

-

:

-

-

( $\alpha = 0.05$ )



:

.(Customers)

:

Total Quality Management (TQM)

.(Vertiz, 1992, p: 2)

.(Vertiz, 1992, p: 2)

.(West- Burnham ,1997,p: 53)

( ) (Deming)

"

"

(James Evans & William

.Lindsay, 2005, p:92)

"

(Juran)

2004

) "

.(26:

---

(P.Crosby)

(James " "

.Evans & William Lindsay,2005, p:109)

.(Dweny, 1992, p:2)

TQM

2004 ) (17 : 2003 )

" Joseph Jablonskyi .(19 :

(Jablonski, 1994, p:17)"

" James Riley

(Rilay, 1992, p: 32)

Rilay Goetsh&Davis

( David " .Goetsch & Stanley davis, 2003, p:32)  
(West-Burnham, 1997, p:63)

" ( )  
philosophy

Tools and Processes

Continuous

TQM

Improvement

.TQM

All the Employees

Customers

---

Satisfy and Delight Customers ( )

( )

Problem Solving  
(Alan Glatthorn, 1994, p:23)

(Ralph Lewis & Douglas

.Smith, 1997, p:86)

(Rhodes, 1992, p: 37)

(Vertiz, 1992, p: 2)

(84)

(7)

(35)

(8)

(76)

(9)

---

) .

.(2000-1996

.

:

/

:

.

:

:

-1

( $\alpha = 0.05$ )

-2



:

-1

-2

-3

:

. 2006 /2005

---

:

.

..

(2000) (2002) (2003) )  
((1998) (2000)

2005 13 -11  
(2005)

(2005)

(2005)

(2004)

(2004)

(2005)

:

:

..

.( )

(Hazzard,1993)

The Strengths and Weakness of Total

: "Quality Management in Higher Education



:

TQM

:

. 2006 /2005

:

( )

%24.67

2005

)

%14.8

(1) .(213 :

(1)

|     |    |     |    |  |
|-----|----|-----|----|--|
|     |    |     |    |  |
| 11  | 7  | 12  | 7  |  |
| 10  | 7  | 12  | 7  |  |
| 23  | 24 | 25  | 25 |  |
| 75  | 41 | 80  | 60 |  |
| 119 | 79 | 129 | 99 |  |
| 198 |    | 227 |    |  |

:

) " " .(

---

:  
: (63)  
( )  
(Customers)

:  
" Total Quality Management (TQM)

.. " ..  
.  
.  
.  
) ( .(1)

. 2006/2005

:

.( 70 63)

(3) (2)

(2)

|       |       |       |       |       |       |       |    |
|-------|-------|-------|-------|-------|-------|-------|----|
| 0.748 | 0.655 | 0.664 | 0.752 | 0.667 | 0.672 | 0.622 | 1  |
| 0.686 | 0.757 | 0.676 | 0.789 | 0.655 | 0.754 | 0.702 | 2  |
| 0.790 | 0.660 | 0.765 | 0.596 | 0.735 | 0.709 | 0.668 | 3  |
| 0.740 | 0.786 | 0.732 | 0.547 | 0.665 | 0.759 | 0.657 | 4  |
|       | 0.615 |       | 0.695 | 0.749 | 0.743 | 0.692 | 5  |
|       | 0.754 |       | 0.730 | 0.346 | 0.467 | 0.676 | 6  |
|       | 0.609 |       | 0.654 |       | 0.697 | 0.609 | 7  |
|       | 0.659 |       | 0.703 |       | 0.653 |       | 8  |
|       | 0.675 |       | 0.758 |       | 0.703 |       | 9  |
|       | 0.527 |       | 0.764 |       | 0.655 |       | 10 |
|       | 0.691 |       | 0.692 |       | 0.757 |       | 11 |
|       |       |       | 0.692 |       | 0.660 |       | 12 |
|       |       |       | 0.729 |       | 0.786 |       | 13 |
|       |       |       | 0.532 |       | 0.615 |       | 14 |
|       |       |       | 0.695 |       | 0.676 |       | 15 |
|       |       |       | 0.797 |       |       |       | 16 |

