10.6977/IJoSI.201209_2(2).0004
W.J. Chang/ Int. J. Systematic Innovation, 2(2), 43-53 (2012)

A New Perspective on EFL Teaching: Applying Fuzzy QFD in TRIZ for Teaching Quality Improvement

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(Received 3 March 2014; final version received 29 April 2014)

Abstract

Teaching quality has been a frequently studied topic in education literature; however, a creative approach for improving teaching quality is rarely discussed. In this paper, a systematic framework based on the TRIZ methodology is suggested to generate creative solutions for improving teaching quality. First, the determinants of teaching quality were investigated based on a comprehensive review of language teaching. Subsequently, a parameter-corresponding table was developed to apply the TRIZ contradiction matrix effectively to solve language-teaching problems. Cochran test was used as a statistical hypothetic test during this phase. The correlation between "the vague opinions from the supplier and receptor of teaching" and "the determinants of teaching quality" was analyzed by using fuzzy QFD to identify the critical determinants related to teaching quality improvement. The corresponding parameters can be effectively applied in the TRIZ contradiction matrix to identify the inventive principles. The appropriate re-explanations of the inventive principles developed for foreign language teaching are discussed. A case study proved the usefulness of the approach in EFL courses, and practical solutions are presented to demonstrate the valuable contribution of the TRIZ methodology to the education field.

Keywords: Teaching quality, Teaching improvement, TRIZ, EFL, Fuzzy QFD

1. Overview

The teaching quality of universities has been increasingly emphasized since Boyer (1990) proposed expanding scholarship beyond teaching, integration, and application. Although educators have begun to realize the importance of improving teaching quality, the processes remain uncertain. Planning a university course is a complex activity (Barone & Lo Franco, 2009); therefore, enhancing teaching quality involves substantial shifts in thought and practice. In this study, a methodology for innovatively resolving teaching problems and improving teaching quality was developed to foster meaningful and long-term learning for students.

TRIZ (*Theoria Resheneyva Isobretatelskehuh Zadach*) is a Russian abbreviation for "theory of inventive problem solving," which is a well-developed system of tools used for idea generation, problem solving, and failure prevention (Akay, Demıray & Kurt, 2008; Belski, 2009). One tool, contradiction analysis, which consists of 39 parameters and 40 inventive principles, is the most frequently used method (Su & Lin, 2008). TRIZ is a popular subject regarding technological innovation (Mann, 2000) and has recently been proven to be an innovative and well-structured method for solving problems in non-technical fields (Mann, 2000; Saliminamin & Nezafati, 2003). However, there is a lack of TRIZ-specific research addressing the teaching quality domain, which is another reason for undertaking this study.

Quality function deployment (QFD) is a method for developing and managing products or services to assist planners in identifying product or service characteristics from the viewpoints of customers (Celik, Cebi, Kahraman & Er, 2009). The practice of QFD has primarily relied on market surveys for acquiring customer requirements, and planners typically employ linguistic variables to set various parameters. However, the outcomes of market surveys and linguistic variables are often imprecise or unclear and may reflect biased results. Scholars have combined the fuzzy set theory

with QFD to solve this problem (Liu, 2011). In contrast to traditional QFD, the input data of fuzzy QFD are expressed and represented in fuzzy numbers instead of crisp numbers (Chen, Fung, & Tang, 2006). In the current study, fuzzy QFD was used to identify critical teaching-quality determinants; this is crucial because numerous researchers have proposed that teaching is one of the primary services of a university (Harvey, 2003; Barone & Lo Franco, 2009).

In this study, the "quality" of a university course is defined as the degree to which the course satisfies the teaching expectations of the supplier and the receptor. Tribus (1993) stated that quality is what makes learning a pleasure and involves the way in which the teaching process is performed. In this regard, teachers and students are the primary parties responsible for achieving the goal of improved teaching quality. Accordingly, this paper addresses both teacher and student perspectives.

The study is structured as follows: Section 2 presents a review of the literature; Section 3 provides a description of the proposed approach; Section 4 presents the application of the proposed approach to English as a foreign language (EFL) courses; and Section 5 offers concluding remarks and suggestions for future developments.

