

Excellence in Higher Education

Dr. Shilpi Singh¹, Poonam Singh Rathore², Mani Tyagi³

¹Professor & Director, Department of Management, Siddhivinayak Group of Colleges, Alwar, Rajasthan

²Research Scholar, Department of Management, IIPM, Delhi

³Assistant Professor, Department of Management, Accman Institute of Management, Greater Noida, Uttar Pradesh

Abstract: - "Excellence" is the word which is of requirement in every field and area now-a-days. No organization can survive in the long run without achieving excellence. Education is also not away from it. This paper aims at identifying the importance of achieving excellence in education together with the various ways to achieve it. The research methodology used in the paper will be secondary in nature. The possible findings may conclude that maintaining and sustaining high level of CRM would result into excellence as it helps in keeping pace with all the associated people as and when anything is required. It provides flexibility along with the sense of personal attention in all the concerned operations.

Keywords: Excellence, Higher Education, CRM Solutions, Customer Relationship Management (CRM).

I. INTRODUCTION

Education is a term which plays a very important role in the development of any country and when all the countries are trying to achieve it the one who provides excellence wins the battle. To make ones presence felt at international level institutes have to take various initiatives to keep pace with rest of the world. It is aimed to achieve excellence as globalization has opened the doors wide for the entry of individuals of different countries to different locations and they can survive in the changing environment only if they provide excellence through various means and ways. Apart from responsibility it has also become a need in today's scenario.

Excellence is valuable quality; that by which any one excels or is eminent; a virtue. (brainyquote.com). Higher education contributes factors from leading scholars of the world to solve various problems of students, planners, administrators etc. (International journal of higher education research).

Excellence in higher education could be achieved by **Good Leadership** to achieve the desired goals. Several universities used the 'Leadership subcriteria' as the entry point for self-assessment (Stepanov & Azaryeva, 2005 & Vroeijenstijn 2001). They used the following goals as the main criteria for assessment of management:

- The institution has clearly formulated goals.
- The goals express clearly the purpose to achieve.

- The goals have been formulated in consultancy with all stakeholders.
- The goals are well known to all.
- Institutional planning and decision making are guided by the goals.
- The institution reconsiders the goal regularly.
- The goals show the profile of the institution.
- The goals are translated in measurable goals and objectives.
- The goals and objectives are translated in clear policy plan.

The relationship between excellence and higher education is also an important one to be looked upon. Some people look at this relationship of globalization and education and define it as a technique the government is using to unitize education across the world. Some people feel the government is doing so because of pressure from "greater powers" to increase the educational well-being of students without receiving any opposition to the changes. The increasing understanding is that globalization is being reflected in an educational agenda that allows for various, and countless, improvements upon the education system that allows the educators themselves to expand on their teaching, and present students with real world situations that require them to "think outside the box", or outside the realm of their particular field (Doherty Patrick). It is very important because as the students have to face the real world they have to think different from the rest of the people with whom they will be competing and this could be achieved through excellence.

Next important factor for achieving excellence is employment of an intelligent and highly **educated workforce** to face the new and increasing challenges in the modern world. The nicely segmented and well structured education system in produces well skilled people that enable to take the country to prosperous reign. (David Leapharris). Other points that contribute to excellence comprise of colleges efficient administrative work, as timetabling and handling of students complaints by the college staff. It will help in building a rapport with the institution which will prove to be beneficial as students will be more involved in the activities of the college since they will have a feeling of association with

them. (Mauri Chiara) Another important factor could be student welfare as colleges encourages its students to practice sports and whether personality enrichment classes are compulsory or optional. It has been found that institutes practicing such policies result in better excellence as compared to others in the same category. (Mauri Chiara)

CRM plays an important role in maintaining excellence by way of various CRM solutions. The main components of any CRM solution are Campaign Management, automation of operations and Customer service and support. (Shainesh & Sheth, Trivedi B Uday). Higher education customers are demanding more attention and immediate service through internet. Institutes manage students from enquiry through application to enrollment with one CRM system. It build relationships through cross media communication and increases efficiency and track results. It is also helpful in maximizing budget by doing more with less.

CRM enables the creation of an effective strategy for an Institution to differentiate itself by establishing relationship and gathering data to build those relationships through focused use of Business analysis. It uses various methods to bring students into a relationship with the institution. (www.oppapers.com)

Most commonly used CRM solutions are as under:

1. **TALISHMA CRM**
2. **INTELLIWORKS CRM**
3. **MICROSOFT DYNAMICS CRM**
4. **SAP CRM**
5. **PEOPLE SOFT CRM**

These solutions perform the following tasks to achieve excellence in some or the other manner in higher education.