(3)

|       |       |       |       |       |       |       |     |
|-------|-------|-------|-------|-------|-------|-------|-----|
|       |       |       |       |       |       |       | ( ) |
|       |       |       |       |       |       |       |     |
|       |       |       |       |       |       | 0.785 |     |
|       |       |       |       |       | 0.675 | 0.801 |     |
|       |       |       |       | 0.672 | 0.876 | 0.746 |     |
|       |       |       | 0.891 | 0.773 | 0.863 | 0.768 |     |
|       |       | 0.864 | 0.883 | 0.682 | 0.794 | 0.884 |     |
|       | 0.865 | 0.854 | 0.485 | 0.379 | 0.824 | 0.869 |     |
| 0.936 | 0.869 | 0.951 | 0.898 | 0.946 | 0.897 | 0.925 |     |

(20)

(%76)

:

Scheffe

One-Way ANOVA

:

:Quality

)

(



:Total Quality Management

:

:

( 5) : ( 4)  
( 3) ( )  
( )

SPSS

:

( ) ]  
 ( ) )  
 [( ( )  
 . (4) .  
 (4)  
 ( )

| 95%    |        |        |         |        |     |  |  |
|--------|--------|--------|---------|--------|-----|--|--|
| 2.6726 | 2.0318 | .15877 | 1.04111 | 2.3522 | 79  |  |  |
| 3.0338 | 2.4722 | .13957 | .96699  | 2.7530 | 119 |  |  |
| 2.7754 | 2.3517 | .10663 | 1.01717 | 2.5636 | 198 |  |  |
| 3.1261 | 2.5669 | .13854 | .90846  | 2.8465 | 79  |  |  |
| 3.5099 | 3.0179 | .12226 | .84707  | 3.2639 | 119 |  |  |
| 3.2534 | 2.8800 | .09398 | .89652  | 3.0667 | 198 |  |  |
| 2.5532 | 1.9274 | .15503 | 1.01660 | 2.2403 | 79  |  |  |
| 2.9648 | 2.4032 | .13959 | .96709  | 2.6840 | 119 |  |  |
| 2.6847 | 2.2640 | .10589 | 1.01011 | 2.4744 | 198 |  |  |
| 2.6767 | 2.1257 | .13652 | .89520  | 2.4012 | 79  |  |  |
| 2.9806 | 2.5064 | .11787 | .81666  | 2.7435 | 119 |  |  |
| 2.7623 | 2.4012 | .09089 | .86706  | 2.5817 | 198 |  |  |
| 2.5773 | 1.9227 | .16218 | 1.06346 | 2.2500 | 79  |  |  |

| 95%    |        |        |         |        |     |       |  |
|--------|--------|--------|---------|--------|-----|-------|--|
| 2.9640 | 2.3693 | .14781 | 1.02409 | 2.6667 | 119 |       |  |
| 2.6901 | 2.2495 | .11090 | 1.05793 | 2.4698 | 198 |       |  |
| 3.0509 | 2.3825 | .16560 | 1.08588 | 2.7167 | 79  |       |  |
| 3.4323 | 2.9049 | .13108 | .90812  | 3.1686 | 119 |       |  |
| 3.1667 | 2.7434 | .10651 | 1.01607 | 2.9550 | 198 |       |  |
| 2.4952 | 1.8304 | .16469 | 1.07996 | 2.1628 | 79  |       |  |
| 2.8939 | 2.2936 | .14917 | 1.03351 | 2.5938 | 119 |       |  |
| 2.6133 | 2.1669 | .11236 | 1.07187 | 2.3901 | 198 | Total |  |

(4)

.( )

(3.2639)

(2.1628)

(2.1628)

(2.5938)

)

.(2=

)

(3 =

**( $\alpha = 0.05$ )**

One-Way ANOVA

:

:

( - )

