Course Specifications

Course Title:	**Total Quality Management**
Course Code:	**16011312**
Program:	**Business Administration**
Department:	**Business Administration Department**
College:	**College of Business Administration**
Institution:	**Albaha University**

Table of Contents

A. Course Identification

1. Credit hours: 3
2. Course type **a.** University [ ] College [√] Department [ ] Others [ ] **b.** Required [√] Elective [ ]
3. Level/year at which this course is offered: 2nd level/1st Year
4. Pre-requisites for this course (if any)**:** principles of management
5. Co-requisites for this course (if any)**:** NO

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	**Traditional classroom**	40	90%
2	**Blended**	-	-
3	**E-learning**	5	10%
4	**Correspondence**	-	-
5	**Other**	-	-

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	**Lecture**	45
2	**Laboratory/Studio**	-
3	**Tutorial**	-
4	**Others** (specify)	-
	Total	45
Other Learning Hours*		
1	**Study**	45
2	**Assignments**	30
3	**Library**	30
4	**Projects/Research Essays/Theses**	-
5	**Others** (specify)	15
	Total	**120**

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description It deals with concepts, terms, and procedures relating to total quality management; applications of principles and techniques of TQM to technical organizations; TQM tools such as benchmarking, quality function deployment; principles and practices of ISO 9000, quality management ethics and corporate social responsibility.

2. Course Main Objective

This course is a general introduction to Total Quality Management as an information development and communication function that supports economic-decision making.
After completion of the course students will be able to-

- Explain how organisations employ Total Quality Management approaches to improve product and service quality
- how Total Quality Management is employed in organisations in key business processes
- Select the appropriate tools and techniques for a given problem situation
- Students would be able to discuss the difference between TQM and traditional management.
- Gain knowledge of fundamentals of ISO 9001.
- Describe key issues in ethics and corporate social responsibility as related to quality management.
- Get primary idea of benchmarking, Quality Function Deployment, and how they relate to the goals of TQM

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge:**	
1.1	**State** the tools, techniques, strategies and perspectives of managing total quality.	
1.2	**Recognize** the contemporary scope and role of total quality management principles and peculiarities of their implementation.	K.3
2	**Skills :**	
2.1	**Analyze** strategic prospective of the principles of quality management and to explain how these principles can be applied within quality management systems.	S.2
2.2	**Evaluate** the strategies and methods for the presentations and analyses of reports and data from other information sources in the process of decision-making.	S.3
3	**Competence:**	
3.1	**Integrate** ethical values in business and social life in total quality management.	C.2
3.2	**Develop** capabilities of continuous improvement for self-learning and development.	C.3

C. Course Content

No	List of Topics	Contact Hours
1	**Chapter 1 - Quality Approach to Quality Management** − Introduction to Quality and Total Quality Management − The two views of Quality − Total Quality Pioneers − Six Sigma Achieve − The Future of Quality Management − Quality Certification	6
2	**Chapter 2- Quality and Global Competitiveness:** − The Relationship between Quality and Competitiveness − Cost of Poor Quality − Competitiveness and the U.S. Economy − Factors Inhibiting Competitiveness − Comparisons of International Competitors − Human Resources and Competitiveness	6
3	**Chapter 3 - Quality Management, Ethics, and Corporate Social Responsibility** − Definition and Overview of Ethics − Trust and Total Quality − Values and Total Quality − Integrity and Total Quality − Responsibility and Total Quality − Manager's Role in Ethics − Organization's Role in Ethics − Handling Ethical Dilemmas − Beliefs versus Behavior: Why the Disparity? − Ethical Dilemmas: Cases − Corporate Social Responsibility Defined	6
4	**Chapter 4- ISO 9000 and Total Quality: The Relationship** − ISO 9000: The International Standard for Quality Management Systems − ISO 9000's Objective − How ISO 9000 Is Applied to Organizations − The ISO 9000 Quality Management System: A Definition − Authority for Certification/Registration − The Benefits of ISO 9000 − The Origin of ISO 9000 − Comparative Scope of ISO 9000 and Total Quality Management − Management Motivation for Registration to ISO 9001 − ISO 9000 and Total Quality Management Working Together − The Future of ISO 9000	6
5	**Chapter 5 - - Quality Function Deployment:** − What Is Quality Function Deployment? − Introducing Quality Function Deployment's House of Quality − Developing the Set of Customer Needs (WHATs): House of Quality Matrix Number 1 − Planning the Improvement Strategy: House of Quality Matrix Number 2 − Selecting the Technical Requirements (HOWs): House of Quality Matrix Number 3 − Evaluating Interrelationships between WHATs and HOWs: House of Quality Matrix Number 4	6