2. Literature review

TRIZ offers a comprehensive toolkit for analyzing and solving problems according to various perspectives and is based on the knowledge and experiences of a wide range of inventors (Moehrle, 2005). The foundation study of TRIZ research was one of the largest studies on creativity conducted, involving more than 1,500 person-years of study and an analysis of more than two million patents globally (Mann, 2001; Zhang, Chai, & Tan, 2005). In this foundation study, an exceedingly small number of inventive patterns and strategies were identified and extracted (Mann, 2001). The strengths of TRIZ are described as follows. First, TRIZ encourages planners to break out of the conventional "begin with the present situation" style of thinking, and to start instead by considering ideality (Mann, 2001). Second, it transforms the undesirable elements of a system into useful resources and removes contradictions rather than encourages trade-offs or compromise (Mann, 2001; Zhang, et al., 2005; Su & Lin, 2008). Third, it helps to prevent psychological inertia, which is inherent in human thinking, because it involves devising a comprehensive set of feasible solutions (Zhang et al., 2005). Fourth, by providing a predefined direction, TRIZ complements and adds structure to, rather than replaces, an inventor's natural creativity (Mann, 2001; Moehrle, 2005). TRIZ facilitates developing numerous high-quality ideas effectively and systematically (Zhang et al., 2005).

The most commonly applied TRIZ tool is the contradiction matrix, which consists of 39 rows and 39 columns involving the 1,482 most common contradiction types (Mann, 2001). The rows of the matrix contain the desired factors of a system, whereas the columns comprise the harmful elements of a system. In each cross-field, up to 4 of 40 inventive principles are advised for eliminating the contradiction. Using different inventive principles occasionally generates similar ideas. The inventive principles lead planners in specific directions, but concrete solutions must be formed by combining inventive principles with the knowledge and creativity of the individual problem solver (Moehrle, 2005).

During years of development and application, TRIZ has proven its effectiveness and efficiency in resolving technical problems and in removing all boundaries across a broad range of areas and problem types (Mann, 2001). Several papers have presented discussions on the 40 inventive principles in various fields, such as business (Mann & Domb, 1999), finance (Dourson, 2004), society (Terninko, 2001), software (Rea, 2001), microelectronics (Retseptor, 2002), food (Mann, & Winkless, 2001), quality management (Retsptor, 2003), eco-innovation (Chang & Chen, 2003), construction (Teplitskiy & Kourmaev, 2005), service operations management (Zhang, Chai, & Tan, 2003), education (Marsh, Waters, & Marsh, 2004), and marketing, sales, and advertising (Retsptor, 2005). Several studies have also presented discussions on the parameters in the TRIZ contradiction matrix for non-technical fields, such as business (Mann, 2002), education (Marsh, Waters, & Mann, 2002), service quality (Su, Lin, & Chiang, 2008), and English learning (Sokol et. al., 2008). The literature on applying TRIZ in improving teaching quality has been limited, particularly in the area of foreign language teaching.

To strengthen their strong points (Tan, 2002), integrating TRIZ with other leading methods, such as QFD (Domb, 1998; Terninko, 1998; Schlueter, 2001; Yanashina, Ito, & Kawada, 2002), the theory of constraint (Stratton & Warburton, 2003), and Six Sigma (Verduyn, 2002), is a recent trend (Tan, 2002). Su and

Lin (2008) proposed a systematic method for integrating fuzzy QFD and TRIZ to improve e-service quality. Because of their application success, the model of Su and Lin was applied in this study to resolve problems in an EFL teaching context.

3. Proposed approach

Based on the literature review, the systematic problem-solving process used in previous research (Su, Lin, & Chiang, 2008; Su & Lin, 2008) was applied, with slight modifications, to improve teaching quality. The proposed approach comprises five primary phases.

Phase 1: Clarify the scope of the problem and distinguish the segment under which it is classified. Assisting problem solvers in clarifying the depth of the original problem requires identifying the specified area and focusing on resolving issues in the same segment. For instance, problems arising in EFL courses are classified under the segment of foreign language teaching. Consulting teachers and students to collect existing information on the possible problem is an easy and common practice for gathering situational information accurately. Function and attribute analysis (FAA) can also be used to access the root causes of the problem.