(5)

|      | (F)   |       |    |         |  |
|------|-------|-------|----|---------|--|
| .060 | 3.625 | 3.644 | 1  | 3.644   |  |
|      |       | 1.005 | 89 | 89.473  |  |
|      |       |       | 90 | 93.117  |  |
| .026 | 5.142 | 3.951 | 1  | 3.951   |  |
|      |       | .768  | 89 | 68.387  |  |
|      |       |       | 90 | 72.338  |  |
| .036 | 4.549 | 4.466 | 1  | 4.466   |  |
|      |       | .982  | 89 | 87.363  |  |
|      |       |       | 90 | 91.829  |  |
| .060 | 3.639 | 2.658 | 1  | 2.658   |  |
|      |       | .730  | 89 | 65.004  |  |
|      |       |       | 90 | 67.662  |  |
| .060 | 3.621 | 3.938 | 1  | 3.938   |  |
|      |       | 1.088 | 89 | 96.792  |  |
|      |       |       | 90 | 100.729 |  |
| .033 | 4.669 | 4.631 | 1  | 4.631   |  |
|      |       | .992  | 89 | 88.284  |  |
|      |       |       | 90 | 92.915  |  |
| .055 | 3.780 | 4.213 | 1  | 4.213   |  |
|      |       | 1.114 | 89 | 99.189  |  |
|      |       |       | 90 | 103.401 |  |

(5)

( $\alpha = 0.05$ )

( - )

(2,7 2,24 2,84)

(3,16 2,68 3,26)

: :

(4)

(6)

|      |        |        |    |        |  |  |
|------|--------|--------|----|--------|--|--|
|      | (F)    |        |    |        |  |  |
| .000 | 15.503 | 12.130 | 2  | 24.261 |  |  |
|      |        | .782   | 88 | 68.856 |  |  |
|      |        |        | 90 | 93.117 |  |  |
| .000 | 13.421 | 8.454  | 2  | 16.908 |  |  |
|      |        | .630   | 88 | 55.430 |  |  |
|      |        |        | 90 | 72.338 |  |  |
| .000 | 13.578 | 10.827 | 2  | 21.655 |  |  |
|      |        | .797   | 88 | 70.174 |  |  |
|      |        |        | 90 | 91.829 |  |  |
| .000 | 13.344 | 7.873  | 2  | 15.745 |  |  |
|      |        | .590   | 88 | 51.917 |  |  |
|      |        |        | 90 | 67.662 |  |  |
| .000 | 15.976 | 13.416 | 2  | 26.832 |  |  |
|      |        | .840   | 88 | 73.898 |  |  |

|      |        |        |    |         |  |  |
|------|--------|--------|----|---------|--|--|
|      | (F)    |        |    |         |  |  |
|      |        |        | 90 | 100.729 |  |  |
| .000 | 13.798 | 11.091 | 2  | 22.182  |  |  |
|      |        | .804   | 88 | 70.733  |  |  |
|      |        |        | 90 | 92.915  |  |  |
| .000 | 10.068 | 9.627  | 2  | 19.254  |  |  |
|      |        | .956   | 88 | 84.147  |  |  |
|      |        |        | 90 | 103.401 |  |  |

(7)

(7)

|        | 95%     |      |        | (I-<br>J)   | (J) | (I) |  |
|--------|---------|------|--------|-------------|-----|-----|--|
| .5827  | -.9573  | .833 | .30925 | -.18730     |     |     |  |
| -.5318 | -1.8078 | .000 | .25623 | -1.16979(*) |     |     |  |
| .9573  | -.5827  | .833 | .30925 | .18730      |     |     |  |
| -.3882 | -1.5768 | .000 | .23866 | -.98248(*)  |     |     |  |
| 1.8078 | .5318   | .000 | .25623 | 1.16979(*)  |     |     |  |
| 1.5768 | .3882   | .000 | .23866 | .98248(*)   |     |     |  |
| .5783  | -.8035  | .921 | .27746 | -.11259     |     |     |  |
| -.3828 | -1.5277 | .000 | .22990 | -.95525(*)  |     |     |  |
| .8035  | -.5783  | .921 | .27746 | .11259      |     |     |  |
| -.3095 | -1.3759 | .001 | .21413 | -.84266(*)  |     |     |  |
| 1.5277 | .3828   | .000 | .22990 | .95525(*)   |     |     |  |
| 1.3759 | .3095   | .001 | .21413 | .84266(*)   |     |     |  |

