

Planning and Quality Assurance Affairs

Form (A)

Course Specifications

General Information

Course name	Total Quality Assurance
Course number	EBUS4327
Faculty	
Department	
Course type	Major Needs
Course level	4
Credit hours (theoretical)	3
Credit hours (practical)	0
Course Prerequisites	

Course Objectives

- 1 - Exploring the definitions and concepts of quality improvement from many perspectives
- 2 - Identifying the major elements of quality improvement
- 3 - Identifying the possible benefits of quality improvement
- 4 - Identifying the relationship between quality improvement and customer satisfaction
- 5 - Exploring the concept of the learning organization
- 6 - Exploring measurement tools of quality improvement
- 7 - Exploring the theories , history, and leaders of quality improvement
- 8 - Identify the tools for process description such as fish bone diagram
- 9 - Identifying the concept of strategic quality improvement
- 10 - Exploring the perspectives and component of service quality
- 11 - Identifying the stages and roles of teams in quality improvement

Intended Learning Outcomes

Knowledge and Understanding	<ul style="list-style-type: none"> * The definitions of quality , the main leaders and theories in the field * Meaning of process, process thinking and identifying problems in the process * Measuring quality , upper and lower control limits, variation, special cause variation, common cause variation * The relationship between a quality organization and a learning organization, dimensions of the learning organization, requirements for implementing the dimensions of the learning organization * Advantages of customer satisfaction, customer satisfaction themes, customer satisfaction tools and strategy * Methods and tools for quality improvement, Quality Assurance, Quality Control, and total Quality Management * Concept of service quality, perspectives of service quality, customer expectations, relationship between customer expectations, perception, and satisfaction, SERVQUAL Model * Process description, high level flow chart, low level flow chart, fish bone diagram * vision, strategy, goals, plans, measuring performance * Power of teams, selecting members, defining roles and responsibilities, stages of growth, tips for successful teams
Intellectual Skills	<ul style="list-style-type: none"> * Analytical skills by discussing the differences and the contributions of the definitions and the leaders in the field * Problem solving skills by identifying problems in a process * Analytical skills by deciding what strategies should be used to reduce variation * Analytical skills by discussing the relationship between quality improvement and the learning organization * Critical skills by evaluating the possible customer satisfaction tools and strategies * Analytical and critical thinking skills by discussing the differences in the different tools * Analytical skills by studying the relationship between expectation, perception, and satisfaction * Analytical skills by analyzing and drawing different types of processes using the high and low level flow charts * Systematic and logical skills in connecting theory to practice * Problem solving skills by identifying who goes wrong in the work of teams
Professional Skills	<ul style="list-style-type: none"> * Team work skills by participating in groups that will analyse different processes * Decision making skills by deciding the type of variation * Communication skills by participating in the discussion * Decision making skills by deciding which tool to use in different situation * Decision making skills by deciding the causes of problems using the fish bone diagram * Practical skills by doing assignments and case studies * Decision making skills by solving problems that occur in teams
General Skill	<ul style="list-style-type: none"> * Confidence skills by participating in the discussion * Creative thinking by finding out the causes of variation in a process * Creative thinking skills by suggesting solutions to the diagnosed problems * Implementation skills by relating the principles to real life organizations * Presentation and communication skills by presenting case studies

Course Contents

- 1 - What is quality
- 2 - What is quality improvement
- 3 - Process focus
- 4 - Quality of services
- 5 - Measuring quality
- 6 - learning organizations
- 7 - customer satisfaction
- 8 - Tools for process description
- 9 - Quality teams
- 10 - Strategic quality management

Teaching and Learning Methods

- 1 - Lectures
- 2 - Discussion
- 3 - Case Studies
- 4 - Presentations

Students Assessment

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
Mid term exam	week 8	20
presentation	week 15+16	10
Final Exam	week 16	60
Attendance and participation	continuous	10

Books and References

Essential books Total Quality Management. John S. Oakland, 2003, Routledge

Knowledge and Skills Matrix

Main Course Contents	Study Week	Knowledge and Understanding	Intellectual Skills	Professional Skills	General Skill
What is quality	2	The definitions of quality , the main leaders and theories in the field	Analytical skills by discussing the differences and the contributions of the definitions and the leaders in the field	Communication skills by participating in the discussion	Confidence skills by participating in the discussion
Process focus	1	Meaning of process, process thinking and identifying problems in the process	Problem solving skills by identifying problems in a process	Team work skills by participating in groups that will analyse different processes	Confidence skills by presenting the results og group work
Measuring quality	1	Measuring quality , upper and lower control limits, variation, special cause variation, common cause variation	Analytical skills by deciding what strategies should be used to reduce variation	Decision making skills by deciding the type of variation	Creative thinking by finding out the causes of variation in a process
Learning organizations	2	The relationship between a quality organization and a learning organization, dimensions of the learning organization, requirements for implementing the dimensions of the learning organization	Analytical skills by discussing the relationship between quality improvement and the learning organization	Communication skills by participating in the discussion	Confidence skills by participating in the discussion
Customer satisfaction	1	Advantages of customer satisfaction, customer satisfaction themes, customer satisfaction tools and strategy	Critical skills by evaluating the possible customer satisfaction tools and strategies	Communication skills by presenting case studies	Confidence skills by presenting case studies on best practices in customer satisfaction
What is quality improvement	2	Methods and tools for quality improvement, Quality Assurance, Quality Control, and total Quality Management	Analytical and critical thinking skills by discussing the differences in the different tools	Decision making skills by deciding which tool to use in different situation	Confidence skills by participating in the discussion

Quality of service	1	Concept of service quality, perspectives of service quality, customer expectations, relationship between customer expectations, perception, and satisfaction, SERVQUAL Model	Analytical skills by studying the relationship between expectation, perception, and satisfaction	Communication skills by discussing the concept of service quality	Confidence skills by participating in the discussion
Tools for process description	2	Process description, high level flow chart, low level flow chart, fish bone diagram	Analytical skills by analyzing and drawing different types of processes using the high and low level flow charts	Decision making skills by deciding the causes of problems using the fish bone diagram	Creative thinking skills by suggesting solutions to the diagnosed problems
Strategic quality management	2	vision, strategy, goals, plans, measuring performance	Systematic and logical skills in connecting theory to practice	Practical skills by doing assignments and case studies	Implementation skills by relating the principles to real life organizations
Quality teams	1	Power of teams, selecting members, defining roles and responsibilities, stages of growth, tips for successful teams	Problem solving skills by identifying who goes wrong in the work of teams	Decision making skills by solving problems that occur in teams	Presentation and communication skills by presenting case studies