	− Evaluating the Direction of Correlation between HOWs: House of Quality Matrix Number 5 − Selecting the Design Targets (Values) of the HOWs: House of Quality Matrix Number 6	
6	**Chapter 6 - Benchmarking** − Benchmarking Defined − Benchmarking versus Reengineering − Rationale for Benchmarking − Prerequisites to Benchmarking − Obstacles to Successful Benchmarking − Role of Management in Benchmarking − Benchmarking Approach and Process	3
7	**Chapter 7 - Implementing Total Quality Management** − Rationale for Change − Requirements for Implementation − Role of Top Management: Leadership − Role of Middle Management − Implementation Variation Among Organizations − Implementation Approaches to Be Avoided − An Implementation Approach That Works − What to Do in the Absence of Commitment from the Top − Implementation Strategies: ISO 9000 and Baldrige	6
8	− **Chapter 8- Continual Improvement Methods with Six Sigma, Lean , and Lean Six Sigma** − Rationale for Continual Improvement − Management's Role in Continual Improvement − Essential Improvement Activities − Structure for Quality Improvement − The Scientific Approach − Identification of Improvement Needs	**3**
9	− **Chapter 9- Customer Satisfaction, Retention, and Loyalty** − Understanding Who Is a Customer − Understanding Customer-Defined Quality − Identifying External Customer Needs − Identifying Internal Customer Needs − Communicating with Customers − Using Customer Feedback to Make Design Improvements −	**3**
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1	**Knowledge**		
1.1	**State** the tools, techniques, strategies and perspectives of managing total quality.	• Lectures • Illustrative examples	• Quizzes • Assignments • Exams
1.2	**Recognize** the contemporary scope and role of total quality management principles and peculiarities of their implementation.	• Lectures • Discussions • Case studies	• Quizzes • Presentations • Exams
2	**Skills**		
2.1	**Analyze** strategic prospective of the principles of quality management and to explain how these principles can be applied within quality management systems.	• Group discussion • lectures	• Quizzes • Presentations • Exams
2.2	**Evaluate** the strategies and methods for the presentations and analyses of reports and data from other information sources in the process of decision-making.	• Lectures • Illustrative examples	• Problem Solving • Exams
3	**Competence**		
3.1	**Integrate** ethical values in business and social life in total quality management.	• Discussions • Case studies	• Homework • Case discussion
3.2	**Develop** capabilities of continuous improvement for self-learning and development.	• Discussions • Case study	• Presentation • Panel discussion • Assignments; Projects

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz 1	4-5	5%
2	Midterm Examination	7-8	30%
3	Quiz 2	10-14	5%
4	Homework	3-15	10%
5	Final Examination	17	50%

***Assessment task** (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :
Instructor will be available for students consultations and academic advice at office hours.

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Quality Management for Organizational Excellence: Introduction to Total Quality(2015), 8th Edition, By David L. Goetsch, Stanley Davis, Published by Prentice Hall
Essential References Materials	– Strategies for Quality Improvement, Costin, 1999, Dryden Press/SouthWest,ISBN: 0-03-024611-3 – A.V Feigenbaum : Total Quality Control, McGraw Hill – N L Enrick : Quality, Reliability & Process Improvement, Industrial Press Inc. – D.A Garvin : Managing Quality, The Free Press. – The TQM Journal Total Quality Management and Business Excellence Journal
Electronic Materials	http://www.shvoong.com/internet-and-technologies/business-economy/111214-total-quality-management/ http://www.juran.com http://www.deming.com
Other Learning Materials	Internet Explorer/Google chrome, Microsoft office, Black-Board.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classes will be held in classroom in conjunction with computer laboratory, and will accommodate approximately twenty-five (25)
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart board, data show
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Not Required

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course expectations	Students	Indirect
Effectiveness of Teaching	Students	Indirect
Teaching Strategies	Instructor ,the Department	Indirect
Course materials	Instructor , the Department, Students	Indirect
Extent of achievement of course learning outcomes	Program Leaders	Indirect

H. Specification Approval Data

Program Coordinator	Dr. Abdella Kormie Dinga 
Program Chair	Dr. Saleh Abdullah Alghamdi
Council / Committee	Business Administration Department Board Meeting
Reference No.	2nd Board Meeting 1441-1442
Date	24/12/2020