|        | 95%     |      |        | (I-<br>J)   | (J) | (I) |     |
|--------|---------|------|--------|-------------|-----|-----|-----|
| .7051  | -.8496  | .974 | .31219 | -.07222     |     |     |     |
| -.4090 | -1.6972 | .001 | .25867 | -1.05307(*) |     |     |     |
| .8496  | -.7051  | .974 | .31219 | .07222      |     |     |     |
| -.3809 | -1.5808 | .001 | .24094 | -.98084(*)  |     |     |     |
| 1.6972 | .4090   | .001 | .25867 | 1.05307(*)  |     |     |     |
| 1.5808 | .3809   | .001 | .24094 | .98084(*)   |     |     |     |
| .6818  | -.6554  | .999 | .26853 | .01319      |     |     |     |
| -.3040 | -1.4120 | .001 | .22249 | -.85797(*)  |     |     |     |
| .6554  | -.6818  | .999 | .26853 | -.01319     |     |     |     |
| -.3551 | -1.3872 | .000 | .20724 | -.87117(*)  |     |     |     |
| 1.4120 | .3040   | .001 | .22249 | .85797(*)   |     |     |     |
| 1.3872 | .3551   | .000 | .20724 | .87117(*)   |     |     |     |
| .7672  | -.8283  | .995 | .32037 | -.03056     |     |     |     |
| -.4850 | -1.8069 | .000 | .26545 | -1.14598(*) |     |     |     |
| .8283  | -.7672  | .995 | .32037 | .03056      |     |     |     |
| -.4998 | -1.7311 | .000 | .24725 | -1.11542(*) |     |     |     |
| 1.8069 | .4850   | .000 | .26545 | 1.14598(*)  |     |     |     |
| 1.7311 | .4998   | .000 | .24725 | 1.11542(*)  |     |     |     |
| .6360  | -.9249  | .899 | .31343 | -.14444     |     |     |     |
| -.4551 | -1.7484 | .000 | .25970 | -1.10178(*) |     |     | ( ) |
| .9249  | -.6360  | .899 | .31343 | .14444      |     |     |     |
| -.3550 | -1.5597 | .001 | .24190 | -.95733(*)  |     |     |     |
| 1.7484 | .4551   | .000 | .25970 | 1.10178(*)  |     |     |     |

|        | 95%     |       |        | (I-<br>J)  | (J) | (I) |  |
|--------|---------|-------|--------|------------|-----|-----|--|
| 1.5597 | .3550   | .001  | .24190 | .95733(*)  |     |     |  |
| .8568  | -.8457  | 1.000 | .34186 | .00556     |     |     |  |
| -.2484 | -1.6590 | .005  | .28326 | -.95374(*) |     |     |  |
| .8457  | -.8568  | 1.000 | .34186 | -.00556    |     |     |  |
| -.3023 | -1.6162 | .002  | .26384 | -.95929(*) |     |     |  |
| 1.6590 | .2484   | .005  | .28326 | .95374(*)  |     |     |  |
| 1.6162 | .3023   | .002  | .26384 | .95929(*)  |     |     |  |

0.05

mean difference

\*

(7)

)

(

.(Mean Difference (I-J))

(

)

(\*)

Sig.

