TOWARDS THE HOLISTIC IMPROVEMENT OF TECHNICAL EDUCATION SERVICE QUALITY

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Abstract: Presently, there is a general sense of unease and concern regarding the existing education system. One of the most important reasons for this is the lack of holistic perspective towards education sector. The policymaking, management and reforms in the technical education sector have been directed separately towards various stakeholders like students, industry, teaching staff, non-teaching staff, parents and regulatory bodies. This paper considers requirements and interests of all stakeholders holistically and not in pieces and converts them into a prioritized list of key activities through quality function deployment. This helps in better planning of ground level activities for meeting the stakeholders' requirements and improving the overall service quality of technical education.

Keywords: QFD, Quality Function Deployment, stakeholders' requirements, house of quality, holistic improvement, technical education, service quality