

ITEM		
1. Title of subject	TOTAL QUALITY MANAGEMENT	
2. Subject code	DBA 302	
3. Status of subject	Compulsory	
4. Stage	Diploma	
5. Credit Hours	Three (3)	
6. Pre-requisite	None	
7. Assessment	30% - Coursework 70% - Final Examination	
8. Semester	Semester 7	
9. Objective of subject	The aim of this unit is to explore the impact of the Total Quality Management philosophy on modern business practice. The students will explore how quality systems are established and managed, and how the commitment and talents of participating staff are harnessed to achieve continuously improving levels of customer satisfaction.	
10. Synopsis of subject	a) Explain the theoretical principles underpinning TQM. b) Demonstrate a working knowledge of the tools and techniques of analysis associated with a TQM implementation. c) Apply theories and concepts of group effectiveness of the use of teamwork in a TQM culture. d) Identify the key elements of an effective quality system such as ISO9000. e) Evaluate implementation problems involved in changing to a highly committed TQM philosophy.	
11. Details of subject	Contents	Hours
Week 1 & 2	Topic: Introduction to Total Quality <ul style="list-style-type: none"> <li>• The evolution of Quality Management</li> <li>• Quality Control</li> <li>• Quality Assurance</li> <li>• Total Quality Management</li> </ul>	6

	<p>Learning Outcomes: After completing this topic, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Elaborate on the evolution of Quality Management;</li> <li>2. Discuss the scope of Quality Control;</li> <li>3. Explain principles of Quality Assurance;</li> <li>4. Describe the underlying principles of Total Quality Management.</li> </ol> <p>Activity: Peer Presentation/ Debate</p> <p>Further reading for this lesson: Evans, Chapter 1, pp 3 – pp 39 Lecture notes</p>	
<p>Week 3 &amp; 4</p>	<p>Topic: Total Quality and Organizational Theory</p> <ul style="list-style-type: none"> <li>• The Quality Gurus</li> <li>• First, second and third quality system</li> <li>• Quality auditing</li> <li>• ISO9000</li> </ul> <p>Learning Outcomes: After completing this topic, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Compare and contrast the theories of the Quality Gurus;</li> <li>2. Explain the first, second and third quality system;</li> <li>3. Describe quality auditing;</li> <li>4. Discuss the relevance of ISO 9000..</li> </ol> <p>Activity: Peer Presentation/ Debate</p> <p>Further reading for this lesson: Evans, Chapter 3, pp 40 – pp 89 Lecture notes</p>	<p>6</p>
<p>Week 5 - 7</p>	<p>Topic: Total Quality and Organizational Behaviour</p> <ul style="list-style-type: none"> <li>• Quality Culture</li> <li>• Human Resource considerations</li> <li>• Developing commitment</li> <li>• Improving communications</li> <li>• Motivation</li> <li>• Empowerment</li> </ul> <p>Learning Outcomes: After completing this topic, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Identify the characteristics of a Quality culture;</li> <li>2. Discuss human resource considerations in quality management;</li> <li>3. Describe steps in developing commitment;</li> <li>4. Compare ways for improving communication;</li> <li>5. Discuss the importance of motivation in quality management;</li> <li>6. Explain the importance of empowerment in quality management.</li> </ol>	<p>9</p>

	Activity: Peer presentation		
	Further reading for this lesson: Evans, Chapter 4, pp 97 – pp 133 Lecture notes		
Week 8 - 12	Topic: Total Quality and Strategic Management <ul style="list-style-type: none"> <li>• Process improvement</li> <li>• Kaizen: Continuous improvement</li> <li>• Benchmarking</li> <li>• Business process re-engineering</li> <li>• Data collection and analysis</li> <li>• Problem solving approaches</li> </ul>		15
	Learning Outcomes: To comprehend how Kaizen influences organisational performances and to analyse the business process re-engineering in an organisation.		
	Activity: Peer presentation		
	Further reading for this lesson: Evans, Chapter 6, pp 197 – pp 225 Lecture notes		
Week 13 & 14	Topic: Total Quality and Organizational Culture <ul style="list-style-type: none"> <li>• Implementation of TQM</li> <li>• Planning of change</li> <li>• Roles of senior, middle and first line management</li> <li>• The workforce perspective</li> <li>• Creating and sustaining the quality culture.</li> </ul>		6
	Learning Outcomes: To analyse the implementation of TQM in an organisation and to determine the roles of senior, middle and first line management in an organisation.		
	Total		42
12. Text	Compulsory	Evans, J. R. (1999). <i>Total Quality: Management, Organization and Strategy</i> (2 <sup>nd</sup> ed.). South-Western Educational Publishing.	
	Reference	Dale, B. G. (Ed.). (1994). <i>Managing Quality</i> (2 <sup>nd</sup> ed.). Hemel Hempstead: Prentice Hall.	