(7)

.(Sig.= .879 )

(-.18730)

(-.98248)

(-1.16979)



: :

(8)

(8)

|      |        |        |    |         |  |  |
|------|--------|--------|----|---------|--|--|
|      | (F)    |        |    |         |  |  |
| .000 | 75.253 | 22.405 | 3  | 67.214  |  |  |
|      |        | .298   | 87 | 25.902  |  |  |
|      |        |        | 90 | 93.117  |  |  |
| .000 | 75.374 | 17.413 | 3  | 52.239  |  |  |
|      |        | .231   | 87 | 20.099  |  |  |
|      |        |        | 90 | 72.338  |  |  |
| .000 | 94.752 | 23.437 | 3  | 70.310  |  |  |
|      |        | .247   | 87 | 21.519  |  |  |
|      |        |        | 90 | 91.829  |  |  |
| .000 | 77.320 | 16.402 | 3  | 49.206  |  |  |
|      |        | .212   | 87 | 18.456  |  |  |
|      |        |        | 90 | 67.662  |  |  |
| .000 | 99.285 | 25.986 | 3  | 77.959  |  |  |
|      |        | .262   | 87 | 22.771  |  |  |
|      |        |        | 90 | 100.729 |  |  |
| .000 | 86.871 | 23.220 | 3  | 69.661  |  |  |
|      |        | .267   | 87 | 23.255  |  |  |
|      |        |        | 90 | 92.915  |  |  |
| .000 | 52.443 | 22.194 | 3  | 66.582  |  |  |
|      |        | .423   | 87 | 36.819  |  |  |
|      |        |        | 90 | 103.401 |  |  |

) (

(9

(9)

| 95%     |         |      |        | (I-J)       | (J) | (I) |  |
|---------|---------|------|--------|-------------|-----|-----|--|
| .0710   | -.7610  | .142 | .14592 | -.34501     |     |     |  |
| -1.2443 | -2.2568 | .000 | .17757 | -1.75053(*) |     |     |  |
| -1.5599 | -2.4514 | .000 | .15635 | -2.00563(*) |     |     |  |
| .7610   | -.0710  | .142 | .14592 | .34501      |     |     |  |
| -.8932  | -1.9179 | .000 | .17970 | -1.40552(*) |     |     |  |
| -1.2080 | -2.1132 | .000 | .15876 | -1.66062(*) |     |     |  |
| 2.2568  | 1.2443  | .000 | .17757 | 1.75053(*)  |     |     |  |
| 1.9179  | .8932   | .000 | .17970 | 1.40552(*)  |     |     |  |
| .2816   | -.7918  | .609 | .18827 | -.25510     |     |     |  |
| 2.4514  | 1.5599  | .000 | .15635 | 2.00563(*)  |     |     |  |
| 2.1132  | 1.2080  | .000 | .15876 | 1.66062(*)  |     |     |  |
| .7918   | -.2816  | .609 | .18827 | .25510      |     |     |  |
| .1849   | -.5480  | .576 | .12854 | -.18152     |     |     |  |
| -1.0987 | -1.9906 | .000 | .15642 | -1.54466(*) |     |     |  |
| -1.3028 | -2.0881 | .000 | .13772 | -1.69546(*) |     |     |  |
| .5480   | -.1849  | .576 | .12854 | .18152      |     |     |  |
| -.9118  | -1.8144 | .000 | .15830 | -1.36314(*) |     |     |  |
| -1.1152 | -1.9126 | .000 | .13985 | -1.51393(*) |     |     |  |
| 1.9906  | 1.0987  | .000 | .15642 | 1.54466(*)  |     |     |  |
| 1.8144  | .9118   | .000 | .15830 | 1.36314(*)  |     |     |  |
| .3220   | -.6236  | .843 | .16584 | -.15079     |     |     |  |
| 2.0881  | 1.3028  | .000 | .13772 | 1.69546(*)  |     |     |  |
| 1.9126  | 1.1152  | .000 | .13985 | 1.51393(*)  |     |     |  |
| .6236   | -.3220  | .843 | .16584 | .15079      |     |     |  |
| .2219   | -.5365  | .707 | .13300 | -.15730     |     |     |  |

