

Quality Management

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Spring semester

SMK UNIVERSITY OF APPLIED SOCIAL SCIENCES
PROGRAMME OF COURSE UNIT



Study Programme: INTERNATIONAL BUSINESS

Department: MARKETING AND INTERNATIONAL BUSINESS

Title of Course: QUALITY MANAGEMENT

Code:

Unit:

| Group of course units* | Type of course unit** | Form of studies | Volume of course unit hrs./sem. | | | Hours for independent work | Total No. of hours | Number of credits | Period of implementation / semester | Teaching language(s) |
|------------------------|-----------------------|-----------------|---------------------------------|----------------------|---------------|----------------------------|--------------------|-------------------|-------------------------------------|----------------------|
| | | | Lectures | Practical activities | Consultations | | | | | |
| SK | P | Full-time | 20 | 27 | 7 | 26 | 80 | 3 | IV | EN |

Purpose of the course unit:

To provide students with the **theoretical knowledge** and **practical skills** in quality management system as a management technique, which is constant company's attempt to satisfy consumers needs better through the improvement of quality of products or services, and reducing the costs.

Learning outcomes of a Study Programme:

- To apply main theories of economics, management, marketing and other social sciences in the development of a business in international environment.
- To manage the business operations of an international business or its division (conventional or on-line) based on the sustainable business principles.
- To manage import / export operations of an international business by applying decisions of international marketing and logistics in a creative manner.
- To create and manage business projects, plan tangible and financial resources for the efficient activities of an international business or its division.

Learning outcomes of the course unit:

Describe the essence of quality management and its place in the development of organizational theories.

List principles of quality management.

Characterize the international quality management models and systems.

Define problems of the service / product quality.

Recognise interested parties of the company, the problems related to satisfying their needs, and identify problem-solving guidelines.

Determine the risks of business activities and take actions to address these risks.

Apply constant improvement methods in solving quality management issues.

Topics:

- Development and concept of quality
- Total Quality Management
- Quality Management Excellence Models
- Quality Management Systems
- System and process thinking
- Quality management tools
- Meeting customer needs

Contact work:

In total 56 academic hours.

54 academic hours:

- lectures (26 academic hours = 13 lectures)
- practical learning activities (28 academic hours = 14 workshops)

2 academic hours for assessment

Practical learning activities:

- Work form: work in a group.
- It is necessary to get together into groups of 4-5 people.

How will you study?

- *Theory + practice = project work has been prepared*



How will you study?

*The imitation of the business enterprise activities
(Establishment of the business enterprise; analysis of internal and external environmental and analysis of problems; finding solutions to solve the quality management issues)*



How will you study?

*Working in groups
(role play, teamwork)*



Assessment



Course evaluation method - cumulative:

- Work in classroom exercises (practical learning activities) - **50 %**

Establishment of international business company; service / production analysis of the company; the identification of the problems of established international business; selection of quality management methods and solutions and etc., the oral presentation of all assignments.

- Exam - **50 %**

Case study based exercise (quality management solutions).

Cumulative score:

- Work in classroom exercises (practical learning activities) - **50 %**

Cumulation of the score:

Assessment of performed assignments:

| Assignments | Date | I gr. | II gr. | III gr. | IV gr. | Notes |
|-----------------|------|------------|------------|------------|------------|-------|
| <i>I topic:</i> | | | | | | |
| I Assignment: | | | | | | |
| II Assignment: | | | | | | |
| III Assignment: | | | | | | |
| IV Assignment: | | | | | | |
| V | | | | | | |
| Average | | | | | | |
| Weight factor | | 0.5 | 0.5 | 0.5 | 0.5 | |
| Final score | | | | | | |

Performed assignments of each topic will be assessed in a **ten-point system**, averaged, multiplied by the weighting factor (0,5) and converted into cumulative score.

Cumulative score:

- *Assignments will be presented and performed after a separate part of each topic.*
- *The assignments will be posted in Moodle for each topic.*

Assessment criteria *of practical learning activities* :

- **Excellent (10)** - excellent, exceptional knowledge and skills. The student is able to work in a team, cooperate, to find information, analyze, organize, formulate problems, initiate solutions, to predict, summarize, and present the work.
- **Very good (9) / Good (8)** - (very) good knowledge and skills, there are minor errors. The student is able to work in a team, cooperate, to find information, analyze, organize, initiate decisions, predicting, summarizing, and present the work.

