The Applicability of Total Quality Management in Classroom Situation

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ABSTRACT
Education organizations are motivated to engage in reforms by a variety of forces which generally come from globalization, supply and demand issues, competition, and technology. For many years Total Quality Management (TQM) has been used by businesses to improve the quality of products and services. Though, education experts use words such as education industry, education engineering, class quality and educational leadership in their studies. However, research regarding the applicability of TQM in classroom specifically on teaching-learning strategies is scarce. The conceptual current article tries to show how Deming’s fourteen principles which are borrowed from business are applicable and can be integrated in a classroom situation to develop the quality of teaching-learning strategies. Finally a lesson plan based on TQM will be presented.

Key words: TQM, Deming’s Fourteenth principles, Lesson Plan, Teaching-Learning Strategies

1.0 Introduction

TQM is the concept and philosophy of continuous improvement (Rampa, 2004). Some scholars such as Wilkinson and Witcher (1991) provided a comprehensive definition for TQM:
• Total: every person in the organization is involved,
• Quality: customer requirements are met exactly;
• Management: senior executives are fully committed (p.47).
TQM began from industry sector, and then was utilized by other social sectors. The most important goals of TQM are: customer satisfaction, continuous improvement, and involvement of all organization employees (Dimen, Ludisan; 2009). TQM philosophy was originated in the United States, developed by Edwards Deming and utilized in industry sector by Japanese people for enhancing and developing products and services. Walpole and Noeth, (2002) stated that applying TQM in education can enhance the performance of schools especially improving the quality of teaching and learning in school. To achieve these goals, researchers explore the notion of TQM in terms of its philosophy, principles, culture and implementation of TQM at school. So they try to identify how TQM has, and can be, conceptualized in an education system regarding Deming’s fourteen principles in education (Rampa, 2004). The researchers in the current conceptual article intend to discuss the following questions:
• What are Deming’s fourteen principles and their application in education?
• What are the main characteristics of TQM regarding teaching-learning processes?
• How a lesson plan can be designed based on TQM?