over the past two decades, the government and institutional higher education sector has been slowly implementing high-quality management systems, and the desire to take specific quality and safety measures has increased rapidly, particularly in the "United States, Europe, as well as in the Middle East, Near East, Africa, China, and Southeast Asia" The United Kingdom and New Zealand (Srikanthan&Dalrymple, Becket, N., Brookes 2007, Materu 2003, Haug 2003), at the same time, the huge government funds make it very important to be productive for those who guarantee the education provided in ((schools, universities and educational institutions)).

In addition, there was a need for more effective and exceptional learning performance, which consisted of creating an environment in the personality of students, Intensification of conflicts in higher education institutions, serious difficulties for students and more adaptable programs at the undergraduate and postgraduate levels (Becket & Brookes, 2006). Nonetheless, the education sector is not quite pleased with TQM, as schools assume that TQM strategies are not appropriate for them in the basic concept of "customer satisfaction;" which looks uncomfortable with their thinking just to satisfy their valued customers' students (Barnard, 1999).

Third: Important Factors in Total Quality Management

TQM is a collaborative and unified approach in the preparation and management of a consistent process of improvement and organization whose approach focuses on exceeding customer expectations, identifying the problem, building trust, dedication and advocating for open decision-making among employees, 2012).

1-Employees' commitment to (TQM):

It is essential to ensuring that all corporate workers are aware of TQM rules and make them an important part of their job. Workers should be aware of the company's goals and the importance of these goals in achieving the institution's overall achievement.

Employees should know what, and why, is required of them. It may seem like an easy task, but the administration still fails to achieve this.

When employees understand and share the same perception as management, "they unleash a world of potential". If they are unaware, responsibility is weakened and policies will not be successfully deployed (ArefZidan, 2007).

2-Culture of Quality Improvement

Organizational culture required for continuous renewal to encourage employee appraisal Workers appreciate valuable analysis and pay attention to those who conduct business management procedures If employees have any idea of how to do better operations, they should study the administration's compliments to convey their ideas 'so that we can take advantage of them' (ArefZidan, 2007).

3-Continuous improvement in the process

There is no space to stagnate.. When workers are not getting better, they will move backwards. TQM is a method of continuous improvement, not a system. It needs continued improvement in all related management-regulated policies, processes and controls Organizations should be dedicated to the market

and aim to constantly change all corners of the system. There must be a constant struggle to improve efficiency that will continuously summarize the progress (Adams David, 1993).

4-Focus on customer requirements:

Customers are demanding and expecting perfect goods and services without flaws in today's market, so it needs a focus on:-

- Customer requirements are important to remain lasting and necessary in order to create close relationships with customers where people engage in emotional company.
- Maintain a happy and healthy customer relationship Ensure that all customers receive specific orders and are well received (David Adams, 1993).

Forth: Advantages and Disadvantages of (TQM) Strategies

TQM is a system of continuous improvement, according to Kelchner, 2008, that encompasses all business from top management to manufacturing line workers. The system focuses on improving customer service and reducing business losses .

To be aware of and minimize weaknesses in the company or organization, the TQD team uses problem-solving techniques and research, but there will always be advantages and disadvantages in any system or program. Total Quality Management strategies are therefore as follows:

1-Production disruption:

Implementing the TQM program in organizations requires extensive employee training. Preparation for workers consists of data on Problem-solving methods and tools for process analysis and checking of defects such as "numerical process control and brainstorming techniques". Productivity may decrease during the initial training period. Communication with performance development teams distances workers from their obligations, which also decreases efficiency. While design leads to reducing lead times, eliminating waste and improving productivity, Initial Implementation Stages a full performance tool in any organization, can weaken the productivity of the employee.

2- Decrease cost of productivity of the worker

(TQM) is a "system to remove Defects and waste which decrease the cost of manufacturing as team members work together to find errors and issues that are tracked and identified rather than removing job failures". the organization continues to benefit from reduced costs and higher profits. Quality development teams should avoid defects (zero), minimize lead times, and check for duplication in the manufacturing process that can add significantly to the company's profit.

3-Employee hardness

In order to show their work, TQM needs a study of personalities and techniques. If management does not effectively transfer the approach of the TQM team, employees may be in doubt, leading to resistance to employees. If workers are opposed to the process, the trust and efficiency of the employee can be reduced to the limited accumulated success of the business used by TQM. It may take years for the business to enjoy the benefits of technology..

4-Maintaining quality in higher education has As the number of students increases and their expectations increase at the same rate as the tuition fees they have to pay, they are "looking for an appropriate result" (Becket & Brookes, 2005).

Fifth: Total Quality Management in Higher Education (TQM):

TQM is a "philosophy and system for continuous improvement of services and / or products offered to customers" (Fitzgerald, 2004).

