

# Franchising - assuring the quality of the student experience

## The Staff College - Five characteristics of quality educational assessments: Part one



Description: -

-Franchising - assuring the quality of the student experience

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Customer Satisfaction in Higher Education Customer satisfaction has been defined as the experience that a customer has with a service encounter in reference to what was expected.

### Quality Assurance and Improvement of Learning and Teaching

International Journal of Educational, 3, 1-15.

### Student experience

A Comprehensive Framework for Service Quality: An Investigation of Critical Conceptual and Measurement Issues through a Longitudinal Study.

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The overall customer satisfaction model hypothesises that perceived responsiveness, perceived empathy, perceived assurance, perceived reliability and perceived tangibility are the main determinants of overall customer satisfaction. QA at the post-development stage Once the actual development stage has been completed, the ninth QC check kicks in as a hard copy of the module is printed out and sent to the ID for a process called internal review IR , to ensure that everything has been put together correctly. Journal of Retailing, 64, 12.

### Quality assurance in learning material development at OUM

This entails that competition in the subsector has grown but mechanisms to assess and monitor service quality are yet to be devised let alone implemented. The cumulative percentage variance explained was 64.

### Five characteristics of quality educational assessments: Part one

QA at pre-development stage In this stage, there are four QC measures in place to ensure that the OUM modules are of benchmark quality. This calls for stringent QC measures which will be discussed in the next section. Journal of Global Entrepreneurship Research, 6, 13.

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Prior studies exploring service quality in higher education in Colombia , Jordan , in Italy and Portugal , suggest that customer satisfaction can be explained by perceived service quality. OUM has also been highly ranked in the SETARA ODL category with an excellent Tier 5 rating — a testament to the overall quality of the university.

### **Quality assurance in learning material development at OUM**

On Q: Causing Quality in Higher Education. Social and Behavioral Sciences, 116, 4430-4435. Since its inception, the University has been at the forefront championing an accessible, affordable and flexible approach to learning via the ODL mode.

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