



STUDENT SATISFACTION SURVEY : MIRROR OF QUALITATIVE TEACHING, LEARNING AND EVALUATION IN HIGHER EDUCATION INSTITUTIONS

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ABSTRACT

Quality is the biggest concern in higher education in India. The University Grants Commission (UGC), established National Assessment and Accreditation Council (NAAC) in 1994 to check the quality of higher education institutions across the country. NAAC is an autonomous body set up to look into the matters of quality teaching, learning, research, extension, industry-academia collaborations, evaluation and many other phenomenon's. The earlier method of NAAC accreditation was felt to be more subjective as it had lot of loopholes. Hence, to bring more transparency, authenticity and objectivity, NAAC has revised its accreditation and assessment process from July, 2017. Student is the center of all academic activities and thus NAAC felt it necessary to take the holistic survey of student's satisfaction about the teaching, learning and evaluation processes in all higher educational institutions. However, this step has changed the views about NAAC accreditation process as it focuses on the student's satisfaction level. The present article is an attempt to focus on the different dimensions of student's satisfaction survey regarding higher educational institutions and the future prospects of NAAC accreditation process.

Key words: NAAC, Quality, Higher Education Institutions, Student Satisfaction.

INTRODUCTION

The National Assessment and Accreditation Council (NAAC) is an autonomous institution established by UGC in 1994. The prime objective of NAAC is to achieve, maintain and

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enhance quality in higher educational institutions across India. The vision statement of NAAC is, *“To make quality the defining element of higher education in India through a combination of self and external quality evaluation, promotion and sustenance initiatives”*¹The higher education system in India is one of the largest systems across the globe with over 800 universities, more than 40000 colleges, more than 50 institutions of National Importance and more than 300 million students taking higher education in different subjects and streams. It is very difficult to maintain quality in such a wide spread and complex education system and thus, NAAC has prepared its own guidelines to monitor quality in all types of higher educational institutions. Earlier NAAC used to assess and accredit colleges and universities with the help of peer teams only but it was felt to be more subjective and many institutions raised their concern about the functioning of NAAC itself. Thus, to bring more transparency, efficiency and objectivity into NAAC accreditation process, NAAC has changed its guidelines from July, 2017.

Accreditation of NAAC is nothing but the self evaluation by the concerned higher educational institution. NAAC aims at promoting the culture of self evaluation amongst the higher education institutions across the country. It is for the benefit of the students, teachers, administrators, policy makers and the society at large. However, student is the center of all academic activities and thus, student’s satisfaction is given more importance by NAAC in its revised manual. The teaching and learning atmosphere provided by any college creates significant difference in the lives of the students. Off course, learning outcomes of any programme or course are pre-defined. Thus, it is necessary to check whether the learning outcomes are achieved or not. NAAC has prepared a questionnaire to check the student’s satisfaction level regarding teaching, learning and evaluation process. It comprises of 21 questions in total which are sub divided into two parts. 20 questions are objective in nature and 1 question is descriptive where the students are expected to give their feedback of suggestions regarding the teaching, learning and evaluation of the higher education institution.

Rationale of Student’s Satisfaction Survey (SSS):

The changing demands of the industry require not only skilled human resource but also efficient and potential employees. This can be produced with the dedicated higher education system. The students need to get well equipped with updated knowledge and hands on experiences regarding the practical work in the industry. However, the universities in India design the curriculum and the colleges implement the same. Teaching, learning and evaluation are thus, the basic functions of any higher education institution. A student must be satisfied with the quality of teaching provided to him by his teachers. It is the duty of the teachers to provide updated knowledge with diversified methods of teaching. The college



should also provide ample learning opportunities and learning infrastructure to the students. It helps the students in understanding the concepts on their own and explores knowledge from different sources. Off course, continuous evaluation helps in assessing the teaching-learning outcomes of the students. Keeping these facts in view, the NAAC has emphasized on assessing the satisfaction level of the students regarding teaching, learning and evaluation processes at any higher education institution.