TQM is "a management tool to solve service-related problems as well as tactics in the academic industry and can meet the education sector standard" (Venkatraman, 2007).

Education plays a vital role in achieving the quality of higher education, regardless of innate talents, and of course if they discuss education in terms of the core element of the teacher, which they will have a very essential role in the development of the field of total quality where they have many responsibilities, not only in students but also In the twenty-first century, at a time when technology has reached its peak, education has faced a profound challenge in the remarkable development of a fast-paced world, and therefore its need to rationalize this technology and development through its good horizons.

Changes in global educational conditions pushed higher-learning institutions to radically change their operations. Teachers must pursue their own learning and new ways of teaching for the benefit of students and society at large. An active business environment leads to collaboration from the education sector with a more reliable, multi-skilled and multi-tasking workforce. "Higher education institutions are required to be more interested in a quality education system" (Sangeeta, 2004). "Administrative staff, facilities and physical procedures". Procedures consist of teaching, learning and management.

While outputs consist of results of screening, employment, wind, and satisfaction (Roffe, 1998), due to open competition, "students are shifting to customers and consumers and expect to pay a due increase due to the cost of education, which has led to competition that has led to the creation of different programmers for different student groups".

Now that the technologies of transport and communication have replaced the national economic systems with the world economy, countries and firms that do not implement TQM can rapidly become competitive globally. When societies are educated to become TQM supporters, this problem of non-competitiveness can be avoided. Therefore, in educational institutions, the potential benefits of TQM are very evident such as:

- (TQM) Encourages educational institutions to create better support for their customers, students and employers.
- The continuous focus of improvement in (TQM) is an essential component to achieve the equation necessary for educational reform.
- The implementation of the TQM system provides a more exciting challenge for students and teachers.

To enable teamwork and cooperation with each other, in this way, each observation can be used to help each other to advance for the better.

Sixth: The concept of total quality in education:

If the issue of subjecting quality is important in investment companies, it is more important in educational companies and educational systems due to the increase in the cost of education taking into account the international inflation levels, the poor quality of some educational outputs, and the weak link with the labor market, which negatively affects the levels of development and the ability of society to investigate. His ambitions and goals. The quality of education is a tool to ensure that the process of teaching, education, educational management, training of teachers and administrators, and educational development in educational companies all occur because of the adopted measures and standard characteristics: human, information, management, strategy, standards and characteristics.

It is also considered an integrated method applied in each branch and rates of educational space to provide workers with the possibility to satisfy the needs of beneficiaries of the education process, to achieve the best educational services at the lowest cost and highest quality. The quality of education means continuous promotion in the performance of educational companies to provide the best service at investment costs and better use of resources, as can be said that the (TQM) in the system of university performance is the real gateway to educational reform, economic, social, political and environmental.

Seventh: (TQM) Methods in Developing Iraqi Universities:

There are three general approaches to TQM in higher education:

- Students are based on where their ideas of service to students are facilitated by training and development of staff that fosters student choice and self-reliance.

- Focus on staff involved in determining the degree to which all faculty members participate in the quality of the institution's processes, setting rules and goals, suggesting a gentle management structure and dedication to the work of the working groups.
- The third approach focuses on the position of the service agreement and attempts to ensure compliance with texts in the assessed and measurable access degree of educational procedures, for example the assessment of assignments by faculty members over a period of time (Harris Robinson, 1994).

Durlabhji& Fusilier (1999) notes that "authorizing clients in education requires distinct inputs from students as well as from the business sector that will eventually employ them". This will surely surround education with high efficiency, thus urging senior management to be the path to any platform (TQM) is the driving force behind success and failure.

Correct communication and education with measurement and exploration of TQM details and program can increase success (Michael, et al., 1997).

Gregory (1996) proposed four dimensions of institutional leadership "symbolic, political, administrative, and academic" in his example of managed leadership for successful change in higher education institutions.

Owen, 2001 states that "the full, and continuous development" of quality is seen as a journey that has no real beginning or end, and is therefore a constant endeavor of management to maintain a standard in educational institutions.

Eighth: (TQM) Standards in Higher Education

1-Quality Calibrator:

The quality management standards are the elements and objectives that are judged against the achievement of quality objectives. The standards have been introduced in several commercial and industrial fields and then developed into educational institutions, including universities, under the application of international standards and standards to ensure quality management of education.

Most universities in many countries of the world have been quick to adopt the idea of quality management in the application of its standards, because of the facilities, services and messages to serve its mission as effective educational institutions in the community. It should be noted that from the Iraqi universities, the University of Babylon was one of the first Iraqi universities to adopt a comprehensive quality at the administrative and educational level.

