

## *Original Paper*

# Research on the Quality Assurance and Improvement Mechanism of Private Higher Education in Guangxi in the New Era Based on TQM Model

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### ***Abstract***

*The paper aims to explore the quality assurance and improvement mechanism of private higher education in Guangxi in the new era based on the TQM model. By analyzing the development process, current quality status, existing problems and challenges of private higher education in Guangxi, based on the TQM model, response strategies and quality assurance mechanisms for private higher education in Guangxi are proposed. Finally, measures and suggestions for improving the quality of private higher education in Guangxi are summarized. Through the research in this article, theoretical support and practical guidance can be provided for the quality improvement of private higher education in Guangxi.*

### ***Keywords***

*TQM model quality assurance for private higher education*

## **1. Introduction**

### *1.1 Research Background*

With the progress of society, higher education is increasingly emphasizing the quality and effectiveness of teaching. Private universities have experienced rapid development in the past two decades, reflecting the demand for marketization in higher education and the development trend of education with the direction of market economy. However, compared with public universities, private universities still deserve to be explored in terms of ensuring teaching quality. Private colleges and universities are relatively young and developing rapidly, which may lack experience and require urgent improvement in education quality management. Some private colleges and universities may focus too much on survival and efficiency and have not truly invested heavily in education quality. Some private colleges have

problems with teaching staff, teaching facilities, and management systems, which urgently need to be improved. In order to promote the sustainable and healthy development of higher education, it is necessary to deeply explore the management mechanism of teaching quality in private universities. In order to promote the sustainable and healthy development of private higher education in Guangxi, it is necessary to conduct in-depth research on its quality assurance and improvement mechanisms. By conducting a comprehensive analysis and evaluation of its current situation, theoretical guidance and practical support can be provided for formulating effective improvement measures, thereby promoting the continuous improvement of the quality of private higher education in Guangxi and meeting the society's demand for high-quality educational resources.

## *1.2 Research Purpose and Significance*

### *1.2.1 Research Purpose*

Research on the quality assurance and improvement mechanism of private higher education in Guangxi in the new era based on the TQM model, aiming to achieve the following goals: analyze the current development status and existing problems of private higher education in Guangxi, deeply understand the development process, current situation, and challenges faced by private higher education in Guangxi, and provide a foundation and background for subsequent research; Explore the application of TQM model in quality management of private higher education in Guangxi, study the principles and practical experience of TQM model, and explore its applicability and feasibility in private higher education in Guangxi; Constructing a quality assurance and improvement mechanism for private higher education in Guangxi based on the TQM model, proposing specific quality management mechanisms and strategies based on the analysis results, and providing operational suggestions for improving the quality of private higher education in Guangxi; Based on the actual situation, propose specific policy recommendations and management measures, and propose suggestions and countermeasures to promote the sustainable development of private higher education in Guangxi, in order to promote the long-term healthy development of private higher education in Guangxi.

### *1.2.2 Research Significance*

The significance of the study lies in providing a new perspective based on the TQM model to explore the mechanisms for ensuring and improving the quality of private higher education in Guangxi. The TQM model, as a comprehensive, whole process, and socially participatory management concept, has strong practical guidance significance. By introducing the TQM model, we can regulate and improve the quality of private higher education in Guangxi from a more comprehensive perspective, focusing not only on the teaching process, but also on management, service, social feedback, and other aspects. This helps to achieve an overall improvement in the quality of education, enhance the satisfaction of students and society, and also provides an effective path and guarantee for the sustainable development of higher education in Guangxi region.

## 2. Current Research Status at Home and Abroad

### 2.1 Current Research Status in China

Scholar Fan Zeheng believes that the key to applying Total Quality Management science to higher education is to solve three problems: the feasibility of Total Quality Management in improving the quality of higher education teaching; Using TQM to transform (innovate) the quality management model of higher education teaching; The path selection problem for improving the quality of higher education teaching based on TQM. The practice of introducing Total Quality Management into higher education management in domestic and foreign universities, as well as the nature of management itself, has proven its feasibility. The key is to innovate the concept of higher education teaching quality management and comprehensively transform the model of higher education teaching quality management based on the laws and characteristics of higher education. In China, the application and research of Total Quality Management in higher education have gradually increased. Scholars have begun to attach importance to the feasibility and practical effectiveness of the Total Quality Management concept in higher education. However, current research is not comprehensive enough and requires further in-depth research and exploration.