The student's satisfaction also reflects the quality of teaching-learning in the same institute. It is directly or indirectly connected with the contribution of HEI towards the society. Thus, the rationale behind SSS is to find out the significant level satisfaction of the students. As it is stated earlier, accreditation is the process of self evaluation; hence every HEI must see whether the students are satisfied with the teaching and learning facilities provided by it.

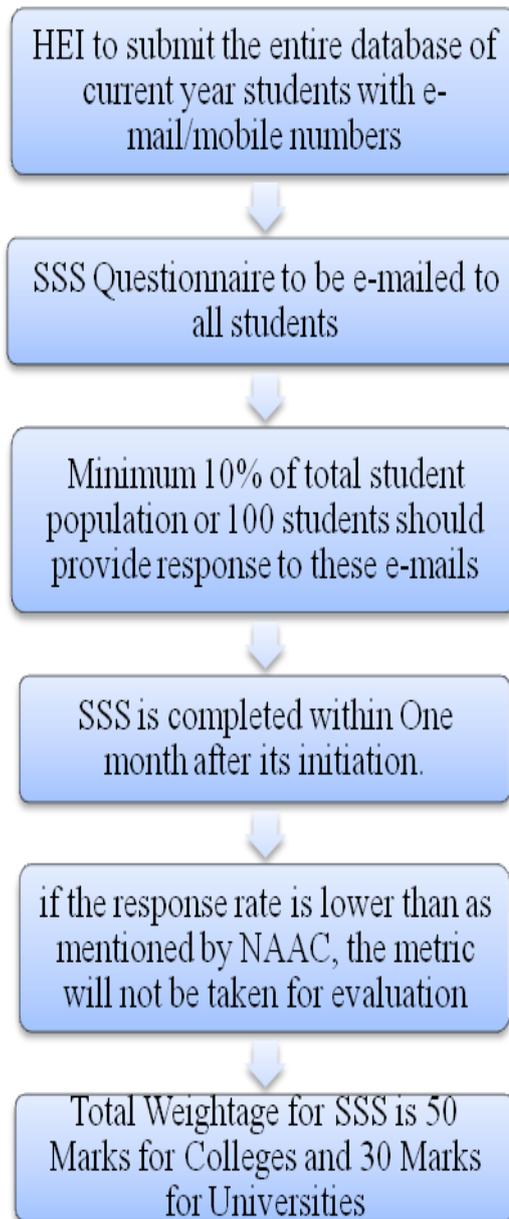
Objectives of Student Satisfaction Survey (SSS):

The SSS process has following distinctive objectives-

1. To assess the students satisfaction regarding the curriculum offered to them.
2. To assess the teaching level offered to the students.
3. To assess the learning outcomes of the curriculum and student's satisfaction level.
4. To assess the satisfaction level of students regarding evaluation process implemented by HEI's.
5. To get the feedback of students regarding the quality of teaching, learning and evaluation process offered by HEI's.

Process of Student Satisfaction Survey:

The following diagram elaborates the SSS process.



Analysis of Student Satisfaction Survey Questionnaire:

NAAC has appointed a third agency to analyze the responses received from the students. The questionnaire for SSS is available on NAAC website, which can be used by the colleges for getting factual responses from the students. However, there are total 21 questions (20 objectives and 01 subjective) in the questionnaire. The objective questions are given 5 scales from 0-4. The college needs to score at least 30% marks to qualify for the next process. SSS is initiated with the Data Validation and Verification (DVV) process.

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CONCLUSION:

Student's Satisfaction Survey (SSS) determines the satisfaction level of students regarding teaching, learning and evaluation facilities provided by the HEI. The ultimate aim of all academic activities is to sustain quality in higher education and thus, SSS has a significant role in NAAC accreditation process. The quality of teachers and their teaching can be stressed through SSS process. Necessary improvements can be made in the teaching strategies and new methods of teaching can be implemented in HEI's. The SSS process also gives a feedback about the quality of curriculum and the necessary changes therein. The SSS process also helps in bringing qualitative change in internal and external evaluation process followed by all HEI's. Thus, it is proved that SSS is the mirror of qualitative change in higher education in India.

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