UNIVERSITI TEKNOLOGI MARA
ADS411: INTRODUCTION TO QUALITY MANAGEMENT

Course Name (English)	INTRODUCTION TO QUALITY MANAGEMENT `APPROVED`
Course Code	ADS411

MQF Credit	3

Course Description	This is an introductory course to quality management in the organisation. It begins with the fundamental concepts of quality and total quality (TQ) and views on quality by different quality experts. It moves on to understand the concept of service quality, followed by identifying the customer and the ethics in quality management implementation. The course will be ended with the establishment of quality culture and identifying the challenges of quality management in the organisation.

Transferable Skills	Effective communicator Responsive Confident Reflective learner

Teaching Methodologies	Lectures, Tutorial, Presentation, Supervision

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) o Definition of Quality 1.2) o Definition of Quality Assurance (QA) 1.3) o Definition of Quality Control (QC) 1.4) o Definition of Total Quality 1.5) o The Key Elements of Total Quality 1.6) o The Islamic Perspective of Quality 1.7) o Modern Views of Quality vs. Traditional Views of Quality 1.8) o Total Quality in the Organisation
2. Total Quality Pioneers 2.1) o W. Edward Deming 2.2) o Joseph M. Juran 2.3) o Philip B. Crosby 2.4) o Armand V. Feigenbaum 2.5) o Kaoru Ishikawa 2.6) o A. Parasuraman 2.7) o Valarie A. Zeithaml
3. Total Quality Management (TQM) in the Organisation 3.1) o Definition of TQM 3.2) o Principles of TQM in the Organisation 3.3) Principles of TQM according to Malaysian Development 3.4) Administration Circular (PKPA) 3.5) o Requirements for Implementing TQM in the Organisation 3.6) Commitment by Top Management 3.7) Commitment by Middle Management 3.8) Establishment of Organisation Steering Committee 3.9) Adequate Resources

3.10) Planning and Publicising
3.11) Infrastructure that Supports Deployment and Continual Improvement
3.12) o TQM Implementation Approaches to be Avoided

4. Service Quality in the Organisation
4.1) o Definition of Service Quality
4.2) o Characteristics of Service
4.3) o Dimensions of Service Quality

5. Customer Focus in the Organisation
5.1) o Identifying Customers
5.2) o Identifying Customer's Needs / Requirement in the Organisation
5.3) Internal Customer Needs
5.4) External Customer Needs
5.5) o Building Customer Satisfaction and Strategizing Customer Loyalty
5.6) o Characteristics of a Customer-Focused Organisation

6. Ethics vs. Quality in the Organisation
6.1) o Definition of Ethics
6.2) o Factors Determining Ethical Behaviour in the Organisation
6.3) Trust and Total Quality
6.4) Values and Total Quality
6.5) Integrity and Total Quality
6.6) Responsibility and Total Quality
6.7) o Ethical Leadership

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

8. Quality Culture in the Organisation
8.1) o Definition of Quality Culture
8.2) o Quality Culture vs. Traditional Culture
8.3) o Establishing Quality Culture in the Organisation
8.4) o Maintaining Quality Culture in the Organisation

9. Quality Issues in the Organisation
9.1) o Trends of Future Quality Management
9.2) o Key Issues / Challenges on Quality Management in the Organisation

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Discussion	Observation (direct & peer)	15%	CLO2
	Online Quiz	Quiz 1	5%	CLO1
	Online Quiz	Quiz 2	5%	CLO1
	Presentation	Presentation	5%	CLO3
	Written Report	Report	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] • James Robert Evans, William M. Lindsay 2014, *Managing for Quality and Performance Excellence*, 9 Ed., South-Western Cengage Learning USA [ISBN: 9781285094595]
	Reference Book Resources	• Roslina Ab. Wahid 2012, *Quality Management*, 2 Ed., UiTM Press Selangor, Malaysia [ISBN: 9789673634071] • 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, Malaysia [ISBN: 9676117692]
Article/Paper List	This Course does not have any article/paper resources	
Other References	• Website MAMPU 2015, *Pekeliling Kemajuan Pentadbiran Awam*, Putrajaya, Malaysia http://www.mampu.gov.my/pkpa • Website MAMPU 2015, *Prime Minister Innovation Award (AIPM)*, Putrajaya, Malaysia http://www.mampu.gov.my/web/en/aipm	