

Казахстан

ичных ус

azakhstan

в туризм

ской фир

кой фирм



Kazakhstan

ревозок грузов

риимства

ть предприятия

захстана

перспективы

ания

х ЭКСПО-2017

захстан

са г. Алматы

захстан

захстан

Казахстане

Казахстане

Алматы

тинга



**ALMA**  
ALMATY MANAGEMENT  
**UNIVERSITY**

Collection of articles

Мақалалар жинағы

Сборник статей

**РАЗВИТИЕ МАРКЕТИНГА И  
МЕНЕДЖМЕНТА В  
ИНДУСТРИИ  
ГОСТЕПРИИМСТВА:  
ТЕОРИЯ, ПРАКТИКА И  
МЕТОДОЛОГИЯ**

Almaty, 2014

Алматы қ., 2014 жылдың

г. Алматы, 2014 г.

## MANAGING QUALITY WITHIN EDUCATIONAL SYSTEM IN KAZAKHSTAN

Before it should be mentioned the meaning of the quality or quality improvement, which is defined as something new and the one that is deeply integrated tradition. In early centuries, it used to assess the quality of the institution entities by constant control system as credentials of faculty, the ability of incoming students, library holdings and individual teacher assessment of student performance. That is true in one hand but on other there is something important missing and this is customer satisfaction. There should be comprehend understanding of the importance of the meeting the needs and wants of the customers in this case of students and reaching stuff. The importance of understanding the meaning of the quality for people being involved in teaching process does not matter whether you are administrator, teacher or student. Briefly, it should be mentioned the significant of the main concepts of marketing and contemporary management, as in terms of investigating and meeting the needs and wants of the customers and applying main five functions of management.

It is well known, fact that education nowadays plays one of the most important roles in the development of the society of proactive and social responsible generation. Moreover, the education is a vital part of economy as well as the development of the country. It has great contributions to society as changing the overall culture and attitude of people towards rapid changing world; it enables society to be more tolerant towards changes regarding politics, economy and culture of the country itself. The fact that nowadays globalization overtakes the World with its standards, the proper education helps to adopt easily and maximum reduce cultural shock. As an example, there is common practice among international universities to run an exchange program between such countries as Europe, Russia and the USA allowing to share and experience something new as for students and so for teaching stuff. Never less, the presence of challenges and problems is obvious and thus requires taking into consideration the fact that development of the education system within country in our case Kazakhstan is vital and essential.

The main problem is that most of the universities and colleges still follow standards that were used some decades ago which in term causes such problems as declining students demand, sky rocketing operating costs, spiraling tuition fees, hampering regulations and bureaucracies, appearing as major obstacle

for the development of the economy. As the result, educational failures can be explained partly by the way schools are structured and managed. It could be stated that there is numerous cases of bribery within educational entities not allowing the overall educational system to prosper causing disorder among people. Thus causing poor performance due to fact that there are still most institutions are traditionally governed. Therefore, it is important to understand that educational systems and education of people are vital to the progress of every society. Educated people, not machines, are the driving force behind a nation's economic growth and development. Institutions of higher education need to act proactively and initiate positive, quality focused and learner – centered programs and customer oriented. The reformation of higher education demands a model for quality improvement with proven success similar to one tested and practiced in business and industry but adopted to the unique needs of academia. Education institutions need to pursue quality consciously by systematic approach. Such reformation requires a long term comprehensible approach instead of piece- meal approaches to deal with problems. What is interesting is that it is common practice to escape the problem instead of recognizing a problem as a potential idea or way of improving the current situation since it appears as a brilliant source for idea, enabling to improve the overall situation within the educational system in Kazakhstan.

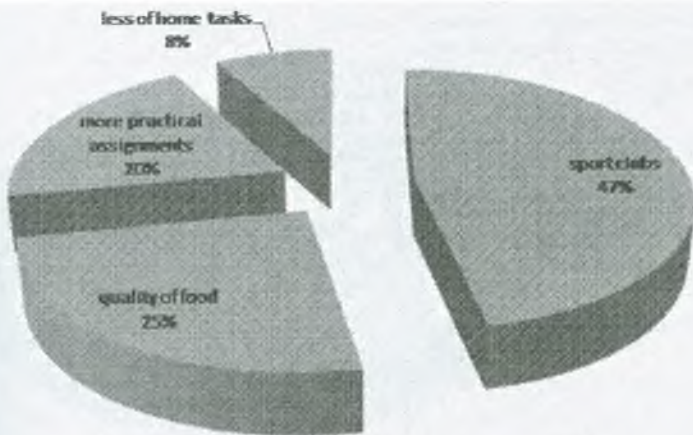
Therefore, it should be suggested the following approaches of improving the quality within education system.

The above stated approaches were defined by Goetsch and Davis, as "an approach to doing business that attempts to maximize the competitiveness of an organization through the continual improvement of the quality of its product, service, people, processes, and environments". These characteristics were further outlined as approaches doing business.

1. Customer focus. A total quality organization seeks to satisfy its customers, both external and internal, by meeting their requirements, exceeding their expectations, and giving them lasting value. External customers define the quality of the product and service delivered while internal customers define the quality of the people, processes, and environments associated with such products or service.

As an object of the following research Almaty Management University was taken. The participation and survey was conducted as one of the tools of the research. The survey for conducted among teaching stuff and students. The aim of the survey was to define the meaning of the quality for participants thus enabling to better understand the needs and wants of the customers, no matter whether it is teaching stuff, administration or students. The aim was to find out what is quality for customers thus to meet their expectations.