| 95%     |         |      |        | (I-J)       | (J) | (I) |
|---------|---------|------|--------|-------------|-----|-----|
| -1.2959 | -2.2188 | .000 | .16185 | -1.75739(*) |     |     |
| -1.5456 | -2.3581 | .000 | .14251 | -1.95183(*) |     |     |
| .5365   | -.2219  | .707 | .13300 | .15730      |     |     |
| -1.1331 | -2.0671 | .000 | .16379 | -1.60009(*) |     |     |
| -1.3820 | -2.2071 | .000 | .14470 | -1.79453(*) |     |     |
| 2.2188  | 1.2959  | .000 | .16185 | 1.75739(*)  |     |     |
| 2.0671  | 1.1331  | .000 | .16379 | 1.60009(*)  |     |     |
| .2948   | -.6837  | .733 | .17160 | -.19444     |     |     |
| 2.3581  | 1.5456  | .000 | .14251 | 1.95183(*)  |     |     |
| 2.2071  | 1.3820  | .000 | .14470 | 1.79453(*)  |     |     |
| .6837   | -.2948  | .733 | .17160 | .19444      |     |     |
| .1876   | -.5147  | .625 | .12317 | -.16355     |     |     |
| -1.0031 | -1.8578 | .000 | .14989 | -1.43042(*) |     |     |
| -1.2982 | -2.0507 | .000 | .13197 | -1.67447(*) |     |     |
| .5147   | -.1876  | .625 | .12317 | .16355      |     |     |
| -.8344  | -1.6993 | .000 | .15169 | -1.26687(*) |     |     |
| -1.1289 | -1.8930 | .000 | .13401 | -1.51091(*) |     |     |
| 1.8578  | 1.0031  | .000 | .14989 | 1.43042(*)  |     |     |
| 1.6993  | .8344   | .000 | .15169 | 1.26687(*)  |     |     |
| .2090   | -.6971  | .505 | .15891 | -.24405     |     |     |
| 2.0507  | 1.2982  | .000 | .13197 | 1.67447(*)  |     |     |
| 1.8930  | 1.1289  | .000 | .13401 | 1.51091(*)  |     |     |
| .6971   | -.2090  | .505 | .15891 | .24405      |     |     |
| .1761   | -.6040  | .489 | .13682 | -.21392     |     |     |
| -1.5124 | -2.4617 | .000 | .16650 | -1.98707(*) |     |     |
| -1.5870 | -2.4229 | .000 | .14659 | -2.00493(*) |     |     |
| .6040   | -.1761  | .489 | .13682 | .21392      |     |     |
| -1.2928 | -2.2535 | .000 | .16849 | -1.77315(*) |     |     |
| -1.3666 | -2.2154 | .000 | .14885 | -1.79101(*) |     |     |
| 2.4617  | 1.5124  | .000 | .16650 | 1.98707(*)  |     |     |

| 95%     |         |       |        | (I-J)       | (J) | (I) |
|---------|---------|-------|--------|-------------|-----|-----|
| 2.2535  | 1.2928  | .000  | .16849 | 1.77315(*)  |     |     |
| .4854   | -.5211  | 1.000 | .17652 | -.01786     |     |     |
| 2.4229  | 1.5870  | .000  | .14659 | 2.00493(*)  |     |     |
| 2.2154  | 1.3666  | .000  | .14885 | 1.79101(*)  |     |     |
| .5211   | -.4854  | 1.000 | .17652 | .01786      |     |     |
| .0951   | -.6933  | .205  | .13826 | -.29908     |     |     |
| -1.2749 | -2.2343 | .000  | .16825 | -1.75459(*) |     |     |
| -1.6050 | -2.4497 | .000  | .14814 | -2.02732(*) |     |     |
| .6933   | -.0951  | .205  | .13826 | .29908      |     |     |
| -.9701  | -1.9410 | .000  | .17027 | -1.45551(*) |     |     |
| -1.2994 | -2.1571 | .000  | .15043 | -1.72823(*) |     |     |
| 2.2343  | 1.2749  | .000  | .16825 | 1.75459(*)  |     |     |
| 1.9410  | .9701   | .000  | .17027 | 1.45551(*)  |     |     |
| .2358   | -.7813  | .509  | .17838 | -.27273     |     |     |
| 2.4497  | 1.6050  | .000  | .14814 | 2.02732(*)  |     |     |
| 2.1571  | 1.2994  | .000  | .15043 | 1.72823(*)  |     |     |
| .7813   | -.2358  | .509  | .17838 | .27273      |     |     |
| .4622   | -.5298  | .998  | .17398 | -.03384     |     |     |
| -.8681  | -2.0753 | .000  | .21171 | -1.47167(*) |     |     |
| -1.4045 | -2.4674 | .000  | .18640 | -1.93596(*) |     |     |
| .5298   | -.4622  | .998  | .17398 | .03384      |     |     |
| -.8270  | -2.0487 | .000  | .21425 | -1.43783(*) |     |     |
| -1.3625 | -2.4418 | .000  | .18928 | -1.90212(*) |     |     |
| 2.0753  | .8681   | .000  | .21171 | 1.47167(*)  |     |     |
| 2.0487  | .8270   | .000  | .21425 | 1.43783(*)  |     |     |
| .1756   | -1.1042 | .241  | .22446 | -.46429     |     |     |
| 2.4674  | 1.4045  | .000  | .18640 | 1.93596(*)  |     |     |
| 2.4418  | 1.3625  | .000  | .18928 | 1.90212(*)  |     |     |
| 1.1042  | -.1756  | .241  | .22446 | .46429      |     |     |

