

EVALUATION OF THE STUDY PROGRAMMES OF FACULTY OF  
COMMERCE AND MANAGEMENT IN TERMS OF ADMINISTRATIVE AND  
SUPPORT SERVICES, STUDY CONDITIONS AND CONTENTS QUALITY OF  
STUDY PROGRAMME IN THE EASTERN UNIVERSITY, SRI LANKA



ARULNAYAGAM JATHEESWARAN



RC011668



Project Report  
Library - EUSL

DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA

2016

## Abstract

Higher Education is a concept related to efficiency, effectiveness and performance evaluation it calls for proving by effective means, that higher education has attained the predetermined results and performance. Quality seems to be not only an elusive concept, but also a complex one that can be perceived in very different ways. These difficulties in defining the quality concept have led several authors to propose a more pragmatic approach to the meaning of quality in higher education, by regarding quality as 'fitness for purpose' as well as 'fitness of purpose'.

In this context, this study has assessed the quality of study programmes of Faculty of Commerce and Management, Eastern University, Sri Lanka in terms of administrative and support services, study conditions and contents quality of study programme. For this purpose conceptual framework has been developed to measure the quality of study programmes. By using questionnaires data were collected from 100 final year students of the study programmes. Data were analyzed and evaluated by using univariate and regression analysis. Findings of this study revealed that the quality of administrative and support services, study conditions and contents quality of study programme are in higher levels. At the same these three variables positively and significantly impact on overall evaluation of outcomes of the study programmes.

**Keywords:** Higher Education, Quality of Study Programmes, Administrative and Support services, Study conditions, Contents quality of study programme.

## Table of Contents

	Page No.
Acknowledgement.....	I
Abstract.....	II
Table of Contents.....	III
List of Tables.....	VII
List of Figures.....	VIII
<b>Chapter - 1 Introduction.....</b>	<b>1-6</b>
1.1 Background of the Study.....	01
1.2 Problem Statement.....	02
1.3 Research Questions.....	03
1.4 Research Objectives.....	04
1.5 Purpose of the Study.....	04
1.6 Significance of the Study.....	05
1.7 Scope of the Study.....	05
1.8 The Organization of the Chapter.....	05
1.9 Chapter Summary.....	06
<b>Chapter - 2 Literature Review.....</b>	<b>7-15</b>
2.1 Introduction.....	07
2.2 Definition of Evaluation.....	07
2.3 Definition of Quality in Higher Education.....	08
2.4 Trends in Higher Education.....	08
2.5 Determinants variables which Influenced the Quality of Study Programmes.....	09
2.5.1 Administrative and Support Services.....	10
2.5.1.1 Residential Facilities.....	10
2.5.1.2 Health Service.....	11
2.5.1.3 Library Services.....	11
2.5.1.4 Information Communication Services.....	11
2.5.1.5 Career Guidance Services.....	12

2.5.1.6 Student Support Services and Welfare Network.....	12
2.5.2 Study Conditions.....	12
2.5.3 Contents Quality of Study Programmes.....	13
2.5.4 Overall Evaluation of Outcomes.....	14
2.5.4.1 Quality Concerns.....	14
2.6 Chapter Summary.....	15
<b>Chapter - 3 Conceptualization and Operationalization.....</b>	<b>16-22</b>
3.1 Introduction.....	16
3.2 Conceptual Framework.....	16
3.2.1 Conceptualization of the Study Programme Quality.....	17
3.2.1.1 Administrative and Support Services.....	17
3.2.1.2 Study Conditions.....	18
3.2.1.3 Contents Quality of Study Programmes.....	18
3.3 Overall Evaluation of Outcomes.....	18
3.4 Operationalization.....	19
3.5 Chapter Summary.....	22
<b>Chapter - 4 Methodology.....</b>	<b>23-29</b>
4.1 Introduction.....	23
4.2 Research Approach.....	23
4.2.1 Time Horizon.....	23
4.2.2 Purpose of the Study.....	24
4.2.3 Types of Investigation.....	24
4.2.4 Study Setting.....	24
4.2.5 Unit of Analysis.....	24
4.3 Sample Size.....	24
4.4 Sample Design.....	24
4.5 Data Collection Method.....	25
4.5.1 Questionnaire.....	25
4.6 Reliability.....	26
4.7 Data Presentation, Analysis and Evaluation.....	27

4.7.1 Data Presentation.....	27
4.7.2 Univariate Analysis.....	28
4.7.3 Regression Analysis.....	29
4.8 Chapter Summary.....	29
<b>Chapter - 5 Data Presentation and Analysis.....</b>	<b>30-43</b>
5.1 Introduction.....	30
5.2 Analysis of Reliability.....	30
5.3 Personal Information.....	31
5.3.1 Study Programme.....	31
5.3.2 Gender of the Sample.....	31
5.3.3 Ethnicity of the Sample.....	32
5.3.4 Age.....	32
5.3.5 District wise of the Distribution.....	33
5.4 Research Information.....	34
5.4.1 Univariate Analysis.....	34
5.4.1.1 Independent Variables.....	35
5.4.1.1.1 What is the level of attainment of quality in terms of administrative and support services.....	35
5.4.1.1.2 What is the level of attainment of quality in terms of study conditions at the University.....	37
5.4.1.1.3 What is the level of attainment of quality in terms of contents quality of study programme.....	38
5.4.1.2 Dependent Variable.....	39
5.4.1.2.1 What is the level of attainment of quality in terms of overall evaluation of outcomes.....	39
5.4.2 Regression Analysis.....	40
5.4.2.1 What are the impact of administrative and support services, study conditions and contents quality of study programme on overall evaluation of outcomes.....	41
5.5 Chapter Summary.....	43

<b>Chapter - 6 Findings and Discussion</b> .....	<b>44-49</b>
6.1 Introduction.....	44
6.2 Discussion of Personal Information.....	44
6.2.1 Personal Information about Study Courses, Gender, Ethnicity, Age and District.....	44
6.3 Discussion of Research Information.....	45
6.3.1 Level of Administrative and Support Services.....	45
6.3.2 Level of Study Conditions at the University.....	46
6.3.3 Level of Contents: Quality of Study Programme.....	46
6.3.4 Level of Overall Evaluation of Outcomes- Study Programme.....	47
6.3.5 Impact of administrative and support services, study conditions and contents quality of study programme on overall evaluation of outcomes- Study Programme.....	48
6.4 Chapter Summary.....	49
 <b>Chapter - 7 Conclusions and Recommendations</b> .....	 <b>50-54</b>
7.1 Introduction.....	50
7.2 Conclusion for Overall Evaluation of Study Programmes.....	50
7.3 Recommendation for Improve Study Programmes of FCM.....	52
7.4 Limitations of the Study.....	54
 <b>References</b> .....	 <b>55</b>
<b>Appendix- Questionnaire</b> .....	<b>59</b>