



Course Specification

— (Bachelor)

Course Title: TOTAL QUALITY MANAGEMENT
Course Code: ADMN 413
Program: Bachelor in Business Administration
Department: Business and Marketing
College: College of Business
Institution: Jazan University
Version: <i>Course Specification Version Number</i>
Last Revision Date: <i>Pick Revision Date.</i>

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A. General information about the course:

1. Course Identification

1. Credit hours: (3)

2. Course type

A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others

B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (11th level/ 4th year)

4. Course general 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.

5. Pre-requirements for this course (if any):

N/A

6. Co-requisites for this course (if any):

N/A

7. Course Main Objective(s):

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

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	33	100%
2	E-learning		





No	Mode of Instruction	Contact Hours	Percentage
3	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	33
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		33

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Define the basic concepts of Total Quality Management (TQM)	K1	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Quizzes Class participation Assignments
1.2	Identify how customers' perception can affect	K2	<ul style="list-style-type: none"> Lectures Group discussions 	<ul style="list-style-type: none"> Midterms





Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
	the product/ service quality		<ul style="list-style-type: none"> Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Final exam Quizzes Class participation Assignments
1.3	Know how quality works in Manufacturing and Service Industries.	K3	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Quizzes Class participation Assignments
2.0	Skills			
2.1	Apply the concepts of TQM to real-world business situation.	S1	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Individual Assignments Group Assignment
2.2	Explain the importance of quality audit in maintaining consistent excellent performance.	S3	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Individual Assignments Group Assignment
...				
3.0	Values, autonomy, and responsibility			





Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
3.1	Demonstrate the importance of Total Quality Management in delivering high quality Products and services to customers.	V1	<ul style="list-style-type: none"> Individual problem-solving activities Pair and group discussions and activities 	<ul style="list-style-type: none"> Class participation Observation Individual Assignments Group Assignment
3.2				
...				

C. Course Content

No	List of Topics	Contact Hours
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, Need for TQM, Cost of Quality	3
5.	Quality Circle, 7 QC Tools, 5Ss, 3MUs Concept.	3
6.	Quality Audit: Audit definitions & objectives, purpose and scope of quality audit	3
7.	Types of quality audits, quality auditors, audit performance, audit checklist.	3
8.	Customer Driven Quality	3
9.	Satisfaction and retention, Total Quality in Service Sector	3
10.	Identification of customer groups, customer perception of quality, customer feedback (Self Study)	3
11.	Business process re-engineering, Benchmarking	3
Total		33

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Class participation, Assignments	1 - 10th	10%
2.	Quiz 1, 2	9 - 10th	10%
3.	Midterm	Week 5 & 6	30%





No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
4.	Final exam	Week 12&13	50%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Total Quality Management Practices' Effects on Quality Performance and Innovative Performance, Procedia - Social and Behavioral Sciences, 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)
Supportive References	https://www.researchgate.net/publication/294886200_The_impact_of_Total_Quality_Management_on_organizational_performance Cemal Zehir, Öznur Gülen Ertosun, Songül Zehir, Büşra Müceldilli,
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 Practices' Effects on Quality Performance and Innovative Performance, Procedia - Social and Behavioral Sciences,

2. Required Facilities and equipment





Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms to facilitate student engagement ,collaboration and connection between lecturer and student with: <ul style="list-style-type: none"> ■ Movable tables and chairs conducive to group discussion and group work. ■ Good lighting control.
Technology equipment (projector, smart board, software)	<ul style="list-style-type: none"> ■ 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 equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of Students assessment	Program Leader, External evaluator	Direct
Quality of learning resources	Instructor, Students	Indirect
The extent to which CLOs have been achieved	Quality Committee	Direct
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	SCIENTIFIC COMMITTEE OF THE DEPARTMENT OF MANAGEMENT AND MARKETING
REFERENCE NO.	2ND MEETING, ACADEMIC YEAR 2025, SUBJECT NO.3
DATE	12-09-2024

