



ADMC's Business Department improves student satisfaction levels and loyalty through the implementation of a Quality Management System

"In the Higher Colleges of Technology the Faculty of Business offers several applied business majors to its students, meeting prestigious international accreditation standards. This achievement recognizes the special commitment of the Business Department of Abu Dhabi Men's College towards its students and shows the high level of process efficiency they achieved, based on a highly recognized international quality standard."

Dr Sam Shaw
Deputy Vice Chancellor, HCT

Business Department objectives

- Demonstrate ongoing commitment towards the students' welfare, education and development
- Ensure that superior education programmes are delivered consistently to a high standard
- Improve the quality and efficiency of program delivery
- Gain a competitive edge and be recognized as the most innovative academic department

Business Department benefits

- High quality teaching through the standardization of key processes
- Efficient dynamic framework for continual improvement
- Development of a better working environment
- Increased level of student satisfaction
- Embedded culture of continuous improvement

Business Department background

The Business Faculty of HCT is one of the major divisions of the largest Government higher educational institutions of the UAE, the Higher Colleges of Technology (HCT). HCT has nearly 20,000 Emirati students, and the Faculty of Business offers a great variety of applied diploma and bachelor programmes for more than 5,500 nationals. The Business Department of ADMC has 600+ students who are enrolled in six different programmes in the area of business administration. The strategic directions of ADMC's Business Department are set by its own Vision, i.e. to be recognized as the most innovative academic department in Abu Dhabi Men's College and in the Business Division of the Higher Colleges of Technology

Why certification?

The Business Department is offering a Quality Management major in the Bachelor of Business Administration Programme. We wanted to show to our students that we are able to achieve what we teach. Student centred teaching and learning has always been the prime focus of the educational philosophy of HCT, and the ISO 9001 framework is a customer centred quality management system, so we have found a perfect match” says Dr Imre Reczey, Chair of Abu Dhabi Men's College Business Department.

The adoption of an ISO 9001:2008 compliant Quality Manual was a strategic decision made by the Department in 2011, at a time of rapid growth. Since 2005 the Business Department has doubled in size; currently 2530- Teachers from 1015- different countries deliver six programmes. The implementation of a standardized quality management system seemed to be necessary to ensure consistent high quality delivery in the multi-cultural, multi-national environment of the UAE.

Implementation

The Business Department obtained its certification in March 2013, after a two-year implementation process that started with ISO 9001:2008 related training at various levels. It concluded with the

development and the trial-run of a complex Quality Management System.

The Business Department has adapted the ISO 9001:2008 International Standards for higher education. The Business Department's ISO 9001:2008 compliant Quality Manual takes into account all academic and administrative regulations of HCT and the Faculty of Business, and combines them with the US based ACBSP International Accreditation Requirements and with the standards of the Commission of Academic Accreditation (CAA) of the Ministry of Higher Education and Scientific Research (MOHESR) of the UAE, while successfully meeting all the requirements of the ISO 9001:2008 International Management and Leadership Standards.

“Combining all institutional and external regulations with the ISO 9001:2008 requirements and adding our department best practices is a collective wisdom that we are all proud of. Our Quality Manual provides comprehensive guidelines for all teachers and helps the orientation of the new faculty effectively, too.” Dr. Imre added.

In the first year of the implementation journey, all members of the Business Department went through an ISO Orientation and Internal Auditor training and two members of the department became Lead Auditors. In the second year several versions of the Quality Manual were developed and discussed until V3 of the QM was implemented.

Apart from developing a comprehensive Quality Manual, the Business Department also developed its own electronic Quality Management System. The electronic system stores all controlled documents and records and is also a very useful tool for training new faculty joining the Business Department.

Benefits

Student-centred teaching and learning is a key educational theory concept of HCT. The facilitation of different learning styles and the customization of the learning experience to different learners is an important part of HCT's educational philosophy. It is also an important goal for the teachers to offer the best possible practical education, by applying the content theory to real life local and international case studies to make sure

that the department really delivers what students need in the workplace.

The “customers” of Business Department are the students who are enrolled into the Business Department's academic programs. When the ISO 9001:2008 talks about ‘Customer Focus’, it becomes “Student Focus” in the context of the Business Department. Students always felt it, but they appreciate that the Business Department has put an even stronger emphasis on their requirements. The regular student surveys show that the satisfaction level of the students has increased, and the new Quality Manual has helped the Department to offer a consistent delivery framework and improved the learning experience. The standardization of all management and leadership processes, in addition to the standardization of the teaching and learning processes have resulted in the development of a better working environment.

New faculty orientation and training have become much more efficient, and the introduction of SMART Performance Indicators has helped the Department to set measureable annual Quality Goals and Objectives that also drive quality improvements. The standardization has also resulted in a more consistent way of delivery by the diverse faculty population, and has led to the development of an efficient monitoring system for the management. The students of the Business Department have become the winners by receiving a higher quality education.

Jean-Marie Hillebrand, who has been teaching for the Business Department for 16 years, mentioned that it was an important milestone. **“We are all proud to embark in this journey. We, however, spent a lot of time discussing all the processes that we follow, and we had to realize that standardizing the basic teaching processes is not a bad idea after all. It is better if all teachers agree to some common practices and we follow the same standards; the students will get a better learning experience and they will know what to expect from us.”**

BSI's role

BSI is one of the best known certification bodies in the world and has played an instrumental role in developing the ISO 9001 family of standards. They enjoy a solid reputation in the UAE, and although the Business Department needed to go out to tender to decide which certification body it should be working with, BSI came top within each criteria that was set by HCT. BSI was chosen over the competitors because they offered high quality services at a competitive price.

- HCT has developed their ties with BSI in two independent areas:
- BSI has been chosen as the primary training provider for the Business Department for Internal Audit and for Lead Auditor training
- BSI has been chosen as the external reviewer and certification provider for the ISO 9001:2008 International Management and Leadership Standards.



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