As the result shows, what quality is for students is and thus on what the university should emphasis more:



1.1 Survey was conducted to students: 46% of the surveyed students pointed out the importance of the establishments of sport clubs, which is significantly important to switch from mental work to physical enabling to increase productivity among students in addition it stimulates and motivates students to be involved in education process since it will be associated with the sport that they are fond of especially it is for students to reduce stress during midterms and finals when the mental pressure is high.

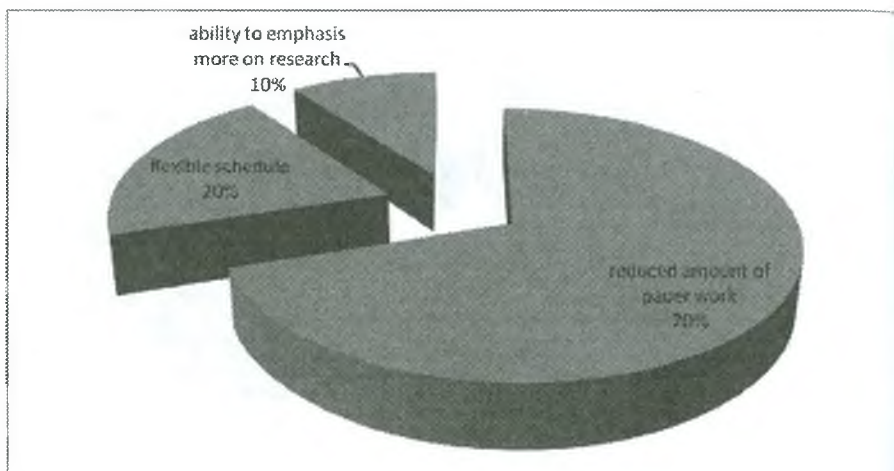
26% of surveyed students have underlined the importance of the food provision since such things as snacks and not proper meal during day results problems regarding health issues, such as stomach and food poisoning.

20% of participants pointed out the need for more practical assignments rather than theoretical tasks. Due to rapid changes and economy being involved in globalization, for students it is important to know how to apply theory on the practice, since more and more of students work nowadays, thus there is breakdown between old systems of running lectures by proving pure theory and students being involved in running real projects as start up and so on.

8 % is dedicated for reduction of home tasks, due to the fact that people nowadays value time and look for additional ways of saving time by trying to optimize work.

Considering these results, it shall be suggested to focus on stated below points since the first characteristic of quality defining, states the importance of "customer focus".

1.2 Survey was conducted to teaching staff and administrative staff.



70% of surveyed people have outline the importance in reduction of paper work, since this is the sign of all bureaucratic institutions by doing work process time consuming and wasteful since we understand that paper flow takes too much of one's time instead of properly getting ready for the classes an breaking all the incentives to work further. All these endless reports reduce the quality that was performed in terms of running effective lectures. Therefore, the following suggestion and point should be considered in order to improve the quality of the teaching process.

20% of surveyed people have pointed out the importance of flexible schedule; because mainly teachers are creative people, thus putting them in frames reduces productivity by generating stress.

10% of surveyed people have emphasized on ability to devote time on running research, since teaching process involves doing research to expand knowledge and improving the quality of teaching. In addition, regarding the Maslow's hierarchy of motivation teachers are positioned on the level of self actualization and realization, thus ability to work on research stands as main motivator as to be recognized as well as locally and internationally.

Therefore, it is suggested focusing on development and supporting of laboratories yet proving with flexible schedule that enables to run properly research.

2. Unity of purpose. Total quality requires a unity of purpose founded on a clear and widely understood vision. A quality organization nurtures total commitment from its employees. It fosters excellence in work and a family like attitude in human relations. Therefore, it should be suggested that for not every employee matters what position he\she holds to follow the same rules and have one vision, for that he message shall be simple and clear.

3. Team work: a total quality organization encourages teamwork and partnership with its workers, suppliers, regulation agencies, local communities. By minimizing the internal competition, it is enables the focusing its energy on improving the quality it is also called as acting as "big fish".

4. Education and training. Education and training are vital for continuous improvement since it allow acquiring and sharing experience by afterwards applying in working strategy. The workers master and expand their skills and knowledge in specific field.

5. Freedom through control. Freedom comes from as result of well-planned and well-implemented controls. By standardizing process and reducing variation, everyone within an entity has more time to spend on eliminating problems, discovering new markets and improve quality.

6. Employee involvement and empowerment. Decision making process is one of the key issues of the progress thus quality, therefore their great importance of understanding the importance of allowing employees to participate in making decisions, since those ones who is involved in everyday operations have more opportunities to have greater contribution to overall quality. In addition, the fact of empowering motivates and brings the feelings of belongings and recognition. [1]

In conclusion, once more it should be mentioned the importance of main characteristics of quality and its implementation within the institution. Therefore, it is important to understand that educational systems and education of people are vital to the progress of every society. Educated people, not machines, are the driving force behind a nation's economic growth and development. Institutions of higher education need to act proactively and initiate positive, quality focused and learner – centered programs and customer oriented. The reformation of higher education demands a model for quality improvement with proven success similar to one tested and practiced in business and industry but adopted to the unique needs of academia. Education institutions need to pursue quality consciously by systematic approach. Such reformation requires a long-term comprehensible approach instead of piece-meal approaches to deal with problems. What is interesting is that it is common practice to escape the problem instead of recognizing a problem as a potential idea or way of improving the current situation since it appears as a brilliant source for idea, enabling to improve the overall situation within the educational system in Kazakhstan.

### **Reference:**

1. Author: Michael L. George and John Maxey, "The Lean Six Sigma Pocket Toolbook: A Quick Reference Guide to 100 Tools for Improving Quality and Speed", Sep 22, 2004