

Liverpool John Moores University

Title: MANAGING QUALITY
Status: Definitive
Code: **5502SM** (107490)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 26.00
Total Learning Hours: 120
Private Study: 94

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	50.0	2.00
Essay	AS2	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, 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
- 3 Apply tools and techniques to measure process performance and solve problems in both manufacturing and service organisations
- 4 Discuss the economic implications of quality management
- 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
ESSAY	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,
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, tutorials, workshops and in-class activities.

References

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

Course Material	Book
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Author	Dale, B G
Publishing Year	1999
Title	Managing Quality
Subtitle	
Edition	
Publisher	3rd edition, Blackwell, Oxford
ISBN	

Course Material	Book
Author	Foster, S T
Publishing Year	2004
Title	Managing Quality: An Integrative Approach
Subtitle	
Edition	
Publisher	Pearson Prentice Hall
ISBN	

Course Material	Book
Author	Foster, S T
Publishing Year	2007
Title	Managing Quality: Integrating the Supply Chain
Subtitle	
Edition	
Publisher	3rd edition, Pearson Prentice Hall, New Jersey
ISBN	

Course Material	Book
Author	Summers, D C S
Publishing Year	2007
Title	Quality Management: Creating and Sustaining Organizational Effectiveness
Subtitle	
Edition	
Publisher	2nd edition, Pearson Prentice Hall
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 quality management.

Formative feedback for this module will be provided via in-class activities.