UNIVERSITI TEKNOLOGI MARA
ADS410: INTRODUCTION TO PUBLIC SECTOR QUALITY MANAGEMENT

Course Name (English)	INTRODUCTION TO PUBLIC SECTOR QUALITY MANAGEMENT `APPROVED`
Course Code	ADS410

MQF Credit	3

Course Description	This is an introductory course to quality management, with an emphasis on the public sector. It begins with the fundamental concepts of quality and total quality (TQ) including the historical foundations of quality and views on quality by different quality experts. It moves on to the comparison between Total Quality Management (TQM) and the traditional forms of quality, followed by the establishment of quality culture and challenges in the public sector. The course finally concludes with a guide to establish quality management in the public sector.

Transferable Skills	Effective communicator Confident Experienced collaborator

Teaching Methodologies	Lectures, Tutorial, Presentation

CLO		
	CLO1	Illustrate the concepts and principles of TQM adopted by Malaysian organisations.
	CLO2	Demonstrate ethics in quality management approaches adopted by Malaysian organisations.
	CLO3	Present report the quality management approaches adopted by Malaysian organisations.

Pre-Requisite Courses	No course recommendations

Topics
1. Concept of Quality 1.1) Definition of quality 1.2) Definition of quality assurance (QA) 1.3) Definition of quality control (QC) 1.4) Definition of total quality 1.5) The Islamic perspective of quality 1.6) TQ views of quality vs traditional views of quality 1.7) The key elements of total quality 1.8) Total quality in the public sector organization
2. Total Quality Pioneers 2.1) W. Edward Deming 2.2) Joseph M. Juran 2.3) Philip B. Crosby 2.4) Armand V. Feigenbaum 2.5) Kaoru Ishikawa 2.6) Genichi Teguchi
3. Quality Management in the Public Sector 3.1) Definition of TQM (concept and characteristic) 3.2) Principles of TQM in the Public Sector 3.3) Requirements for implementing TQM in the Public Sector 3.4) a. Commitment by top management 3.5) b. Commitment by middle management 3.6) c. Establishment of Organization Steering Committee 3.7) d. Adequate Resources 3.8) e. Planning and Publicizing 3.9) f. Infrastructure that supports deployment and continual improvement 3.10) TQM implementation Approaches to be avoided

4. Service Quality in the Public Sector
4.1) Definition of service quality
4.2) Characteristics of service
4.3) Dimensions of service quality
4.4) Client Charter

5. Customer Focus in the Public Sector
5.1) Identifying Customers
5.2) Identifying customer's need/ requirements in the Public Sector
5.3) a. Internal Customer Needs
5.4) b. External Customer Needs
5.5) Building customer satisfaction vs. strategizing customer loyalty
5.6) Characteristic of a customer focused public organization

6. Ethics vs. Quality in the Public Sector
6.1) Definition of Ethics
6.2) Factors determining ethical behavior in the Public Sector
6.3) a. Trust and total quality
6.4) b. Values and total quality
6.5) c. Integrity and total quality
6.6) d. Responsibility and total quality
6.7) Ethical Leadership

7. Quality Awards and Models
7.1) Prime Minister Innovation Award (AIPM)
7.2) 5S Approach / Conducive Ecosystem for Public Sector (EKSA)
7.3) ISO 9000

8. Quality Culture in the Public Sector
8.1) Definition of quality culture
8.2) Quality culture vs. traditional culture
8.3) Establishing quality culture in the public sector
8.4) Maintaining quality culture in the Public Sector

9. Quality Issues
9.1) Challenges of Quality Management in the Public Sector
9.2) Characteristic of Quality Management in the Public Sector

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Discussion	Peer observation	5%	CLO2
	Discussion	Direct observation	10%	CLO2
	Presentation	1 presentation of the report.	5%	CLO3
	Quiz	2 quizzes for selected topics.	10%	CLO1
	Written Report	1 written report as stipulated by the RP.	10%	CLO3

Reading List	Recommended Text	**David L. Goetsch, Stanley Davis 2014, *Quality Management for Organizational Excellence - Introduction to Total Quality*, 7 Ed., Pearson Education Limited England [ISBN: 9781292022338]** **Evans, James Robert & Lindsay, William M. 2014, *Managing for Quality and Performance Excellence*, 9 Ed., South-Western Cengage Learning [ISBN: 1-285-09459-X]**
	Reference Book Resources	**Barrie G. Dale, David Bamford, Ton van der Wiele (eds.) 2016, *Managing Quality: An Essential Guide and Resource Gateway*, 6 Ed., John Wiley & Sons Ltd. United Kingdom [ISBN: 9781119130925]** **Syed Azauddin Syed Bahaldin 2005, *Alternative Quality Management Standards: Islamic Perspective*, Utusan Publications Kuala Lumpur [ISBN: 9676117692]** **Roslina Ab. Wahid 2012, *Quality Management: Principles, Systems and Tools*, 2 Ed., UiTM Press Shah Alam, Selangor [ISBN: 9789673634071]** **MAMPU 2015, *Panduan Pelaksanaan EKSA*, Penerbit UPM Serdang, Selangor [ISBN: 9789673444601]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	• **Website MAMPU 2015, *Pekeliling Kemajuan Pentadbiran Awam - no. 4/1991, no. 6/1991, no. 7/1991, no. 1/1992, no. 1/2006, no. 1/2008 (attachment) & no. 1/2010*** **http://www.mampu.gov.my/pkpa** • **Website MAMPU 2015, *Prime Minister Innovation Award (AIPM)*** **http://www.mampu.gov.my/web/en/aipm**	