

## IMPLEMENTATION OF QUALITY MANAGEMENT SYSTEMS IN MODERN UNIVERSITY RELATIONS - BUSINESS

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**Abstract:** This paper addresses compelling issues in promoting labor market of graduates of higher education institutions. In this respect some of the main factors that influence negatively future employment specialists at the workplace are mentioned:

- Unemployment;
- Jobs that inadequate education;
- Minimal retributions;
- Recruitment by foreign firm's of the very good student;
- Lack of involvement of Moldovan companies in teaching (supporting very good students through scholarships) and research;
- Not all students have their own sources of access to information and resources for financial and material support;
- Inconsistency between specializations in higher education and labor market demand;
- Poor adjustment capacity of higher education system;

Certainly in any transition economy confrontations in education - labor market are likely to affect both theoretical and practical training of students and offer jobs.

### Orientation directions of higher education institutions

A characteristic of traditional higher education institutions is that they do not always succeed in withstanding the pressures of the external environment facing some obstacles from teachers who have greater confidence in the procedures applied rigid over time.

University must recognize and be convinced that only the quality of education and science will provide a safe place on the market, but the most important thing is to convey this message to all people in contact throughout the educational process.

Given the experience of traditional higher education system in Moldova and taking into account possible changes in educational management at the Technical University of Moldova is proposed a variant that can generate quality improvement performance in meeting academic goals and objectives:

Traditioan system	Sistem orientated on TQM
There is no quality strategy	Requires a strategy for quality
Centered on internal needs	Centered on the client (student)
It hasn't defined quality standards	Defines the quality characteristics for all departments
Minimum investment in human resources	The development proposes programs for staff
Management focused on control	Management centered on quality
Rules and procedures applied indiscriminately	Encourages creativity
Unique involvement of the management team	Full involvement of staff (especially teachers) to improve the quality
Quality = Cost Reduction	Quality = Means of improving satisfaction

Development plans in the short and medium term	Development plans in the medium and long-term
Quality can cause problems	Quality - part of the institutional culture
Quality comparisons with similar institutions	Develops quality principles as strategic priority
Individual responsibilities are vaguely known	Responsibilities of each employee are defined
Detecting problems is a priority	Emphasis on preventing problems
There is no quality programming	Propose a plan for quality according to institutional strategy

### **Student and university infrastructure**

A major concern of the institution of higher education should be to ensure student social infrastructure that would allow him a decent environment in which they can manifest the true value, all his intellectual availability.

Already more than 10 years higher education institutions in Moldova is oriented to the conclusions of the Bologna Seminar (presented in 2003 to Athens) focused on three main issues and challenges they pose for the construction of the European Higher Education: the social dimension higher education as a public good and higher education in the GATS negotiations.

It is important that social infrastructure is established to allow each student to complete their studies on time and be sure, if possible, a decent living. Such social infrastructure for students can be composed of:

- A powerful financial support
- Decent housing
- Social security measures
- Affordable health services
- Social and academic counseling and guidance,
- Support services and career job.

### **Student and business**

Link University - business environment currently consider it to be formal, it just creates the image of optimal variants of this relationship. Communication, exchange of ideas, scientific research and are not, in most cases, the purpose of direct involvement of students, future professionals in practical activities. Moldovan economic agents underinvest in human intelligence or the lack of organization culture or lack of money or are negligent. We believe that the university is the one who has to meet a consistent dialogue with the business community by emphasizing intellectual values and the needs of the student's permanent contact with possible future employment.

Typically, schools market relations with two types of customers: on the one hand with businesses in the national economy as beneficiaries of labor and human resources are constantly supplying, on the other hand the students who would they need to purchase specifically with employment knowledge a job. In this situation the university is not in full, as a provider of education services. Provider to get the title, the university must be connected total labor requirements of the beneficiaries.

### **Implementation of quality management systems Technical University of Moldova**

In the context of current trends, especially European ones, in reforming and ensuring the quality of education provided can be concluded that:

1. Currently, the main focus of higher education in the republic is orientation towards alignment with the Bologna Process to create the Single European Higher Education.

2. Joining the Bologna process is completed with concrete actions from the Ministry of Education. They were expressed in the draft strategy and work plan for achieving strategic goals in higher education.

3. In developed strategy special emphasis is placed on activities related to the implementation of the quality management system at the institutional level, without which integration into the European Higher Education is impossible.

4. Thus it becomes clear that the alignment of the Single European higher education, higher education institutions in Moldova, including the Technical University of Moldova are responsible, as with the development of new educational standards, plans and curricula for license cycles and master, using ECTS, develop and implement quality management system.

Nominations Committee of European Business Assembly ("European Business Assembly" - EBA, Oxford, UK) on 1 March 2010 made the decision to give the Technical University of Moldova decoration "European Quality" - "European Quality" for continuing effort achieve high quality of education in line with European standards, the right to use the symbols and attributes of the decorations on official documents and advertising. Conferring awards show this level of education in the Technical University of Moldova which gives the highest models organization of teaching counterparts in European countries, recognition of faculty professionalism, quality of scientific research and development, application and implementation of international programs.

It should be noted that on 19.04.2011 after the initial audit file review conducted at UTM, RINA leadership SIMTEX-OC (Certification Body in Romania) decided to grant certification for Quality Management System (nr.C.3399.1/12.04.2012 certificate) which is in accordance with the standard of reference-SR-EN ISO 9001:2008.

This certificate confirms that at the Technical University of Moldova in the following areas:

- Higher educational
  - Doctorate in engineering and economics,
  - Postgraduate training,
  - Initial and ongoing training pedagogical,
  - Training activities in specialized
  - Research and development in engineering,
  - Research and development in economics
- activity is aligned with the European higher school requirements.

### Conclusions

To achieve a higher quality of academic performance in the Technical University of Moldova are proposed implementing innovative directions in total quality management:

- Identifying and implementing specific curricula that meet the needs of specific customers;
- Implementing the concept of "non fault" to the specifics of each university;
- Development of standards for achieving self-concept "non fault";
- Applying appropriate techniques achieving "non fault";
- Tinker by greater transparency strategy for both university students and the general public;
- Adoption of appropriate standards to pave the way for total quality management;
- Preparing an offer graduate training in strategies to market demand;
- An academic culture that represents the genetic existence of this institution by unwritten but binding regulations;
- Improving personnel efficiency and teamwork;
- Permanent link with employers, parents and community;
- Maximum responsibility in education and research act.;

Today, Technical University of Moldova team is faced with major problems of higher education, whose resolution deliberate ensure proper compatibility and competitiveness of Moldovan engineering education in relation to the European higher education market.

To facilitate dissemination of methodological seminars, and roundtables held in UTM, whose main purpose was to familiarize teachers with the Bologna process, along with a number of European legislation, national and university was created this site, which we hope to be enhanced utility.

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