Assessment criteria *of practical learning activities* :

- **Moderately (7)** - moderate knowledge and skills, there are serious errors. The student is able enough to work in a team, cooperate, to find information, analyze, organize, predict, summarize, and present the work.
- **Satisfactory (6) / Poor (5)** - knowledge and skills are below moderate, or meet the minimum requirements, there are a lot of (essential) errors. The student is able to cooperate, to find information, summarize.

Assessment criteria *of practical learning activities* :

- **Unsatisfactory (fail)** – doesn't meet minimum requirements. Student unable to work together, to find information, summarize, and so on.

Exam:

- *50 % - Two case study-based exercises .*

Exam evaluation criteria:

- **Excellent (10)** - excellent, exceptional knowledge and skills. The student proposed appropriate solutions for the implementation, improvement and maintenance of the organization's quality management system.

Exam evaluation criteria:

- **Very good (9) / Good (8)** - (very) good knowledge and skills, there are minor errors. The student proposed suitable solutions for the implementation, improvement and maintenance of the quality management system of the organization, however, there are minor mistakes.

Exam evaluation criteria:

- **Moderately (7)** – moderate knowledge and skills. The student proposed partially appropriate solutions for the implementation, improvement, maintenance of organization's quality management system, and there are errors.

Exam evaluation criteria:

- **Satisfactory (6) / Poor (5)** - knowledge and skills are below moderate, or meet the minimum requirements. The student proposed only a few appropriate solutions for the implementation, improvement, maintenance of the organization's quality management system, and there are many (substantive) errors.

Exam evaluation criteria:

- **Unsatisfactory (fail)** - doesn't meet minimum requirements. The student did not propose any appropriate solutions for the implementation, improvement, maintenance of the organization's quality management system.

How the Moodle will be used:

On the Moodle will be placed:

- Assignments.
- Material and forms for assignments.
- Power point presentations of the lectures.
- Other relevant material, information.

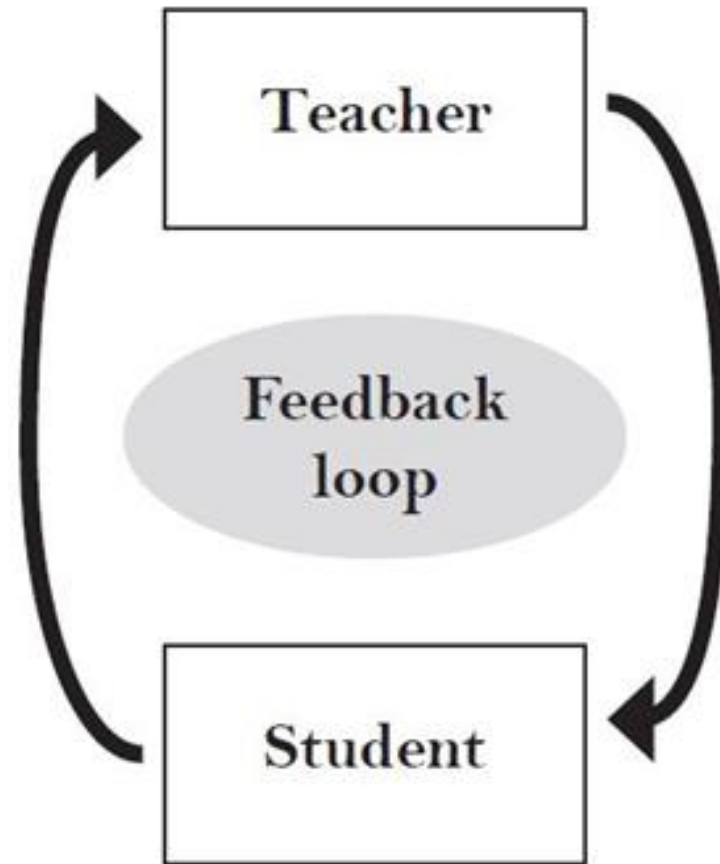
Moodle address:

Quality Management

Technical measures:

- At least one PC per group
- USB key
- Paper, pens

Feedback on the subject teaching quality



Questions?