- a. Stay competitive and achieve recruiting and retention goals.
- b. Pinpoint the source of most qualified candidates.
- c. Create highly targeted campaigns.
- d. Retain students through e-advising.
- e. Delivery on demand services from students application, financial aid and degree adults to alumni relations and advancement.
- f. Out-of-the box integration with Campus Solutions.
- g. Comprehensive event planning, management, and results analysis.
- h. Service center for higher education.
- i. Constituent 360-degree view. (download.oracle.com)

The word Excellence is the most important thing required by almost all the institutions now-a-days. Higher education is a

dream and expectation of almost every student; and once a person gets admitted for higher education the next demanded thing is excellence. Excellence and higher education both play an immense role because until and unless a person acquires both he/ she stands nowhere at the international level. To achieve this excellence the Institutes are also striving hard with various new tools and techniques from time to time. The first tool which institutes achieves excellence is by way of **Collaboration** in which they run programmes like student exchange, scholarships, faculty governance, international projects, tours etc. with the help of this cross cultural awareness is available and also flexibility to adjust in a dynamic environment. Secondly, the **Relationship** which is maintained by the institutes with various bodies who are associated with it also plays an important role. With strong relationships in the form of CRM institutes deliver excellence by regularly maintaining pace with various inside and outside parties involved. Next, comes the **Flexibility to adjust** as and when it is required. Any educational institute can achieve and deliver excellence when it becomes ready to accept the changes which occurs in the environment. Change is the law of nature and adaptability to the change is the key to be successful in today's market. Today's market is full of innovations and new mechanics at each and every step so, specifically if we talk about professional courses adaptability to change is a must, so that the students could be made known of various creative innovations that prevail in the surrounding environment. One more thing which is important for achieving excellence in higher education is **Planning**. The curriculum should be planned in a proper manner subject to changes as and when they are needed. Planning is also termed in the sense like including most of the practical application in higher education as it is the key root with the help of which students can make their presence feel at international level.

II. CONCLUSION

Our challenge today is to continually strive for excellence in higher education even with decreased funding and increased demand. In this era of rapid growth of information technology excellence has become a must to be acquired in every field and education is the most widespread field its need is felt at the maximum level. Since, it is education based on which the country progresses so it has to be taken special care of. Various CRM solutions together with exchange programmes, planning of the curriculum and associated measures adaptability to change could be easily achieved which has foremost importance for being excellent. To avoid failed change efforts waste valuable resources; change must be designed and implemented efficiently and effectively. If our primarily goal in higher education is to effectively educate our students, then institutions should become learning organizations.

REFERENCES

- [1]. <http://www.brainyquote.com/words/ex/excellence162353.html#ixz z1FPyanxmq> retrieved on 25th feb, 2011.
- [2]. Steed, C. (2002). Excellence in higher education. Evaluating the implementation of the EFQM excellence model in higher education in the UK. Beitrage zur Hochschulforschung, Heft 1, 24. Jahrgang. pp. 74-98. Stepanov (FIND), retrieved on 24th feb, 2011.
- [3]. Vroeijenstijn A.I., (2001). Towards a Quality Model for Higher Education. INQAAHE-2001, retrieved on 25th feb, 2011.
- [4]. International journal of higher education research, ISSN No. 1573-174X, Journal No. 10734, retrieved on 26th feb, 2011.
- [5]. http://EzineArticles.com/?expert=Patrick_R_Doherty, retrieved on 26th feb, 2011.
- [6]. http://EzineArticles.com/?expert=Leapharris_David , retrieved on 23rd feb, 2011.
- [7]. http://EzineArticles.com/?expert=Chiara_Mauri , retrieved on 23rd feb, 2011.
- [8]. <http://download.oracle.com/docs/cd/e1610701/psft/acrobat/crm/91ched-b1009.pdf> retrieved on 25th feb, 2011
- [9]. Shainesh G, Sheth N. Jagdish, 2007, Customer relationship Management, Macmillan India Ltd., pp. 114-115.
- [10]. <http://www.oppapers.com/essays/crm-higher-education/160681> retrieved on 02Feb, 2011
- [11]. Trivedi Bhan Uday, 2010, E- Business and E- Commerce: The next generation business scenario, retrieved from Marketing Zephyr Vol.3, No.1, April – Sep, 21

RSIS