

Liverpool John Moores University

Title: MANAGING QUALITY
Status: Definitive
Code: **5001BUSOM** (108315)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Jacqueline Douglas	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 28.00
Total Learning Hours: 120
Private Study: 92

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS2	Examination	50.0	2.00
Essay	AS1	Individual coursework.	50.0	

Aims

*To assess the impact of quality on all types of business activity.
To provide knowledge and skills applicable in the quality area.
To evaluate applications of quality control and assurance and Total Quality Management.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the contribution to quality management of the quality gurus.
- 2 Explain the function of quality standards and models (ISO 9000, EFQM, IIP, Customer Service Excellence).
- 3 Apply tools and techniques to measure process performance and solve problems in both manufacturing and service organisations.
- 4 Discuss the economic implications of QM.
- 5 Discuss the role of customer satisfaction and loyalty in achieving excellence.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

EXAM	1	2	5
CW	3	4	

Outline Syllabus

Quality History and Definition

Problem Solving and the Japanese 7-Tools of Quality Control

The Economics of Quality

The Quality Gurus – quality theory development

Statistical Process Control and 6 Sigma.

Service quality management and measurement

Quality standards - ISO 9000, IIP, Customer Service Excellence

The TQM philosophy and the European Foundation for Quality Management (EFQM) Excellence Model

The relationship between service quality, customer satisfaction and loyalty.

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Beckford, J
Publishing Year	2003
Title	Quality
Subtitle	
Edition	2nd edition
Publisher	Routledge, London
ISBN	

Course Material	Book
Author	Dale, B G, van der Wiele, T and van Iwaarden, J
Publishing Year	2007
Title	Managing Quality
Subtitle	
Edition	5th edition
Publisher	Blackwell Publishing, Oxford
ISBN	

Course Material	Book
Author	Foster, S T
Publishing Year	2007
Title	Managing Quality
Subtitle	Integrating the Supply Chain
Edition	3rd edition
Publisher	Pearson Education, London
ISBN	

Course Material	Book
Author	Summers, D C S
Publishing Year	2009
Title	Quality Management
Subtitle	Creating and Sustaining Organizational Effectiveness
Edition	2nd edition
Publisher	Pearson Education, London
ISBN	

Course Material	Book
Author	Summers, D C S
Publishing Year	2007
Title	Six Sigma
Subtitle	Basic Tools and Techniques
Edition	
Publisher	Pearson Education, London
ISBN	

Notes

The module examines and evaluates quality management in the organisational context. It examines both 'hard' and 'soft' methods of quality management and measurement in manufacturing and service contexts; it analyses the financial and strategic impact of QM.

Formative feedback for this module will be provided via the use of multi-choice quizzes covering each learning outcome and via in-class activities.