Phase 2: Extract the determinants affecting teaching quality from a review of various perspectives. Reference materials related to teaching quality are extensively analyzed to identify the critical characteristics regarding teaching quality improvement.

Phase 3: Develop a parameter-corresponding table for foreign language teaching. Once the resulting table of the identified segment is constructed, the assured TRIZ parameters can be efficiently extracted and applied in the contradiction matrix. This phase comprises five steps:

Step 3-1: Link the implications of the determinants assembled in Phase 2 with the TRIZ 39 engineering parameters according to their analogical interpretations. A survey of a focus group or several semi-structured interviews may be conducted in this step.

Step 3-2: Design a questionnaire based on the parameter-matching results in Step 3-1.

Step 3-3: Administer the questionnaire to a group of professionals to ensure their approval of the matching results. Determine that more than half of the specialists accept remarks as “accepted” or “rejected.” Reform the rejected items according to specialists’ suggestions until all of them are accepted.

Step 3-4 Confirm the relative effectiveness of the expert opinions on the parameter-matching results by using the Cochran test, a statistical test.

Step 3-5: According to the results of Step 3-4, construct a verified parameter-corresponding table for the segment of foreign language teaching. The specified contradiction matrix is now ready for use.

Phase 4: Originate the practicable solutions by using the TRIZ contradiction matrix. Following the indicated TRIZ inventive principles, all probable solutions may be generated through various discussions. This process is divided into the following steps:

Step 4-1: Describe the existing problems specifically and identify the elements of the existing problems based on the interviews conducted in Phase 1.

Step 4-2: Define the ideal situation to be achieved when the existing problems are solved.

Step 4-3: Apply fuzzy QFD with the entries of determinants from Phase 3 to indicate the critical determinants relevant to the existing problems. This step consists of five procedures.

(1) The importance of the relationship between teaching quality determinants from Phase 3 and the elements of the existing problems is described in linguistic terms with five distinct levels, namely, EI (extremely important), VI (very important), I (important), SI (slightly important), and NI (not important). The data can be collected from the opinions of selected teachers and students.

(2) The triangular fuzzy number is employed in this research, and all membership functions for the linguistic input data are standardized in the interval [0, 1]. The triangular fuzzy numbers {(0.75, 1, 1), (0.5, 0.75, 1), (0.25, 0.5, 0.75), (0, 0.25, 0.5), (0, 0, 0.25)} correspond to linguistic variables {“EI”, “VI”, “I”, “SI”, “NI”}, individually.

(3) Assume $T_{ijk} = (a_{ijk}, b_{ijk}, c_{ijk})$ is the triangular fuzzy number of the k^{th} team member assessing the correlative importance between the j^{th} element of the existing problems and the i^{th} entry of teaching quality determinants. Thus, T_{ij} is the average fuzzy number of the i^{th} entry of teaching quality determinants for the j^{th} element of the existing problems. When $T_{ij} = (a_{ij}, b_{ij}, c_{ij})$ and n = the number of team members, T_{ij} can be calculated using the following equations:

$$T_{ij} = \frac{1}{n}\sum_{k=1}^{n} T_{ijk}$$

$$a_{ij} = \frac{1}{n}\sum_{k=1}^{n} a_{ijk}$$

$$b_{ij} = \frac{1}{n}\sum_{k=1}^{n} b_{ijk}$$

$$c_{ij} = \frac{1}{n}\sum_{k=1}^{n} c_{ijk}$$

Assume there is no weighting difference considered among the determinants of teaching quality, and, consequently, the integrated fuzzy number of each teaching quality determinant for m team members (A_i, B_i, C_i) can be calculated using the following equations:

$$A_i = \frac{1}{m}\sum_{j=1}^{m} a_{ij}$$

$$B_i = \frac{1}{m}\sum_{j=1}^{m} b_{ij}$$

$$C_i = \frac{1}{m}\sum_{j=1}^{m} c_{ij}$$

(4) Assume X is the defuzzified value of the integrated fuzzy number for each teaching quality determinant (A_i, B_i, C_i), and can be calculated using the following equation (Su & Lin, 2008):

$$X = \frac{A_i + B_i + B_i + C_i}{4}$$

(5) Based on the computed data, the prioritized significance of each relevant determinant can be ranked successively.