### 2.2 Current Research Status Abroad

In foreign countries, the research on Total Quality Management in the field of higher education has become relatively mature. They fully adopt the TQM model for teaching management practice to improve the quality of education. Foreign scholars have conducted in-depth theoretical exploration and empirical research on the education quality management system of the TQM model. They have systematically explored and summarized the theoretical and practical applications of the TQM model in higher education, analyzed the application of the TQM concept in education, and obtained many related research results. The TQM model has been effectively validated in the practice of higher education abroad. Foreign scholars have achieved theoretical and practical results in higher education quality management, providing valuable experience and inspiration for higher education quality management.

In summary, by analyzing the current research situation at home and abroad, combined with the urgent need to improve private higher education in Guangxi, it is worth exploring the quality assurance and improvement mechanism of private higher education in Guangxi based on the TQM model. Drawing on the research achievements of domestic and foreign scholars and the experience of private universities at home and abroad, this paper analyzes the development process, current quality status, existing problems and challenges of private higher education in Guangxi. Drawing on the quality management model of TQM, it identifies a teaching quality assurance mechanism suitable for the development of private higher education in Guangxi, and proposes measures and suggestions for improving the quality of private higher education in Guangxi. Through the research in this article, it provides theoretical support and practical guidance for improving the quality of private higher education in Guangxi.

### **3. Overview of TQM Mode**

#### *3.1 The Theoretical Basis of TQM*

The theoretical foundation of Total Quality Management (TQM) originates from the management philosophy proposed by the famous scholar Hewlett in the 1920s. The core idea is to continuously improve the quality of products or services to meet customer needs and achieve long-term success and sustainable development of the organization. The education quality assurance mechanism based on TQM is divided into four stages: planning, implementation, inspection, and processing. The concept is full participation, prevention first, data-driven decision-making, continuous improvement, and management leadership. It is a quality management system that focuses on the entire process. By establishing a comprehensive quality management system for higher education, we aim to improve the level of educational quality.

#### *3.2 The Application of TQM in the Field of Education*

The TQM model is increasingly being applied in higher education. Higher education belongs to the service industry, and its products are knowledge, skills, and qualities. So, in higher education quality management, the concept of TQM can be effectively applied. By establishing education quality standards, emphasizing process management and continuous improvement, a comprehensive education quality management system is established to improve the education quality of private universities in Guangxi and meet the social demand for higher education. The implementation of TQM model in higher education includes establishing clear teaching objectives and evaluation standards, improving teacher level, optimizing curriculum and teaching management, student participation and feedback, strengthening communication with parents and society, in order to continuously improve teaching quality, better cultivate students' comprehensive qualities, and provide guarantees for the development of private higher education in Guangxi.

### **4. Analysis of the Current Situation of Private Higher Education in Guangxi**

#### *4.1 Current Situation Analysis*

With the development of society, people's demand for higher education is also increasing, and private education has experienced rapid development. The rapid development of private higher education in Guangxi has mainly occurred in the past two decades, including the establishment of independent institutions in some public schools. In fact, it also belongs to the nature of private institutions. It was not until the last two years that the country proposed the idea of either merging or separating public independent institutions. With the support of national policies, more and more private universities have been established, covering various professional fields and cultivating a large number of professional talents for society. At present, private higher education institutions in Guangxi are constantly catching up with the pace of public institutions, and there is a series of room for improvement in education quality. Private colleges are reflected in their immature young stage in terms of teaching staff, educational conditions, and teaching quality. Although private colleges have achieved certain results in

specific professional fields, there are still many areas for improvement overall.

