

## **Application of Quality Function Deployment Approach to Industrial Engineering Department of Gaziantep University**

**Authors :** Eren Özceylan, Cihan Çetinkaya

**Abstract :** Quality function deployment (QFD) is a technique to assist transform the voice of the customer into engineering characteristics for a product/service. With the difference of existing studies, QFD is applied to an educational area that is a service sector which is not a manufacturing firm. The objective of the study is to design the undergraduate program according to students' desire and expectations. To do so, third and fourth year students of industrial engineering department of Gaziantep University are considered as customers. Some suggestions about lecturers, courses, exams and facility for how to satisfy students' demands are presented and as a result, sharing the materials of courses is the most important requirement among others.

**Keywords :** higher education, quality function deployment, quality house, voice of customer

**Conference Title :** ICBSS 2017 : International Conference on Business and Social Sciences

**Conference Location :** Amsterdam, Netherlands

**Conference Dates :** May 14-15, 2017