The University of Jordan

الجامعة الاردنية

Form: Course Syllabus	Form Number	EXC-01-02-02A
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1.	Course Title	Total Quality Management
2.	Course Number	1601419
3.	Credit Hours (Theory, Practical)	3
	Contact Hours (Theory, Practical)	3
4.	Prerequisites/ Corequisites	Principles management
5.	Program Title	Undergraduate course
6.	Program Code	The University of Jordan
7.	School/ Center	Business Management
8.	Department	Business Management
9.	Course Level	Undergraduate course
10.	Year of Study and Semester (s)	2025/2026
11.	Program Degree	Bachelor
12.	Other Department(s) Involved in Teaching the Course	None
13.	Learning Language	English
14.	Learning Types	■Face to face learning □Blended □Fully online
15.	Online Platforms(s)	□Moodle □Microsoft Teams
16	Issuing Date	13/10/2025
17.	Revision Date	

18. Course Coordinator:

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19. Other Instructors:

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20. Course Description:

As stated in the approved study plan.

Quality is a key concern of almost all organizations. High-quality goods and services can give an organization a considerable competitive edge. Good quality reduces the costs of rework, waste, complaints and returns and most importantly, generates satisfied customers.
Some operation managers believe that, in the long run, quality is the most important single factor affecting an organization's performance relative to its competitors. Even when a good-quality operation is designed and its activities planned and controlled, the quality manager's task is not finished. Total quality management (TQM) has probably been the most significant approach to managing operations improvement.
Quality Management: Creating and Sustaining Organizational Effectiveness, Second Edition exploreshow quality management has progressed from an emphasis on the management of quality to a focus on the quality of managing, operating, and integrating customer service, marketing, production, delivery, information, and finance areas throughout an organization's value chain. This course is designed to enable students to recognize the cornerstones of creating and sustaining organizational effectiveness, this is based on key quality initiatives, including Six Sigma, the Malcolm Baldrige National Quality Award, ISO 9000, lean manufacturing, and value creation.

21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	☒	☐	☒
2.	☐	☒	☒
3.	☐	☐	☒
4.	☒	☒	☐
5.	☐	☒	☐

* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

22. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1.	X					X	
2.		X	X	X	X		
3.				X	X		
4.		X		X	X		
5.				X	X	X	

23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:

PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C
1. Understand the purpose and TQM activities of quality management programs and the process of qualityimprovement in varied ethnically diverse practice settings.	X					X		
2. Understand the basic principles, guidelines, and program requirements for a Total Quality Management			X	X		X	X	

(TQM)							
3.Identify and explain specific tools and techniques for quality improvement		X	X		X		XX	X
4.To encourage students to think about the Differentiate between product quality characteristics and service quality characteristics			X		X	X	X	

*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

**Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

24. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	The Total Quality Approach to Quality Management: Achieving Organizational Excellence	Understand the purpose and TQM activities of quality management programs and the process of quality improvement in varied ethnically diverse practice settings.	Face to face		**Synchronous**	Exams	The Book
	1.2	Quality and Global Competitiveness	Understand the purpose and TQM activities of quality management programs and the process of quality improvement in varied ethnically	Face to face		**Synchronous**		

			diverse practice settings.				
	1.3	The Total Quality Approach to Quality Management: Achieving Organizational Excellence	Understand the purpose and TQM activities of quality management programs and the process of quality improvement in varied ethnically diverse practice settings.		**Synchronous**		
				Face to face			
2	2.1	Quality and Global Competitiveness	Understand the purpose and TQM activities of quality management programs and the process of quality improvement in varied ethnically diverse		**Synchronous**		
				Face to face			
	2.2	The Total Quality Approach to Quality Management: Achieving Organizational Excellence	practice settings.		**Synchronous**		
				Face to face			
	2.3	The Total Quality Approach to Quality Management: Achieving Organizational Excellence Quality and Global Competitiveness	Understand the purpose and TQM activities of quality management programs and the process of quality improvement in varied ethnically diverse		**Synchronous**		
				Face to face			
3	3.1	Quality management, Ethics and Corporate Social Responsibility	Understand the purpose and TQM activities of quality management programs and the process of quality		**Synchronous**		
				Face to face		Exams	The Book