#### *4.2 Compared to Public Institutions*

Compared with public institutions, private institutions still have certain differences in infrastructure, teaching staff, and teaching management. Private colleges in Guangxi are generally products of the past two decades, all in a young stage of development. Public colleges have a long history, mature educational conditions, richer teaching resources and more stable teaching staff, and a more complete teaching management system. At present, private universities lack financial support and face problems such as high teacher mobility, high investment costs, and relatively weak management mechanisms. However, private universities have more advantages in terms of flexibility and innovation in teaching management, and can respond more quickly to market demand and social changes.

#### *4.3 Compared with Private Universities both Domestically and Internationally*

Compared with private universities at home and abroad, private universities in Guangxi still have certain differences in subject construction, faculty strength, and teaching quality. In foreign countries, the quality management of private education is more innovative and internationalized, and for private education in developed regions in China, it has advantages in terms of teaching staff and infrastructure. However, private higher education in Guangxi also has unique advantages, including being closer to local social needs and more responsive to local development needs.

### **5. The Problems and Countermeasures of Teaching Quality in Private Universities in Guangxi**

#### *5.1 Existing Problems*

Although private universities in Guangxi have made certain achievements in the development process, there are still some problems with teaching quality, which restrict the improvement of education quality and the development of students.

5.1.1 Unstable quality: Some private universities have instability in teaching quality, management level, and other aspects, which affects the continuous improvement of education quality. Although the TQM model has significant effects in improving the quality of private higher education in Guangxi, there are also some limitations, such as high implementation costs, long-term investment requirements, and susceptibility to external environmental influences.

5.1.2 Insufficient teaching staff: Some private universities have relatively weak teaching staff and lack teachers with high-level teaching and research abilities, which affects the quality of teaching and academic level.

5.1.3 Insufficient teaching resources: Private universities in China generally started relatively late, with insufficient teaching resources and relatively backward teaching facilities and experimental conditions, which cannot meet the needs of teaching and scientific research, limiting the improvement of teaching quality.

5.1.4 Incomplete management system: The management system and mechanism of some private universities are not yet sound, with problems such as chaotic management and low efficiency, which

restrict the improvement of education quality and the sustained and healthy development of the school.

### *5.2 Response Strategies*

5.2.1 Strengthen the support and promotion of the leadership, and establish a mechanism for all staff to participate in quality management. Firstly, the leadership of the commander is needed to ensure the smooth implementation of the TQM model, and all staff from the leadership to grassroots teachers should participate in quality management. The school leadership attaches great importance to the TQM concept, integrates it into the school's development strategy, and formulates clear quality goals and policies. Each department and teacher participates in the development and implementation of quality management plans, forming a common culture of quality management.

5.2.2 Pay attention to cultivating and motivating a cultural atmosphere of full participation, and create a good quality management atmosphere. The school regularly organizes teaching seminars and training for teachers, advocating their participation in teaching innovation and scientific research activities, and continuously improving their teaching level and professional abilities. The TQM model should also focus on customer satisfaction, improve the satisfaction of students and teachers, and enhance their sense of identification and belonging to the school by optimizing the teaching process and management methods.

5.2.3 Private universities should increase investment in teaching resources, including the construction of teaching facilities and on campus laboratory software and hardware, as well as the development of off campus practice bases. The library's collection needs to meet the needs of teachers and students for scientific research, teaching, and learning, in order to improve teaching quality.

5.2.4 Based on the actual situation, flexibly apply the concepts and methods of TQM mode, and tailor a quality management system that is suitable for the characteristics of the school. Establish a scientific quality evaluation system. Based on the evaluation results, provide feedback and adjust teaching plans and management measures in a timely manner to ensure the continuous improvement of educational quality. In addition, establish a comprehensive student service system, including multiple service projects such as student counseling, psychological counseling, and employment guidance. The school listens to the opinions and suggestions of students, continuously improves service quality, and enhances student satisfaction.

