ABSTRACT
Quality is an emerging paradigm and it is only quality that shall drive the existence of business and management schools that once mushroomed in the 90s in India. It is imperative to understand what constitutes quality in the context of higher education and how can the expectations of students, employers and other stakeholders be met to ensure that the student undergoes not mere education but develops skills which are a result of quality development initiatives at the hands of the faculty and the owners of these institutes of higher education. This paper provides a model to analyse the components of quality expectations from the students and provides a platform for the providers of education to understand where they themselves stand vis-a-vis the student expectations and then further provides a solution to close the gaps between the expectations and what is actually being delivered through a method called co-creation.

KEY WORDS: Gaps, Higher Education, Quality, SERVQUAL