			improvement in varied ethnically diverse					
	3.2	Quality management, Ethics and Corporate Social Responsibility	Understand the purpose and TQM activities of quality management programs and the process of quality improvement in varied ethnically diverse	Face to face		**Synchronous**		
	3.3	Quality management, Ethics and Corporate Social Responsibility	Understand the purpose and TQM activities of quality management programs and the process of quality improvement in varied ethnically diverse	Face to face		**Synchronous**		
4	4.1	Quality management, Ethics and Corporate Social Responsibility	Understand the basic principles, guidelines, and program requirements for a TotalQuality Management	Face to face		**Synchronous**		
	4.2	Quality management, Ethics and Corporate Social Responsibility	Understand the basic principles, guidelines, and program requirements for a TotalQuality Management	Face to face		**Synchronous**		
	4.3	Quality management, Ethics and Corporate Social Responsibility	Understand the basic principles, guidelines, and program requirements for a TotalQuality Management	Face to face		**Synchronous**		
5	5.1	Quality Culture: Changing Hearts, Minds, and Attitudes	Identify and explain specific tools and techniques for quality improvement	Face to face		**Synchronous**	Exams	The Book
	5.2	Quality Culture: Changing Hearts, Minds, and Attitudes	Identify and explain specific tools and techniques for quality improvement	Face to face		**Synchronous**		

						Synchronous		
	5.3	Quality Culture: Changing Hearts, Minds, and Attitudes	Identify and explain specific tools and techniques for quality improvement	Face to face				
	6.1	Quality Culture: Changing Hearts, Minds, and Attitudes	Identify and explain specific tools and techniques for quality improvement	Face to face		Synchronous		
6	6.2	Quality Culture: Changing Hearts, Minds, and Attitudes	Identify and explain specific tools and techniques for quality improvement	Face to face		Synchronous		
	6.3	Quality Culture: Changing Hearts, Minds, and Attitudes	Identify and explain specific tools and techniques for quality improvement	Face to face		Synchronous		
	7.1	Strategic management: Planning and execution for competitive advantage	To encourage students to think about the Differentiate between product quality characteristics and servicequality characteristics	Face to face		Synchronous	Exams	The Book
7	7.2	Strategic management: Planning and execution for competitive advantage	To encourage students to think about the Differentiate between product quality characteristics and servicequality characteristics	Face to face		Synchronous		
	7.3	Strategic management: Planning and execution for competitive advantage	To encourage students to think about the Differentiate between product quality characteristics and servicequality characteristics	Face to face		Synchronous		
8	8.1	Strategic management: Planning and execution for	To encourage students to think about the Differentiate between product quality characteristics and	Face to face		Synchronous		

		competitive advantage	servicequality characteristics					
	8.2	Strategic management: Planning and execution for competitive advantage	To encourage students to think about the Differentiate between product quality characteristics and servicequality characteristics	Face to face		**Synchronous**		
	8.3	Strategic management: Planning and execution for competitive advantage	To encourage students to think about the Differentiate between product quality characteristics and servicequality characteristics	Face to face		**Synchronous**		
9	9.1	Partnering and Strategic Alliances	Understand the basic principles, guidelines, and program requirements for a Total Quality Management (TQM)	Face to face		**Synchronous**	Exams	The Book
	9.2	Partnering and Strategic Alliances	Understand the basic principles, guidelines, and program requirements for a Total Quality Management (TQM)	Face to face		**Synchronous**		
	9.3	Partnering and Strategic Alliances	Understand the basic principles, guidelines, and program requirements for a Total Quality Management (TQM)	Face to face		**Synchronous**		
10	10.1	Customer Satisfaction, Retention, and Loyalty	Understand the basic principles, guidelines, and program requirements for a Total Quality Management (TQM)	Face to face		**Synchronous**		
	10.2	Employee Empowerment	Understand the basic principles,	Face to face		**Synchronous**		