## **6. Measures to Ensure the Quality of Education in Private Universities in Guangxi**

The guarantee measures for improving the quality of education in private universities in Guangxi include: firstly, private universities can create efficient classroom teaching effects and improve teaching quality by changing traditional teaching modes and adopting more flexible and diversified teaching methods, including the introduction of modern teaching technologies and methods. Secondly, strengthen the construction and training of the teaching staff, improve their teaching level and research ability; Improve the teaching management system, establish a scientific quality evaluation and feedback mechanism, and promptly identify and solve problems in teaching; Strengthen cooperation

with all sectors of society, fully utilize external resources, and enhance the overall strength and competitiveness of the school. In addition, comprehensive consideration should be given to teaching methods, methods, and management concepts. Advanced teaching methods such as online education platforms should be introduced, and advanced teaching management methods and concepts should be borrowed to enhance students' learning interest and initiative, and promote the improvement of teaching quality. Thirdly, establish scientific and reasonable evaluation standards and evaluation systems. In order to ensure the teaching quality of private colleges and universities, corresponding teaching quality evaluation standards and evaluation systems are formulated based on the characteristics of private colleges and universities in Guangxi. For example, reforms are carried out in terms of teacher level, curriculum design, and student evaluation to comprehensively and objectively evaluate and supervise the education quality of private colleges and universities. Drawing on advanced teaching management experience from foreign higher education and developed regions in other provinces, establish comprehensive evaluation standards to improve the quality of educational management in private colleges.

### **7. The Mechanism for Improving the Quality of Education in Private Universities in Guangxi**

Taking into account the TQM Total Quality Management (TQM Total Quality Management) model, a comprehensive, whole process, and all social participation quality management system, this paper analyzes the problems in the quality of education in private universities in Guangxi, draws on the rich experience and advanced practices of developed regions at home and abroad, and combines the local characteristics of Guangxi to explore a plan for ensuring and improving the quality of education in private universities in Guangxi, Build a quality management model suitable for education in private universities in Guangxi, in order to improve the quality of education in private universities and establish an education quality guarantee mechanism for cultivating qualified college students.

Drawing on the concept and methods of quality management in the TQM model, in order to improve the quality of education in private universities in Guangxi. Research on the current situation and characteristics of the quality of private higher education in Guangxi, drawing on advanced teaching management experience and methods from foreign higher education and developed regions in other provinces, and combining with the characteristics of private higher education in Guangxi, formulate plans and measures that are in line with private higher education, including optimizing teaching resource allocation, improving the level of teaching staff, and improving teaching management mechanisms. By establishing a targeted education quality management model that is in line with the characteristics of private higher education institutions in Guangxi, we can effectively improve the quality of private higher education in Guangxi and develop a guarantee mechanism for the education quality that can cultivate qualified college students.

To ensure the effective implementation of the improvement mechanism, it is also necessary to strengthen the construction of supervision and evaluation mechanisms. Establish a sound supervision

and evaluation system, regularly evaluate and provide feedback on the effectiveness of improving education quality, and timely adjust and improve improvement measures. At the same time, strengthen training and guidance for teachers and students, improve their awareness and ability level of educational quality, and jointly promote the continuous improvement of educational quality in private universities in Guangxi.

## 8. Conclusion

By studying the quality assurance and improvement mechanism of private higher education in Guangxi based on the TQM model, the quality level of private higher education in Guangxi has been effectively improved. Through the principles of full participation and continuous improvement, the improvement of teaching quality and management level has been promoted. In response to the problems of unstable quality, insufficient teaching staff, and imperfect management system in private higher education in Guangxi, it is necessary to establish a sound quality assurance mechanism to solve them. Research the establishment and improvement of an education quality evaluation system to promote the sustainable development of private higher education in Guangxi. Based on the above conclusions, we propose the following suggestions to further improve the quality of private higher education in Guangxi: strengthen the construction and training of the teaching staff, improve the teaching level and research ability of teachers; Improve the teaching management system, establish a scientific quality evaluation and feedback mechanism, and promptly identify and solve problems in teaching; Strengthen cooperation with all sectors of society, fully utilize external resources, and enhance the overall strength and competitiveness of the school. In future research, we can further explore the following directions: further investigate the application effect of TQM model in private higher education in Guangxi, and explore its long-term impact on school development; Combining digital technology and big data analysis, explore the role of intelligent management in improving education quality; Research the establishment and improvement of an education quality evaluation system to promote the sustainable development of private higher education in Guangxi.

## Project

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