Step 4-4: Discuss the determinants that prevent the desirable situation from being achieved in the top region of the ranking list. The improving and worsening determinants can then be identified from the parameter-corresponding table developed in Phase 3.

Step 4-5: Based on the TRIZ contradiction matrix, indicate the intersection of the improving and worsening parameters and denote the numbers of the TRIZ 40 inventive principles.

Step 4-6: Identify the TRIZ 40 inventive principles that appear at least twice according to the outcome of Step 4-5.

Step 4-7: Based on relevant references, re-explain the inventive principles to suit the identified segment. Link the suggested principles to the existing problems and generate all viable solutions to eliminate the conflict points by discussion meetings.

Step 4-8: Examine the possible solutions and invite experts to rank them according to a set of decision-making criteria.

Phase 5: Implement the attainable solutions. If the existing problems are ineffectively solved, repeat the fourth stage until the conflicts are resolved.

4. Case study

The studied school is a privately funded university in central Taiwan. To aid in a later career, all students are required to master at least one foreign language, specifically, English. The university language center proposed and implemented an English enhancement scheme in 2009. The goal of the scheme is to enhance the English ability of students in a short time. However, since the implementation of the new policy, several students have encountered various problems. In addition to the proficiency and achievement tests (in-class quizzes, mid-terms, and final exams), students are graded according to online learning tests, online learning practices, weekly vocabulary tests, a certificate of English proficiency test, and the English learning passport, which involves participating in English activities. Students are expected to acquire an abundance of knowledge in class and after school.

The case study focused on providing an efficient approach for generating ideas to resolve the problems regarding general English teaching in the university to improve EFL teaching quality. The author first interviewed three teachers and three freshmen who participated in the English enhancement scheme for 1 year. The results showed various contradictions within the scheme, and that TRIZ could be used to resolve the teaching problems.

Phase 1: In the studied case, the university language center is in charge of the general English courses for all students. The problems arising in EFL courses were classified under the segment of foreign language teaching. The FAA diagram in Fig. 1 was developed based on the aforementioned interviews.

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Phase 2: In this phase, the author concentrated on various perspectives from the literature review to extract the main determinants of teaching quality in the specified segment. By categorizing the related academic studies within the scope of the case problem, the author concluded that teaching quality improvement is related to educational quality, teaching effectiveness, student achievement, student satisfaction, and potential teaching difficulties. The teaching quality determinants mentioned in this study may suit both EFL teaching and other undergraduate subjects.

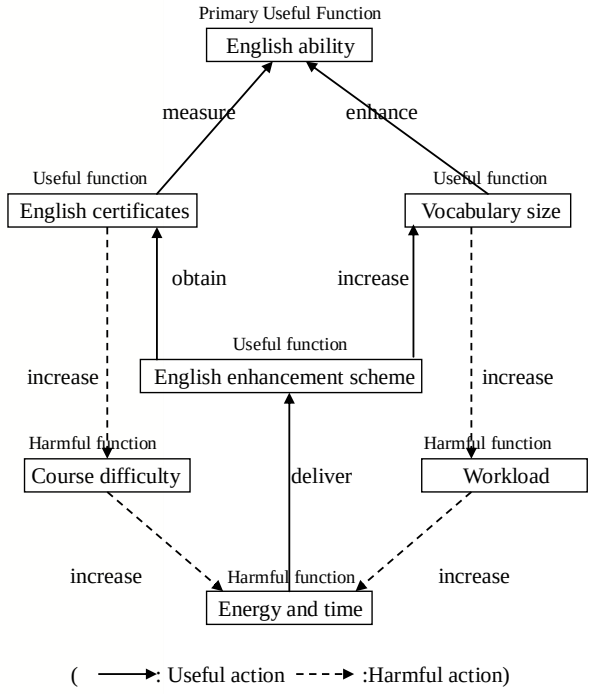

Fig. 1. The FAA diagram for the case study

Phase 3: The determinants of teaching quality developed in Phase 2 were analyzed and explained, and were subsequently correlated with the TRIZ 39 parameters. Semi-structured interviews with five experts in the fields of TRIZ, education, and EFL teaching were conducted to ensure a matching result.

