

BUS363 Total Quality Management

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

Total Quality Management (TQM) is an enhancement to the traditional way of doing business. TQM focuses on increasing customer satisfaction along with improving business processes, and uses the goal of customer satisfaction to generate the organisation's strategies.

This course provides students with an understanding of the fundamental principles, concepts and techniques relating to Total Quality Management. This course will first focus on quality concepts and the contributions of various quality gurus to quality management. Next, we will explore the implementation process of TQM and the major quality awards and certifications sought after by organisations in their quest for performance excellence. This will be followed by the management of the Voice of the Customer and the Voice of the Market. We will then explore the different techniques that can be used to design and improve quality in products and services.

Topics:

- Quality Concepts
- Quality Gurus
- Total Quality management
- Quality Awards and Standards
- Voice of the Customer
- Voice of the Market
- QFD
- FMEA
- SERVQUAL
- Service Blueprinting
- Lean Six Sigma
- Toolkit for Define Phase
- Toolkit for Measure Phase
- Toolkit for Analyse Phase
- Toolkit for Improve Phase
- Toolkit for Control Phase

Textbooks:

Foster, S. Thomas (2016): *Managing Quality: Integrating the Supply Chain* 6th Pearson
ISBN-13: 9781292154275

Learning Outcome:

- Demonstrate the use of quality concepts in the workplace.
- Construct an implementation plan of a Total Quality Management (TQM) programme in the workplace.
- Examine the importance of managing the Voice of the Customer and Voice of the Market in the workplace.
- Propose suitable quality techniques to design quality in products and services in the workplace.
- Evaluate various quality techniques and select suitable techniques to improve quality in products and services in the workplace.
- Appraise the quality techniques and use them to improve business processes.
- Develop the essential knowledge and interpersonal skills to work effectively in a team.
- Show well-developed written proficiency.
- Practice giving oral presentations in class and on recorded video in areas related to Total Quality Management.

Assessment Strategies (Evening Class):

| Components | Description | Weightage Allocation (%) |
|-------------------------------|---------------------------|--------------------------|
| Overall Continuous Assessment | PRE-COURSE QUIZ 1 | 2 |
| | PRE-CLASS QUIZ 1 | 2 |
| | PRE-CLASS QUIZ 2 | 2 |
| | TUTOR-MARKED ASSIGNMENT 1 | 18 |
| | GROUP BASED ASSIGNMENT 1 | 20 |
| | PARTICIPATION 1 | 6 |
| Overall Examinable Components | ECA-REPORT | 32.50 |
| | ECA-POWERPOINT | 5 |
| | ECA-VIDEO | 12.50 |
| Total | | 100 |

Assessment Strategies (Online Class):

| Components | Description | Weightage Allocation (%) |
|-------------------------------|---------------------------|--------------------------|
| Overall Continuous Assessment | PRE-CLASS QUIZ 1 | 2 |
| | PRE-CLASS QUIZ 2 | 2 |
| | PRE-COURSE QUIZ 1 | 2 |
| | DISCUSSION BOARD 1 | 10 |
| | GROUP BASED ASSIGNMENT 1 | 10 |
| | PARTICIPATION 1 | 6 |
| | TUTOR-MARKED ASSIGNMENT 1 | 18 |
| Overall Examinable Components | ECA-POWERPOINT | 5 |

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|-------------------------------|------------|------------|
| Overall Examinable Components | ECA-REPORT | 32.50 |
| | ECA-VIDEO | 12.50 |
| Total | | 100 |

