

CUSTOMER VIEW ANALYSIS OF HUMAN RESOURCES- STUDENTS IN INDIAN ENGINEERING EDUCATION- A QFD APPROACH

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Abstract

The article analyses the organizational patterns of engineering institution's Human Resources-Students in the quality issues that needs improvement for enhancing the quality of engineering education. One of the Total Quality Management (TQM) techniques used recently as a measurement of quality is Quality Function Deployment (QFD) methodology. QFD methodology has been successfully implemented for process and design improvement in many manufacturing and service sectors. Here we have tried to implement QFD in the Technical Education System (TES) to identify the possible areas for improvement of quality. An empirical study has been conducted seeking the perceptions of potential faculties regarding the requirements of the human resources regarding students in the engineering colleges of India.

The response from various potential faculties/ administrative staffs' (internal customer) all over India from various Engineering Institutions is obtained through cross-sectional questionnaire survey on various items. These responses were analyzed using weighted average analysis. Those variables found to have scored above 0.6 is considered to satisfy the customers' needs. Thus the areas of improvement as well as the minimum number of items that satisfies the stakeholders can be identified. The validity and reliability of the variables are tested using the SPSS16.0 software. Microsoft excel have also been used for the analysis. Finally, the Quality Function Deployment (QFD) method is used to provide guidelines for the management of the Engineering Institutions to prioritize improvement policies in their organization that needs to be implemented regarding the students' needs from the faculties/ administrative/ staffs' view. QFD is a systematic approach for identifying and ranking the customers' needs. These needs can be translated into service specifications. Also these customer needs can be tracked throughout the service realization process in the institutions. The methodology followed has been explained and the issues which need improvement for enhancing the continuous quality variables for implementation in any TES have been identified and discussed.

Keywords: Human Resources, Students, Expectations, Perceptions, Customer, Weighted Average Analysis, Factor Analysis, Quality Function Deployment, Total Quality Management.