

RESEARCH REGARDING THE IMPLEMENTATION OF QUALITY MANAGEMENT PRINCIPLES IN THE STUDENT LIFE

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Abstract: This paper presents an analytical study carried out with the aim of implementing the principles of quality management in the lives of students. One of the principles that are the basis of the ISO 9001:2015 standard is stakeholder relationship management, thus the study aims at the orientation of the UPB organization (FIIR) towards customers. Following the stakeholder analysis the customer chosen for the study is the student. In order to check the current stage of the implementation of this principle, a survey was drawn up and collected, these including different topics of interest to students.

KEYWORDS: student, client, organization, stakeholders, questionnaire, results

1. Introduction

The ISO 9001 quality management system is one of the most important international standards that contains requirements to help companies or organizations be more efficient and effective in increasing customer satisfaction. Organizations must meet the requirements contained in ISO 9001, implement them and maintain the applied system so that these requirements can be continuously met.[1] The rigorous structure of the standard helps organizations to organize processes and to sustain improvement in a wide variety of contexts, including students' lives.

The purpose of this research paper is to analyze how the UPB organization (FIIR) manages the relationship with the students, as the main customer.

To achieve the goal, the analysis of the interested parties was used to identify the main topic, completed by the creation of a survey that includes various topics of interest for the chosen sample of students.

2. Stakeholder analysis

In the analysis of the interested parties, their needs and satisfactions in relation to the UPB organization (FIIR) were identified in Table 1

Table 1 Stakeholder analysis

Needs	Interested parties	Satisfaction
<i>Customers</i>		

<ul style="list-style-type: none"> - education; - social environment; - decent accommodation conditions; - practice possibilities; - scholarships; 	Student	<ul style="list-style-type: none"> - career success; - development of technical skills; - the variety of jobs in both the public and private sectors; - graduation in a continuously developing field; - ensuring a clean and safe working environment;
<ul style="list-style-type: none"> - education; - social environment; - decent accommodation conditions; - practice possibilities; - scholarships; - validation of safe education environment. 	Parents	<ul style="list-style-type: none"> - ensuring a clean and safe working environment;
<ul style="list-style-type: none"> - engineers with a development perspective; - variety of specializations - quick adaptability to the work environment 	Employers	<ul style="list-style-type: none"> - graduates with practice proposals dedicated to future engineers to complete their training; - extensive offer of bachelor's and master's programs in the engineering field - interest of involvement in development projects
Needs	Interested parties	Satisfaction
<i>Employees:</i>		
<ul style="list-style-type: none"> - professional development opportunities - optimal work conditions - job stability - the benefits of the job (health insurance) 	Professors	<ul style="list-style-type: none"> - salary package + benefits - maximum use of professional skills - professional experience - the organization's interest in occupational health and safety
	Administrative and auxiliary staff	
<i>Sponsors:</i>		
<ul style="list-style-type: none"> - workforce - wide variety of institutions for budget allocation 	State	<ul style="list-style-type: none"> - workforce

<ul style="list-style-type: none"> - marketing support - obtaining new employees - improving students' skills 	Companies	<ul style="list-style-type: none"> - the performance of study programs from previous promotions - marketing satisfaction - the organization together with the supplier develops the technical equipment within the laboratories
Community:		
<ul style="list-style-type: none"> - the need for profit - the need for space near the faculty 	Supermarket	<ul style="list-style-type: none"> - large number of students from study programs from all over the country
	Real estate developers	<ul style="list-style-type: none"> - the allocation of commercial spaces and green spaces
<ul style="list-style-type: none"> - providing delivery services 	Delivery services	<ul style="list-style-type: none"> - allowing delivery to the campus and student complex
<ul style="list-style-type: none"> - the permanent need for travelers 	Public transport	<ul style="list-style-type: none"> - the organization meets the needs of public transport through the large number of students in the province

3. Analysis and interpretation of the survey

Following the analysis of the interested parties, the student was extracted as its main subject. In order to verify the efficiency and effectiveness of the UPB organization (FIIR) in the management of the relationship with the interested parties, a survey was created that includes topics of great interest for the targeted sample. Students from the first year to the last year in the bachelor study programmes have been targeted.

The results of each theme of the survey and their interpretation are presented, as follows:

Personal information of the sample:

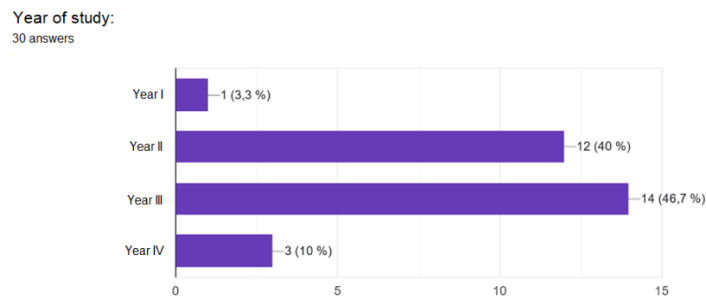


Fig.1 Graphic year of study [2]

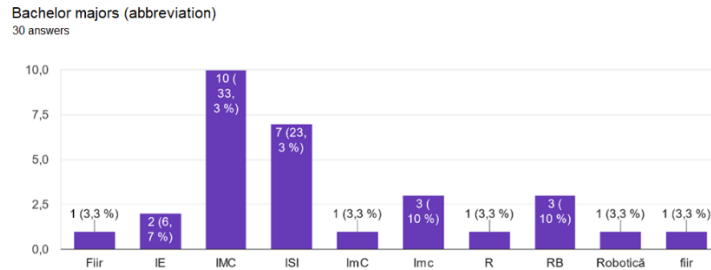


Fig.2 Bachelor majors graph [2]