The parameter-corresponding table is presented in Table 1. A TRIZ parameter may match more than one determinant of teaching quality. Furthermore, the determinants of teaching quality are not limited to those shown in Table 1. Each row of Table 1 represents the most similar analogical explanation between a determinant of teaching quality and a specific TRIZ parameter.

Subsequently, the author designed a questionnaire explaining each parameter, and five EFL teachers from the university were invited to answer the questionnaires with their professional opinions. Each item gained the approval of at least three specialists.

The Cochran test was used to confirm the consistency of the specialists' opinions on the parameter-corresponding results, which led to the development of the following null hypotheses:

H_0: No meaningful difference exists among the opinions.

H_1: A meaningful difference exists among the opinions.

"1" was used to express agreement with the matching result, and "0" was used to express rejection. The results were tabulated using c columns (c specialists) and r rows (r determinants). Each entry in the table was either "1" or "0." Ri was the row totals (i = 1, 2, ..., r), Cj was the column totals (j = 1, 2, ..., c), and N was the total number of "1" values in the table. The test statistic was calculated using the following equation:

$$T = c(c-1)\frac{\sum_{j=1}^{c}(C_j - \frac{N}{c})^2}{\sum_{i=1}^{r} R_i(c-R_i)} = 5\times 4\times \frac{14}{34} = 8.235$$

The computed statistic value of T was smaller than the critical value 9.488. The null hypothesis H_0 was accepted. Therefore, the 29 pairs of matching parameters were valid.

Table 1. Parameter-corresponding Table

No. of TRIZ parameter	Name of TRIZ parameter	Determinants of teaching quality	References
1 3 5 7 15 19	A mobile object	E-learning (web-assisted or web-based courses)	Liaw, Huang, & Chen (2007) Fichten et al. (2009) Liaw et al. (2007) Waschull (2001) Desai, Hart, & Richard (2008) Faul, Frey, and Barber (2004) Uzunboylu (2005)
2 4 6 8 16 20	A stationary object	Traditional classroom instruction	Stephenson, McGuirk, Zeh, & Reeves (2005)
9	Speed	The pace of a lesson	Greenblatt, Cooper, & Muth (1984) Feldman (1989)
10	Force	Group interaction	Phillips, Santoro, & Kuehn (1988) Marsh & Bailey (1993) Chickering & Gamson (1991)
11	Tension/ Pressure	Pressure or stress of students	Hughes (2005) Byrne & Flood (2003) Ginnsa, Prosserb & Barriea (2007)
12	Shape	Overall course impression	Harrison, Douglas, & Burdsal (2004)
13	Stability of composition	Well-designed curriculum	Walker (2003) Holley (2009)
14	Strength	Professionalism of instructors	Glenn (2001) Jumani & Yousuf Zai (2009) Eilam & Poyas (2006)
17	Temperature	Classroom atmosphere	Glenn (2001) Feldman (1989)
18	Brightness	Learning environment	Jumani & Yousuf Zai (2009) Beattie & Collins (2000) Strolin-Goltzman (2010)
21	Power	Enthusiasm and efforts of teachers	Minchella (2007)
22	Loss of energy	Excessive workload	Harrison, Douglas, & Burdsal (2004) Feldman (1989) Byrne & Flood (2003)
23	Loss of a substance	Maintenance of facilities and equipment	Beattie & Collins (2000)
24	Loss of information	Selected course content	Sözbilir (2004)
25	Loss of time	Spending time on classroom management	Van de Grift (2007)
26	Amount of substance	Adequate facilities and equipment	Beattie & Collins (2000)
27	Reliability	Teachers' self-efficacy	Fives & Buehl (2010) Klassen & Chiu (2010)
28	Accuracy of measurement	Accuracy of grading	Harrison, Douglas, & Burdsal (2004) Beattie & Collins (2000) Jumani & Yousuf Zai (2009)
29	Accuracy of manufacturing	Aligning teaching and assessing with course objectives	Biggs (1996)
30	Harmful factors acting on an object from outside	Unnecessary interruptions	Greenblatt, Cooper, & Muth (1984) Kennedy (2006)
31	Harmful factors developed by an object	Disruptive student behavior	Kennedy (2006)
32	Manufacturability	The degree of class difficulty	Harrison, Douglas, & Burdsal (2004)
33	Convenience of use	Convenience of finding support	Klem & Connell (2004)
34	Reparability	Reflective teaching	Farrell (1998)
35	Adaptability	Flexibility in teaching (to respond to external environment or to meet student needs)	Feldman (1989) Zahorik (1990) Knight (1999) Glenn (2001)
36	Complexity of a device	Complexity of a grading policy	Sadler (2005) Linn, Baker, & Dunbar (1991)
37	Complexity of control	Complexity of the issues involved in grading	Guskey (2000) Wood (1994)
38	Level of automation	Self-initiated learning	Feldman (1989) Beattie & Collins (2000) Van de Grift (2007)
39	Capacity/ Productivity	Expectations for student performance	Beattie & Collins (2000) Chickering & Gamson (1991)

