Course Specifications

Course Title:	Total Quality Management
Course Code:	ADMN 413
Program:	Bachelor in Business Administration
Department:	Business Administration
College:	College of Business Administration
Institution:	Jazan University

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1. **Credit hours:**   3 hours per week

2. Course type

a.	University ☐	College ☐	Department ■	Others │ │
b.	Required ■	Elective │ │		

3. **Level/year at which this course is offered:**   Level 7/ 1st semester 2022-2023

4. **Pre-requisites for this course** (if any)**:** **N/A**

5. **Co-requisites for this course** (if any)**:** **N/A**

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	**Traditional classroom**	33	100%
2	**Blended**		
3	**E-learning**		
4	**Distance learning**		
5	**Other**		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	**Lecture**	33
2	**Laboratory/Studio**	
3	**Tutorial**	
4	**Others** (specify)	
	Total	33

1. Course Description

This course aims at introducing the philosophy of Total Quality Management (TQM), its historical evolutions and elements such as historical evolution of TQM, customer satisfaction, Employee involvement, continuous process improvement, supplier partnership and performance measurement. The course introduces the tools and techniques of total quality management; TQM involves all departments and employees into improvement of processes and products. It helps to reduce costs and to meet and exceed needs and expectations of customers and other stakeholders of an organization.

2. Course MainObjective

To expose students to the philosophy behind quality and the importance of TQM in the organization's sustainability.

3. Course Learning Outcomes

	CLOs	AlignedPLOs
1	**Knowledge and Understanding**	
1.1	Define the basic concepts of Total Quality Management (TQM)	K1
1.2	Identify how customers' perception can affect the product/ service quality.	K1
1.3	Know how quality works in Manufacturing and Service Industries.	K2
2	**Skills:**	
2.1	Apply the concepts of TQM to real-world business situation.	S1
2.2	Explain the importance of quality audit in maintaining consistent excellent performance.	S3
2.3		
3	**Values:**	
3.1	Demonstrate the importance of Total Quality Management in delivering high quality Products and services to customers.	V1
3.2		

4. C. Course Content

No	List of Topics	Contact Hours
1	**Unit 1:** Quality Concept; need and valuation of quality	3
2	ISO 9000 Series of Standards.	3
3	TQM – Core concept, features	3
4	**Importance of Total Quality Management (Self study)**	0
5	**Unit 2:** Need for TQM, Cost of Quality	3
6	Quality Circle, 7 QC Tools, 5Ss, 3MUs Concept.	3
7	**Quality Audit: Audit definitions & objectives, purpose and scope of quality audit**	3
8	**Unit 3:** Types of quality audits, quality auditors, audit performance, audit checklist.	3
9	Customer Driven Quality	3
10	Satisfaction and retention, Total Quality in Service Sector	3
11	**Identification of customer groups, customer perception of quality, customer feedback (Self Study)**	0
12	**Unit 4:** Business process re-engineering	3
13	Benchmarking.	3
	Total	33

5. D. Teaching and Assessment

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

Code	Course Learning Outcomes	TeachingStrategies	Assessment Methods
1.0	**Knowledge and Understanding**		
1.1	Define the basic concepts of Total Quality Management (TQM)	• Lectures	• Essay • MCQs • Fill in the blanks

Code	Course Learning Outcomes	TeachingStrategies	Assessment Methods
1.2	Identify how customers' perception can affect the product/ service quality.	• Brainstorming • Lecture	• MCQs • Fill in the blanks
1.3	Know how quality works in Manufacturing and Service Industries.	• Case Studies	• Essay
2.0	**Skills**		
2.1	Apply the concepts of TQM to real-world business situation.	• Problem Solving	• Essay
2.2	Explain the importance of quality audit in maintaining consistent excellent performance.	• Case Studies • Problem Solving	• Essay
2.3			
3.0	**Values**		
3.1	Demonstrate the importance of Total Quality Management in delivering high quality Products and services to customers.	• Problem Solving	• Essay
3.2			
…			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Participation and notes	Week 1 to 10	5%
2	Assignment	Week 4	5%
3	Quiz 1	Week 9 to 10	10%
4	Mid term	Week 6 to 7	30%
5	Final exam	Week 13	50%
Total			100%

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

6.   **E. Student Academic Counseling and Support**

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- Faculty members are required to set and announce their office hours, at their offices, during lectures, via course outlines and via department website and via e-learning sites.
- Faculty members required to arrange extra hours for gifted students or program for low achievers.

Faculty members required to maintain proper contact with students through Email.

7.   **F. Learning Resources and Facilities**

1. Learning Resources

Required Textbooks	"Managing Quality: Integrating the Supply Chain," Foster, S. Thomas, Fifth Edition
Essential References Materials	Total Quality Management by Poornima M. Charantimath; Dorling Kindersley Pvt. Ltd.
Electronic Materials	Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily. Courseware: Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor's methodological text. Such documentation will typically be posted regularly. www.decalibrary.org www.ipl.org www.lisa.lsbu.ac.uk
Other Learning Materials	• *Total Quality Management* • *International Journal of Productivity and Quality Management* • *International Journal of Quality Management* • *The Journal of Strategic Information System*

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classrooms to facilitate student engagement, collaboration and connection between lecturer and student with: • Movable tables and chairs conductive to group discussion and group work. • Good lighting control.
Technology Resources (AV, data show, Smart Board, software, etc.)	- Smart classroom equipment including data show. - Instructor station with Tablet PC-like technology. - Multiple electronic display surfaces (LCD projectors, etc.). - Reliable network connectivity. - Laptop connection for instructor and student hook ups. - Electrical Outlets.
Other learning Resources	**Research papers and articles** 1. **https://www.researchgate.net/publication/294886200_The_impact_of_Total_Quality_Management_on_organizational_performance** 2. Cemal Zehir, Öznur Gülen Ertosun, Songül Zehir, Büşra Müceldilli, Total Quality Management Practices' Effects on Quality Performance and Innovative Performance, Procedia - Social and Behavioral Sciences,

Item	Resources
	Volume 41, 2012, Pages 273-280, ISSN 1877-0428, https://doi.org/10.1016/j.sbspro.2012.04.031. (https://www.sciencedirect.com/science/article/pii/S1877042812009111)

3. **G. Course Quality Evaluation**

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching	Students, Program Leader	Indirect
Effectiveness of achievement of course learning	Faculty	Direct
Quality of learning resources	Students, Faculty, Program leader	Direct

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes,Quality oflearning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods(Direct, Indirect)

4. **H. Specification Approval Data**

Council / Committee	Department Council
Reference No.	2301-09-ADMN413
Date	13/10/2022