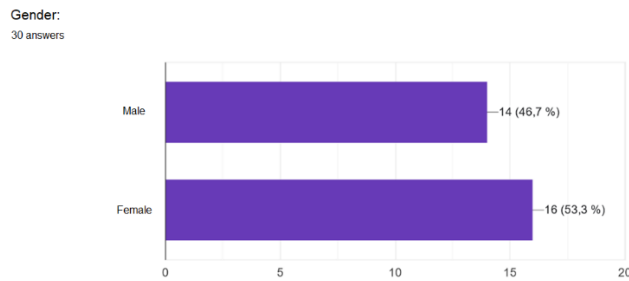


Fig.3 Gender graph [2]

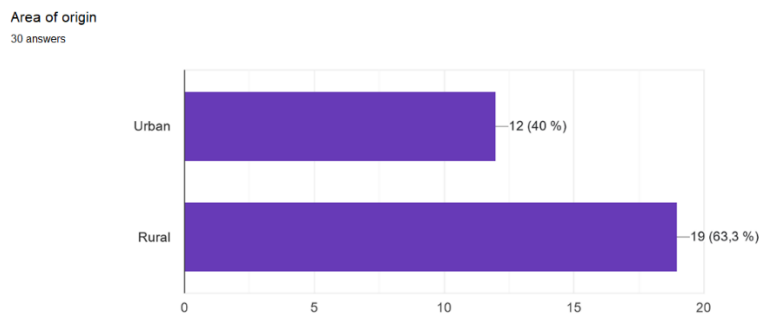


Fig.4 Grafic zonă de proveniență [2]

The graphs above show that the most interested people in this study are females, from the 2nd and 3rd years of the IMC specialization

Topic 1: Admission

The results of the topic related to *Admission* show that the choice of the faculty presents a medium to low difficulty for the people participating in the survey. The respondents to the

questions considered a high level of importance for information regarding the choice of faculty. The study contract was the least difficulty encountered by the subjects of the survey

The most relevant answers to the open question “What improvements would you make to the faculty selection process? Were:

- „More visits to the faculties and maybe even participation in didactic activities. ”
- „I recommend counselors offered by the university to students who want to come to the Polytechnic University. Thus, after counseling, it will be easier for the student to choose his favorite faculty under the umbrella of the university”
- „Several workshops on choosing a profession both from the University and from the high school of origin”
- „The open doors day in which will be explained to the future students „which what is eaten” at the faculty and also to show them practical things”
- „Career guidance courses at high school”

Topic 2: Impact of life as a student

The results of the topic related to the *Impact of life as a student* show that dormitory life has a generally high to medium impact, but among the people who consider this impact to be almost non-existent are also students who do not live in the dormitory. Students considered that the process of accommodation and getting to know new colleagues is short-lived. Regarding participation in the student association, the sample of students considered it unnecessary. The events organized by UPB (FIIR) show for respondents a high participation in their social, cultural and academic development

The most relevant answers to the open question “What personal preferences could UPB fulfill to improve students life?” were:

- „More self-knowledge activities”
- „Settlement for metrorex subscriptions”
- „Organizing events involving several categories of students from different years of study”
- „More frequent organization of pest control in student dormitories, more careful selection of products used to prepare food in student canteens”
- „Renovation of dormitories”

Topic 3: Social competences

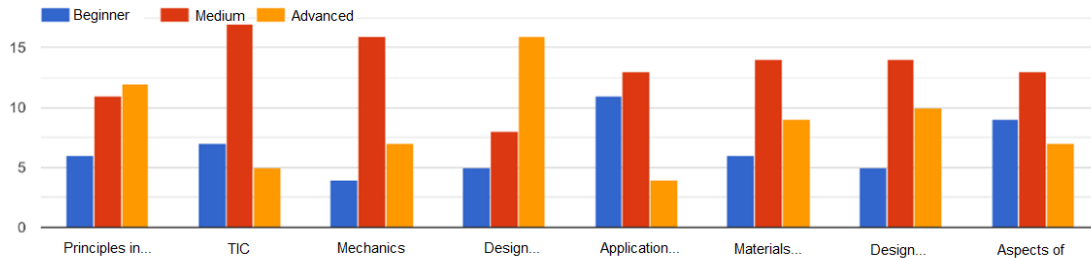
The results of the Social Competences theme show that teamwork is of major importance for students. In critical moments, a limited number of students turned to educational counseling. The teacher-student relationship was considered to be of medium to low difficulty by the respondents. Teacher behavior is a key factor in student performance.

The most relevant answers to the open question „Did UPB’s reaction following reported unpleasant experiences meet your expectations?”

- „No, the management of UPB did not have an objective attitude following the interactions I had throughout the academic year”
- „I had higher expectations“
- „Everything OK”

Topic 4: Technical competences

What technical skills did UPB(FIIR) develop for you through the chosen study program in the following fields?



The results of the subject Technical competences indicate the student's confidence in the competences acquired or developed to date.

4. Conclusions

- In the analysis related to admission, a difficulty was noted in answering some questions related to the choice of faculty.
- In the topic of the impact of student life, the respondents claimed that the process of accommodation in the dormitory was difficult for them.
- In the topic of social skills, respondents claimed that teamwork is of major importance. Educational counseling was a topic they avoided. Also, the behavior of the teachers is an additional motivation for the students.

5. Lessons learned

- ✓ The subject of teachers' conduct could be developed, letting the students express their opinion.
- ✓ For the skills question, we could have given students the opportunity to mention the areas in which they feel they have developed.
- ✓ The perception of the students when taking their opinion into consideration appears less favorable to the management of UPB (FIIR).

6. Bibliography

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