0.05

mean difference

\*

(9)

(-.34501)

(-.20153)

(-1.75053) (-2.00563)

(-1.40552) (-1.66062)

.( )

:

---

(23)

(16: 2004 )

Mission

Vision

{ 6-5 -4- } (2.5)

-  
(6- )

- :  
-

( )

.{6 -5 -4- }



:

:

-1

-2

Shard Leadership

Down-

.Up-to-Down

to-Up

( )

-3

-4

-5



|           |             |            |   |
|-----------|-------------|------------|---|
|           |             |            | - |
|           | :           | (2003)     | • |
|           |             | (2004)     | • |
|           |             | (2004)     | • |
|           |             | (2000)     | • |
| :         |             |            |   |
|           | .566 -520 : | (2005)     | • |
| 13-11     |             |            |   |
| .599-575: |             | (2005)     | • |
|           |             |            |   |
|           |             | 13-11      |   |
|           |             | .619-600 : |   |
|           | :           | (2004)     | • |
| .194 -181 | -           | 29-27      |   |

---

(2005) •

"

"

-

13-11

.126-64 :

(2002) •

(2000) •

(1998) •

- -

(2005) •

13-11

.367-343 :

(2005) •

(2004) •

- Alan Glatthorn (1994), Developing A Quality Curriculum, Association for Supervision and Curriculum Development. (ASCD).
- Downey, Carolyn J. (1992), Applying the Quality Fit Framework to the Curriculum Management Audit, Education, Vol 113 Issue 2, p203, 7p, from EBSCOhost.htm
- Goetsch, David L & Stanley Davis. (2003), Quality Management, Introduction to Total Quality management for Production, Processing, and Services. Pearson Education, Inc., Upper Saddle River, New Jersey.
- Hazzard, T. (1993), The Strengths and Weakness of Total Quality Management in Higher Education, New Direction for international Research, Vol. 18 No.3, pp. 61-75.
- Jablonski, J, R, (1994), Implementing Total Quality Management: An Overview, Preiffer Company, California.
- James R. Evans & William M. Lindsay (2005), The Management and Control of Quality, South-Western, Part of the Thomson Corporation.
- Ralph Lewis & Douglas Smith (1997), Total Quality In Higher Education, St. Lncie press, Delray Beach.
- Rhodes, L. A. (1992), On the Road to Quality, Educational Wader ship, Vol. 49, pp. 76-80.
- Rilay, J. (1992), Just Exactly, What is Total Quality Management, Personal Journal, Vol. 72, pp. 32-45
- Vertiz, Verginia C. (1992), A Look at the Curriculum Management Audit Applying Dr. Deming's Principles For System Transformation, Education, Vol. 113 issue 2, P 210, 5p, from EBSCOhost.htm
- West-Burnham, J. (1997), Leading and Managing for Quality, In Davies, B. & Ellison, School Leadership for 21<sup>st</sup> Century, London & New York: Rutledge.

---

.2007/3/26