Phase 4: According to the results of FAA, the scope of the problem comprised the areas of vocabulary size, English certificates, course difficulty, and workload. These four were the elements of existing problems, and the author defined the ideal situation as the provision of a supportive and motivating environment for students to enhance their English ability without undertaking heavy workloads.

The fuzzy QFD process was initiated to identify the critical teaching quality determinants. The correlative importance between the teaching quality determi-

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nants from Phase 3 and elements of the existing problems was determined in linguistic terms based on the opinions of the three teachers and three students who participated in the English enhancement scheme for 1 year. The integrated triangular fuzzy numbers and the rankings of their importance are shown in Table 2.

Table 2. Integrated Triangular Fuzzy Numbers and the Rankings of their Importance

No. of Teaching Quality Determinant	Integrated Triangular Fuzzy Number			Defuzzied Fuzzy Number	Ranking of Importance
	A_i	B_i	C_i		
1	0.250	0.458	0.698	0.466	13
2	0.365	0.615	0.865	0.615	4
3	0.333	0.500	0.698	0.508	8
4	0.094	0.239	0.489	0.265	25
5	0.188	0.365	0.604	0.380	19
6	0.188	0.375	0.625	0.390	18
7	0.313	0.531	0.771	0.536	7
8	0.198	0.396	0.635	0.406	16
9	0.198	0.386	0.604	0.393	17
10	0.032	0.177	0.427	0.203	28
11	0.219	0.417	0.667	0.430	15
12	0.230	0.427	0.646	0.432	14
13	0.073	0.187	0.437	0.221	26
14	0.042	0.115	0.365	0.159	29
15	0.250	0.458	0.698	0.466	12
16	0.084	0.250	0.500	0.271	23
17	0.459	0.698	0.886	0.685	2
18	0.115	0.261	0.511	0.287	22
19	0.313	0.510	0.698	0.508	10
20	0.292	0.500	0.740	0.508	9
21	0.104	0.312	0.562	0.323	21
22	0.375	0.573	0.761	0.570	5
23	0.375	0.625	0.875	0.625	3
24	0.156	0.354	0.594	0.364	20
25	0.323	0.573	0.781	0.562	6
26	0.094	0.240	0.490	0.266	24
27	0.073	0.177	0.427	0.213	27
28	0.615	0.865	0.958	0.826	1
29	0.302	0.500	0.709	0.503	11

The author regarded the first five ranked determinants as the primary characteristics influencing student learning regarding participation in the English enhancement scheme. The selected determinants were self-initiated learning, teachers' self-efficacy, convenience of finding support, traditional classroom instruction, and the degree of class difficulty.

To achieve the ideal situation, the five identified important determinants must be improved. However, this involves several issues. First, encouraging self-regulated learning may require increasing peer interaction and professor interaction. Interaction gives learners the opportunity to model behaviors and to measure their progress, which in turn increases the motivation to learn. Second, improving the self-efficacy of instructors requires extra in-service training. Teachers must spend more time participating in related workshops or seminars. Third, providing more support and offering additional courses increase the workload of teachers. Teachers must increase their efforts to satisfy student needs. Fourth, lowering the coverage rate and the level and amount of material may affect the productivity of students. Teachers may need to lower their expectations for student performance.

