

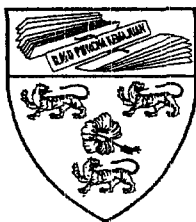
**QUALITY ASSURANCE MODEL OF E-LEARNING  
FOR ACADEMIC MANAGEMENT  
IN A PRIVATE INSTITUTION:  
A CASE STUDY**

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## **ABSTRACT**

E-learning had growth in a speed beyond a proper control for its effectiveness. This research paper focused on the quality assurance benchmarks in one private institution.

The purpose of this study was to examine academic perception regarding the importance and the presence of the quality benchmarks in three branches of one private institution. Seven categories of quality benchmarks were used in this study, namely management support, course development, teaching / learning process, course structure student support, academic support and lastly evaluation and assessment.

This study used survey and questionnaire to collect data from thirty academic staff in randomly selected branches i.e. Petaling Jaya, Melaka and Kuala Lumpur.

Findings from this study showed that there was no significant difference between the qualification and job function with regards to the importance of the benchmarks. However, there was significant difference between the branch's location and the importance of the benchmarks, namely in the teaching / learning process, course structure and student support category.

Quality assurance guidelines or principles developed by various quality assurance agencies were used to formulate the quality assurance model for e-learning education.

**PENJAMINAN KUALITI MODAL UNTUK 'E-LEARNING'  
BAGI PENGURUSAN AKAMEDIK DI SEBUAH  
INSTITUSI PENGAJIAN SWATSA:  
SATU KAJIAN**

**ABSTRAK**

E-learning telah berkembang dengan kadar yang begitu pesat sehingga keberkesanannya tidak senang diukur. Kajian ini berfokus kepada piawai kualiti di sebuah institusi pengajian swasta.

Tujuan kajian ini adalah untuk menyelidik persepsi para pensyarah mengenai tahap kepentingan dan kewujudan piawai kualiti di tiga cawangan institusi ini. Tujuh kategori piawai kualiti telah digunakan iaitu sokongan pengurusan, penggubalan kursus, proses pengajaran / pembelajaran, struktur kursus, sokongan untuk pelajar, sokongan untuk pensyarah dan akhir sekali, penilaian dan taksiran.

Kajian ini menggunakan kaedah tinjauan dan soal selidik untuk mendapat data dari tiga puluh pensyarah di tiga cawangan institusi pengajian swasta yang dipilih secara rawak iaitu Petaling Jaya, Melaka dan Kuala Lumpur.

Dapatan dari kajian ini mendapati tiada perbezaan diantara kelayakan dan fungsi kerja dengan kepentingan piawai kualiti di kalangan pensyarah. Tetapi, terdapat perbezaan di kalangan pensyarah diantara lokasi cawangan dan kepentingan piawai kualiti terutamanya di kategori proses pengajaran / pembelajaran, sokongan untuk pelajar dan pensyarah.

Beberapa piawai kualiti dari badan penjaminan kualiti yang digubal telah digunakan untuk menghasilkan satu modal penjaminan kualiti untuk pendidikan e-learning.

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