

**Quality Assurance in Education: Student Evaluation of Teaching
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ABSTRACT The current paper investigated the impact of student evaluation of teaching (SET) on University academic staff members' experiences and their professional development. Explored were issues of practicality, relevance and sheer impact on the quality of the teaching. The data was collected by means of questionnaires with academics in the university. The design was a survey, which sampled 50 lecturers, with a 70% response rate. A Cronbach's alpha of 0.89 was achieved for reliability of the instrument. The Findings revealed that SET results influence mainly the content of the course, its structure, teaching style and methods employed. It is also recommended that lecturers should undergo at least one form of external evaluation of his/her teaching every year.