Table 3 shows improving TRIZ parameters, the corresponding worsening TRIZ parameters, and the number of TRIZ inventive principles in the intersection of the improving and worsening TRIZ parameters. The principles that occurred at least twice were No. 2, 10, 28, and 35.

Table 3. Improving and Worsening TRIZ Parameters and the Related Inventive Principles

Improving TRIZ Parameters	Worsening TRIZ Parameters	Number of Inventive Principles
38	10	2 35
27	14	11 28
33	21	2 10 34 35
2	21	15 18 19 22
4	21	8 12
6	21	17 32
8	21	6 30
16	21	16
20	21	
32	39	1 10 28 35

The author analyzed each of the inventive principles from the related studies and discussed them with the three teachers and three students who participated in the English enhancement scheme for 1 year to generate ideas for solutions. The study of Marsh et al. (2004), which provides educational examples of the 40 inventive principles, was the primary reference in the discussions.

The first idea was based on Principle 2, extraction. A remedial program can be established, and students with special needs should be separated from the general student population (Marsh et al., 2004). Teachers can arrange meetings with students who require additional assistance. The meetings can be conducted to review course content, emphasize key points, and provide additional practice.

The second idea was developed based on Principle 10, prior action. The accuracy of the placement test must improve. The current type of question is multiple

choices, which is too simple for adequately determining the ability of students. Students who enter a class that is not suited to their ability encounter problems. Increasing the number and variety of placement test questions may facilitate determining the actual level of student ability.

The third idea was derived from Principle 2. Students in the studied university were classified according to their placement test performance: superior, intermediate, and average. Students should study materials suited to their English ability. Students should be classified into more than three levels.

The fourth idea was based on Principle 35, transformation of the physical and chemical states of an object. Numerous students do not appropriately equip themselves to study current courses. They must enhance their basic skills, such as phonetic symbols, pronunciation, and grammar. Intensive courses can improve students' skills in a short period of time. These basic courses can be taught during nights, weekends, and summer and winter vacations for a small tuition fee.

The fifth idea was based on Principle 35. Teachers can reduce the volume of vocabulary taught throughout the semester, but assign homework during summer (2 months) and winter (1 month) vacations. Therefore, students can reduce their workload, reducing the probability that they neglect their studies during the semester.

The sixth idea was based on Principle 35. The university offers English classes only for freshmen and sophomores. Instead of teaching a substantial amount of content in the first 2 years, it may be useful to provide courses throughout the 4 years of undergraduate study. Offering English courses to junior and senior students may enhance their learning.

The source of the seventh idea was Principle 35. The general English course is 2 hr per week. Because teachers are unable to teach all the content in 2 hr, it may help to add 1 more hr to the course. Three hours per week gives teachers sufficient time cover all the course content.

The eighth idea was based on Principle 28, replacement of a mechanical system. Teachers can divide students into groups consisting of both high and low achievers. Those who perform highly are responsible for tutoring the others. The study group provides opportunities for students to model desired behaviors.

The ninth idea was based on Principle 35. The university offers courses for preparing English certificates, but only a certain number of students enroll in these classes because of the cost. The school can provide additional classes for all students who want to join the program for a small fee.

These nine ideas were prioritized in the grading from 1 to 10 and were evaluated by five teachers from the university. Cost, time, and manpower were the three criteria considered when making the final decision. The nine ideas were arranged according to priority as follows: Idea 9, 6, 2, 8, 7, 5, 3, 4, and 1.

Phase 5: The school was suggested to implement these nine ideas according to their priority. The results of the implementation are not demonstrated in this case study. Researchers may consider evaluating the results in future studies.

5. Conclusion

The contribution of this study to EFL teaching is the suggestion of a creative approach to improving teaching quality, a contribution that provides a considerable boost toward solving teaching problems. This study also fills gaps in previous research on TRIZ by constructing teaching quality determinants that correlate with the TRIZ 39 parameters. Although the verified parameter-corresponding table may not reflect all the distinct patterns of teaching quality, implementing the proposed approach would produce a considerable effect on the education field.

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