



universidad
de león

Teaching guide



IDENTIFYING DATA							2013_14	
Subject	QUALITY MANAGEMENT						Code	00513119
Study programme	EUROPEAN MASTER IN BUSINESS STUDIES							
Descriptors	Credit	Type	Year	Period				
	2	Compulsory	Second	Second				
Language	English							
Prerequisites								
Department	DIREC.Y ECONOMIA DE LA EMPRESA							
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Lecturers	MIGUEL DÁVILA , JOSÉ ÁNGEL MARTÍN SÁNCHEZ, MIRYAM							
Web	http://www.embs-european-master-business-studies.com/							
General descriptions								
Tribunales de Revisión								
	Tribunal titular							
	Cargo	Departamento			Profesor			
	Presidente	DIREC.Y ECONOMÍA DE LA EMPRESA			NIETO ANTOLÍN, MARIANO			
	Secretario	DIREC.Y ECONOMÍA DE LA EMPRESA			MARTÍNEZ CAMPILLO, ALMUDENA			
	Vocal	DIREC.Y ECONOMÍA DE LA EMPRESA			HERRERA, DANNY LILIANA			
	Tribunal suplente							
	Cargo	Departamento			Profesor			
	Presidente	DIREC.Y ECONOMÍA DE LA EMPRESA			MUÑOZ DOYAGUE, MARÍA FELISA			
	Secretario	DIREC.Y ECONOMÍA DE LA EMPRESA			SÁNCHEZ GONZÁLEZ, GLORIA			
Vocal	DIREC.Y ECONOMÍA DE LA EMPRESA			GONZÁLEZ ÁLVAREZ, NURIA				

Competences		
Tipe A	Code	Competences specific
	A11127	513CA45 Define quality and TQM
	A11128	513CA46 Describe the ISO international quality standards
	A11129	513CA47 Explain Six Sigma
	A11130	513CA48 Explain how benchmarking is used
	A11131	513CA49 Explain quality robust products and Taguchi concepts
	A11132	513CA50 Use the seven tools of TQM
	A11133	513CA51 Explain the meaning of TQM
	A11134	513CA52 Identify the costs of Quality
	A11135	513CA53 Describe the evolution of TQM
	A11136	513CA54 Identify Quality leaders and their contributions
	A11137	513CA55 Identify key features of the TQM philosophy
	A11138	513CA56 Describe tools identifying and solving quality problems
	A11139	513CA57 Describe quality awards and quality certifications
Tipe B	Code	Competences transversal
	B2195	513CTB11 Concern for quality
Tipe C	Code	Competences nuclear

Learning aims		
Results	Competencias	
The students will be able to identify or define quality, Awards in quality, European Foundation Quality Management, ISO 9000:2000, etc.	A11128 A11134 A11136 A11138 A11139	B2195
The students will be able to explain why quality is important, Total Quality Management, continuous improvement, benchmarking, quality service, etc.	A11129 A11130 A11131 A11132 A11133 A11135 A11137	
The students will be able to measure service quality and manage knowledge to maintain service quality	A11127	

Contents		
Topic	Sub-topic	
Defining quality	Dimensions of Quality Our Definition of Quality Why Quality is important	
Costs of quality	The 7 sources of wastes	
History of QM		
Quality Gurus	W. Edwards Deming Joseph M. Juran Philip B. Crosby	
Awards & Standards	International Quality Standards Quality Awards ISO 9000: 2000 ISO 14000: 2000 MBNQA Deming Prize EFQM	
Total Quality Management	Definition of TQM (BS4778:1991) Evolution of QM to TQM Implementing TQM TQM Philosophy: Concepts / Elements TQM Philosophy: Continuous Improvement TQM Philosophy: Six Sigma TQM Philosophy: Employee empowerment TQM Philosophy: Benchmarking TQM Philosophy: Just in Time TQM Philosophy: Lean Manufacturing TQM Philosophy: Knowledge of TQM Tools	
TQM Tools	TQM Tools: Check sheets TQM Tools: Scatter Diagram TQM Tools: Cause-and-effect diagrams TQM Tools: Pareto charts TQM Tools: Flow charts (Process diagram) TQM Tools: Histograms TQM Tools: Statistical Process control Chart TQM Tools: Taguchi Concepts TQM Tools: Quality Function Deployment (QFD)	
TQM in services		

Planning

Methodologies: Tests

	Class hours	Hours outside the classroom	Total hours
Case study	8	24	32
Field work/trips	8	0	8
Lecture	4	6	10

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

Methodologies:

	description
Case study	Teaching based on participation & cases study.
Field work/trips	Some firms will be visited during the course.
Lecture	

Personalized attention

description

Assesment

	description	qualification
Case study	Evaluation based on participation & cases study with short questions and test item about the cases and the theoretical lessons.	40%
Field work/trips	Some firms will be visited during the course and the students must make a report about the firm.	40%
Other		20%

Other comments and second call

Source of information

Basic	Fitzsimmons J. & Fitzsimmons, M. (2007). Service management: Operations, strategy, information technology (6th ed.). Berkshire (UK): McGraw-Hill Higher Education. Hoyle, D. (2008). Quality management essentials. Oxford; Burlington (Massachusetts): Oxford (UK): Butterworth Heinemann. Mitra, A. (1998). Fundamentals of quality control and improvement. London: Prentice Hall International. Oakland, J.S. (2004). Oakland on quality management. Oxford (UK): Butterworth-Heinemann. Oakland, J.S. (2003). Total quality management: text with cases. Oxford (UK): Butterworth-Heinemann.
Complementary	

Recommendations