			guidelines, and program requirements for a Total Quality Management (TQM)					
	10.3	Customer Satisfaction, Retention, and Loyalty	Understand the basic principles, guidelines, and program requirements for a Total Quality Management (TQM)	Face to face	**Synchronous**			
11	11.1	ISO 9000 and Total Quality: The Relationship	Identify and explainspecific tools and techniques for quality improvement	Face to face	**Synchronous**		Exams	The Book
	11.2	ISO 9000 and Total Quality: The Relationship	Identify and explainspecific tools and techniques for quality improvement	Face to face	**Synchronous**			
	11.3	ISO 9000 and Total Quality: The Relationship	Identify and explainspecific tools and techniques for quality improvement	Face to face	**Synchronous**			
12	12.1	ISO 9000 and Total Quality: The Relationship	Identify and explainspecific tools and techniques for quality improvement	Face to face	**Synchronous**			
	12.2	ISO 9000 and Total Quality: The Relationship	Identify and explainspecific tools and techniques for quality improvement	Face to face	**Synchronous**		Exams	The Book
	12.3	ISO 9000 and Total Quality: The Relationship	Identify and explainspecific tools and techniques for quality improvement	Face to face	**Synchronous**			
13	13.1	Continual Improvement Methods with Six Sigma, Lean,	Identify and explainspecific tools and techniques for quality improvement	Face to face	**Synchronous**			

		Lean Six Sigma, and More						
	13.2	Continual Improvement Methods with Six Sigma, Lean, Lean Six Sigma, and More	Identify and explainspecific tools and techniques for quality improvement	Face to face		**Synchronous**		
	13.3	Continual Improvement Methods with Six Sigma, Lean, Lean Six Sigma, and More	Identify and explainspecific tools and techniques for quality improvement	Face to face		**Synchronous**		
14	14.1	Continual Improvement Methods with Six Sigma, Lean, Lean Six Sigma, and More	Identify and explainspecific tools and techniques for quality improvement	Face to face		**Synchronous**	Exams	The Book
	14.2	Continual Improvement Methods with Six Sigma, Lean, Lean Six Sigma, and More	Identify and explainspecific tools and techniques for quality improvement	Face to face		**Synchronous**		
	14.3	Continual Improvement Methods with Six Sigma, Lean, Lean Six Sigma, and More	Identify and explainspecific tools and techniques for quality improvement			**Synchronous**		
15	15.1	Continual Improvement Methods with Six Sigma, Lean, Lean Six Sigma, and More	Identify and explainspecific tools and techniques for quality improvement	Face to face		**Synchronous**		
	15.2	Continual Improvement Methods with Six Sigma, Lean, Lean Six Sigma, and More	Identify and explainspecific tools and techniques for quality improvement	Face to face		**Synchronous**		

15.3	Continual Improvement Methods with Six Sigma, Lean, Lean Six Sigma, and More	Identify and explainspecific tools and techniques for quality improvement		Synchronous		
			Face to face			

25. Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
First Exam	30	x	x	x			
Second Exam –If any	15			x	x		
Final Exam	40			x	x	x	x
**Class work	15	x	x	x	x	x	x
Projects/reports							
Research working papers							
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/ exhibition							
Any other approved works							
Total 100%	100						

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

Mid-term exam specifications table*

No. of questions/ cognitive level				CLO/	

Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30	No. of questions per CLO	Total exam mark	Total no. of questions	Weight	CLO no.
1	1	1	1	2	1	4	30	7	30%	1

Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
1	1	1	2	2	1	9	50	8	100%	1
										2
										3
										4
										5

26. Course Requirements:

(e.g.: students should have a computer, internet connection, webcam, account on a specific software/platform…etc.):

27. Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

28. References:

A- Required book(s), assigned reading and audio-visuals:

Goetsch, D.L. and Davis, S., 2014. *Quality management for organizational excellence: Introduction to total quality.*7th edition.

B- Recommended books, materials, and media:

29. Additional information:

	Signature:	Date:
Name of the Instructor or the Course Coordinator: Dr Ziad Alkalha		13/10/2026
Name of the Head of Quality Assurance Committee/ Department …………………………………………..	Signature: ……………..……………	Date: ……..…………
Name of the Head of Department …………………………………………..	Signature: ……………..……………	Date: ……..…………
Name of the Head of Quality Assurance Committee/ School or Center …………………………………………..	Signature: ……………..……………	Date: ……..…………
Name of the Dean or the Director …………………………………………..	Signature: ……………..……………	Date: ……..…………