



## UNIVERSITI TEKNOLOGI MARA

### ADM510: QUALITY MANAGEMENT

<b>Course Name (English)</b>	QUALITY MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	ADM510
<b>MQF Credit</b>	3
<b>Course Description</b>	This course brings together the three pillars of TQM; customer orientation, continuous improvement and quality control. The course encompasses the basis of quality management (definition and concept), customer orientation and needs, designing quality, basic measuring activities in quality, quality control and improvement tools and building and sustaining quality in an organisation. The course provides a comprehensive overview of the quality management process and issues.
<b>Transferable Skills</b>	Reflective learner Effective communicator Experienced collaborator
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Case Study, Tutorial, Small Group Sessions
<b>CLO</b>	CLO1 Apply Total Quality Management (TQM) concepts and theories to management approaches practiced by local and global organisations. CLO2 Communicate verbally and in writing on the Total Quality Management (TQM) approaches practiced by local and global organisations. CLO3 Demonstrate managerial skills in discussing the Total Quality Management (TQM) approaches practiced by local and global organisations.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Quality Management</b> 1.1) Emergence of Quality Consciousness 1.2) Definition of Quality 1.3) Quality Control (QC) and Quality Assurance (QA) 1.4) Total Quality Management (TQM) 1.5) Key Elements of Total Quality	
<b>2. The Role of Quality in the Organisation</b> 2.1) Quality in Manufacturing and Service Organisations 2.2) Quality in Business Support Function 2.3) Quality and Competitive Advantage 2.4) Quality and Personal Values	
<b>3. Creating Customer Orientation</b> 3.1) Identifying Customer 3.2) Customer Satisfaction and Engagement 3.3) Understanding Customer Needs – Dimensions and Kano Model 3.4) Customer-Focused and Relationship Management	
<b>4. Researching Customer Needs</b> 4.1) Gathering and Analysing Customer Information 4.2) Measuring Customer Satisfaction and Engagement	
<b>5. Designing Customer Service</b> 5.1) The Concept of Counter Service – Components and 7Ps 5.2) The Moment of Truth 5.3) Client Charter	

<p><b>6. Designing Quality</b></p> <p>6.1) Linking Customer Needs to Design, Production and Service  6.2) Concept Development and Innovation  6.3) Design for Product and Service  6.4) * Product Development  6.5) * GAPS Model</p>
<p><b>7. Measuring Quality</b></p> <p>7.1) Measurement for Quality Control  7.2) * Common Quality Measurement  7.3) * Cost of Quality  7.4) The Scope of Performance Measurement  7.5) * Balanced Scorecard  7.6) Managing Information Resources</p>
<p><b>8. Tools for Controlling and Improving Quality</b></p> <p>8.1) Creative Problem Solving  8.2) The Deming Cycle (PDCA/PDSA)  8.3) The 7 Quality Control (QC) Tools  8.4) Kaizen  8.5) Benchmarking</p>
<p><b>9. TQM Models in Awarding Organisation's Quality Effort</b></p> <p>9.1) Malcolm Baldrige National Quality Award (MBNQA)  9.2) MS ISO 9001:2008  9.3) Industrial Excellence Award (AKI)</p>
<p><b>10. Sustaining a Total Quality Organisation</b></p> <p>10.1) Organisational Culture and Performance Excellence  10.2) Learning Organisation  10.3) Key Forces in Future Quality Management</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	2 reports for 2 case studies	20%	CLO2
	Discussion	Direct observation	5%	CLO3
	Discussion	Peer observation	5%	CLO3
	Online Quiz	Quiz 2 (selected topics)	10%	CLO1
	Presentation	2 presentations for 2 case studies	10%	CLO2
	Quiz	Quiz 1 (selected topics)	10%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Evans, James R. and Lindsay, William M. 2014, <i>Managing for Quality and Performance Excellence</i>, 9 Ed., South Western Cengage Learning United States of America [ISBN: 9781285094595]</li> <li>Goetsch, David. L. and Davis, Stanley 2014, <i>Quality Management for Organizational Excellence: Introduction to Total Quality</i>, 7 Ed., Pearson Education Limited England, United Kingdom [ISBN: 9781292022338]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Roslina Ab. Wahid 2012, <i>Quality Management: Principles, Systems and Tools</i>, 2 Ed., UiTM Press Shah Alam, Malaysia [ISBN: 9789673634071]</li> <li>Dale, Barrie G., Bamford, David and Van der Wiele, Ton (eds.). 2016, <i>Managing Quality: An Essential Guide and Resource Gateway</i>, 6 Ed., John Wiley and Sons United Kingdom [ISBN: 978111913092]</li> </ul>
Article/Paper List	Recommended Article/Paper Resources	<ul style="list-style-type: none"> <li>Ministry of International Trade and Industry (MITI) 2016, Anugerah Kecemerlangan Industri (Industry Excellence Award), 28 <a href="http://www.miti.gov.my/index.php/pages/view/3894">http://www.miti.gov.my/index.php/pages/view/3894</a></li> </ul>
	Reference Article/Paper Resources	<ul style="list-style-type: none"> <li>MAMPU 2008, Lampiran Pekeliling Kemajuan Pentadbiran Awam Bilangan 1 Tahun 2008: Panduan Pengurusan Perhubungan Pelanggan, 40 <a href="http://www.mampu.gov.my/ms/pekeliling/category/65-2008">http://www.mampu.gov.my/ms/pekeliling/category/65-2008</a></li> <li>MAMPU 2010, Panduan Pelaksanaan MS ISO9001:2008 dalam Sektor Awam, 43 <a href="http://www.mampu.gov.my/ms/pekeliling/category/15-2010">http://www.mampu.gov.my/ms/pekeliling/category/15-2010</a></li> <li>Weckenmann, A., Akkasoglu, G., and Werner, T. 2015, Quality Management – History and Trends, <i>The TQM Journal</i>, 27 (3), 14 <a href="https://doi.org/10.1108/TQM-11-2013-0125">https://doi.org/10.1108/TQM-11-2013-0125</a></li> </ul>
Other References	This Course does not have any other resources	