

# QUALITY MANAGEMENT IN HIGHER EDUCATIONAL SYSTEM

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***Abstract:** This paper has as main aim to analyze the issue of quality management in higher education area in reform context. Some questions focused on the core idea of reform in quality improved condition are formulated. A possible philosophy to base “on quality” the improvement process in higher education is presented. A short analysis of specific issues of quality management in higher education, following the core lines of a kind of SWOT approach, are presented*

***Key words:** quality, quality management in higher education, educational reform, competence.*

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