Quality standards are a set of specific benchmarks for comparison and judgment that are used to set goals and estimate achievement and may reflect current rates of achievement in the company; these metrics may also be rates set by a third-party unit or achievement rates in another company selected for comparison.

2-Quality standards in education:

The educational framework works like any other according to a specific planning that takes into account the conditions surrounding the system, the prevailing cultural structure within it, the systematic climate, the technical progress, the available in-kind and human resources, and the needs and desires of the crowd. It is therefore concerned that its outputs are consistent with the international characteristics of quality control through the constant use of quality measurement and control standards (Youssef Mohamed Said, 2000.)

Ninth: Means of Total Quality in Education:

In the meantime, Seymour (1992) has clearly identified and implemented quality types in higher education institutions, and the TQM method is seen as a delightful start to quality procedures. In enterprise quality policy.

Although training team members and their relationships requires time and effort, it is important for the education system to succeed in implementing performance procedures and related initiatives through

risk analysis. And detailed mitigation when preparing contingency plans and recording everything in detail and well, here it is important to manage the training plan as smoothly as possible and to direct superior quality management techniques to minimize the conflicts of modification offered; Therefore, Where TQM techniques are well facilitated and fully implemented while accepting and implementing the basic principles and practices, Methods of TQM would help to improve the standard of Iraqi educational institutions and make their students more productive, and competitive globally to face a world of rapid progress.

Tenth: Benefits and Importance of Total Quality (TQM) in Higher Education

It is not possible for quality to be achieved in education by "creating the correct intellectual curriculum", which ensures the addition of science and knowledge received by the student, the system of moral values, systems of human connections, and advanced means of communication and other necessities that make student life in the educational institution fun and desire to demand, as well as the scientific material received under the concept of (TQM).

- 1- Provide the educational institution with a clear and precise strategy, mission and general objectives.
- 2- Provide, on a scientific basis, a plan for educational companies and annual strategies for the available units.
- 3- Apply, build and install a clear, specific, comprehensive, integrated, scientific and stable educational institution.
- 4- Provide clear and specific practical research; in order to investigate quality standards.
- 5- Provide quality and total and appropriate training to implement quality management in educational companies.
- 6- Define clear and specific roles in the administrative framework of educational companies.
- 7- Achieving a high level of performance for all administrators and employees of educational companies.
- 8- Providing conditions of understanding, cooperation and proper human relations among all employees of educational companies.
- 9- Upgrading the educational process and its outputs continuously.
- 10- Update leadership and administrative skills of leaders of the educational institution.
- 11- Develop the skills, knowledge and attitudes of employees.
- 12- Focus on adjusting processes rather than assigning responsibilities.
- 13- Continuous work in order to revise and reduce errors resulting from leaving school or failure.
- 14- Achieve the satisfaction of beneficiaries, parents, teachers, and society (Abdel Aziz Abdel Rasheed, 2002).

II. CONCLUSION

In order to any development effort to be continuous and effective, the accumulation of experience of quality and reliability is essential in conducting the assessment of teaching and learning with the distinctiveness of the result and its presentation clearly.

TQM is one of the most efficient teaching and learning tools with an effective teaching quality standard, as it displays that each student will benefit from the educational process by providing adequate time, support, encouragement, and opportunity to acquire education in an environment of total quality.

It requires the existence of the right characteristics, based on empirical literature, and the achievement of the ultimate goal of the constant pursuit of the development of all areas of the relying education system.

Educational institutions ' supporters rely on their own management techniques to efficiently define, classify, and analyze.

This study reveals that TQM will have a significant impact on educational institutions ' target and create value in economic value enhancement. Although the implementation of TQM provides a wide range of organizational changes there are shortcomings in the acceptance of this strategy in different organizations. Since there is no specific reason, however, many organizations in their organizations do not

support TQM methods. Some organizations and institutions, however, have already taken advantage of applying TQM to their organization .

Organizations will only understand the full advantage of TQM through the successful integration of various improvement activities, each focusing on the core element of the TQM philosophy.

The organization also contributes to many common features or acquires the usual management elements, allowing it to recognize the true potential of TQM over a period of time. Previous studies have revealed that an institution can improve its management of higher education by emphasizing values related to people's importance, knowledge and continuous improvement (Sherr& Lozier, 2006). This is also what TQM believes focus on the right issue to be on track to success.

(TQM) transfer case resolution methods and opportunities for continuous progress, is an effective use to help the enterprise to obtain the highest return on investment. Thus, an organization that adopts TQM philosophies as a component of its corporate plan and using any model of excellence in business execution to implement the TQM strategy will reduce the cost of its implementation and will provide a tangible basis for the increased human functions and capabilities needed, the contributing organizational community, and the best recruitment of all resources and procedures. Best it will mitigate the adjustment and improvement in the organization as it will strictly implement TQM methods that will enable them to move towards excellence.

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