

A PROPOSAL TO DEVELOP THE  
ADMINISTRATIVE PERFORMANCE OF  
THE HEADS OF ACADEMIC  
DEPARTMENTS IN THE PRIVATE  
UNIVERSITIES OF THE CITY OF RIYADH  
IN THE LIGHT OF THE APPLICATION OF  
THE STANDARDS OF THE EUROPEAN  
FOUNDATION FOR QUALITY  
MANAGEMENT (EFQM)

**SHARIFAH AWADH ALKASER**

**Assistant Professor**

**Shaqra University**

***ABSTRACT\_** This proposal for developing the administrative performance of the heads of academic departments in the private Universities of the City of Riyadh in the light of the application of the standards of the European Foundation for Quality Management (EFQM). The main objective of the study is to identify the level of administrative performance of the heads of academic departments in the private Universities of the city of Riyadh so as to see their perspective in the application of the standards of European foundation quality management during their administrative work and to discover the obstacles face them in applying these quality standards. the study uses the descriptive method for the analysis of the data collection. The result of the analysis show that a percentage of (67.6%), it was high for the level of administrative performance of the heads of academic departments applying the standards quality management of the European Foundation (EFQM). Concerning the obstacles face them in applying these quality standards the results show a medium degree of constraints faced by them during performing their administrative work, with a percentage of (57.5%). Then the strategy and policy constraints comes in the second place.*