1	**Course title**	Total Quality Management
2	**Course number**	1601419
3	**Credit hours**	3
	Contact hours (theory, practical)	online: 2 – 3 every day
4	**Prerequisites/co-requisites**	-
5	**Program title**	Business management
6	**Program code**	10
7	**Awarding institution**	The University of Jordan
8	**School**	Business
9	**Department**	Business management
10	**Level of course**	Undergraduate
11	**Year of study and semester (s)**	First 2023
12	**Final Qualification**	-
13	**Other department (s) involved in teaching the course**	Non
14	**Language of Instruction**	English
15	**Teaching methodology**	☑Blended ☐Online
16	**Electronic platform(s)**	☐ Moodle ☑ Microsoft Teams ☐ Skype ☐ Zoom ☑ Others…………
17	**Date of production/revision**	

18 Course Coordinator:

Name: Mohammad Al-Zoubi
Office number: 3
Phone number: 2226. Mobile: 0795291599
Email: mohammedalzoubi191@G-mail.com

19 Other instructors:

Name:
Office number:
Phone number:
Email:

Name:
Office number:
Phone number:
Email:

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 explores how 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. Course aims and outcomes:

SLOs \ SLOs of the course	SLO (1) To employ what has been learned, in terms of the supportive concepts that facilitate TQM	SLO (2) To be able to manage the change process towards a TQM organization effectively.	SLO (3) To be able to determine the most suitable approach to be followed to ensure the successful implementation of TQM within an organization.	SLO (4) To be able to present one or more of the subjects discussed in the module in an acceptable manner.
1. Understand the purpose and TQM activities of quality management programs and the process of quality improvement in varied ethnically diverse practice settings.	∗			
2. Understand the basic principles, guidelines, and program requirements for a Total Quality Management (TQM)		∗		
3. Identify and explain specific tools and techniques for quality improvement			∗	
To encourage students to think about the Differentiate between product quality characteristics and service quality characteristics				∗

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22. Topic Outline and Schedule:

Week	Lecture	Topic	Teaching Methods*/platform	Evaluation Methods**	References
1	1.1	What is Quality	Microsoft team+ classroom	Interactions	Text book
	1.2	Total Quality Approach	Microsoft team+ classroom	Interactions	Text book
	1.3	How is Total Quality Different	Microsoft team	Interactions	Text book
2	2.1	Total Quality Pioneers	Microsoft team+ classroom	Interactions	Text book
	2.2	Cost of Poor Quality & Competitiveness	Microsoft team+ classroom	Interactions	Text book
	2.3	Competiveness and USA Economy	Microsoft team	Interactions	Text book
3	3.1	Family- Related Factors	Microsoft team+ classroom	Interactions	Text book
	3.2	Comparison of international competiveness	Microsoft team+ classroom	Interactions	Text book
	3.3	World class what it takes	Microsoft team	Interactions	Text book
4	4.1	Human factors that contribute to unethical behavior	Microsoft team+ classroom	Interactions	Text book
	4.2	Organizational factors that contribute to unethical behavior	Microsoft team+ classroom	Interactions	Text book
	4.3	Cost Benefit Analysis and Ethics	Microsoft team	Interactions	Text book
5	5.1	Guidelines for determining ethical behavior	Microsoft team+ classroom	Interactions	Text book
	5.2	The Role of Manager's in Ethics	Microsoft team+ classroom	Interactions	Text book
	5.3	Organization's Role in Ethics	Microsoft team	Interactions	Text book
6	6.1	Models for making ethical decisions	Microsoft team+ classroom	Interactions	Text book
	6.2	Beliefs vs. behavior, why disparity	Microsoft team+ classroom	Interactions	Text book
	6.3	Understanding what is a quality culture	Microsoft team	Interactions	Text book
7	7.1	How Organizational Culture can be Created	Microsoft team+ classroom	Interactions	Text book
	7.2	Laying foundation for quality culture	Microsoft team+ classroom	Interactions	Text book
	7.3	How to facilitate	Microsoft team	Interactions	Text book

		change			
8	8.1	What is Strategic Management	Microsoft team+ classroom	Interactions	Text book
	8.2	Component of strategic management	Microsoft team+ classroom	Interactions	Text book
	8.3	Creative Thinking in strategic planning	Microsoft team	Interactions	Text book
9	9.1	Five Steps for writing broad strategic development	Microsoft team+ classroom	Interactions	Text book
	9.2	Executing the Strategic Plan	Microsoft team+ classroom	Interactions	Text book
	9.3	Partnering or strategic alliances	Microsoft team	Interactions	Text book
10	10.1	Innovative alliances and partnerships	Microsoft team+ classroom	Interactions	Text book
	10.2	Internal Partnering	Microsoft team+ classroom	Interactions	Text book
	10.3	Emerging issues in supply chain Management	Microsoft team	Interactions	Text book
11	11.1	Understanding customer defined quality	Microsoft team+ classroom	Interactions	Text book
	11.2	Identify external customer needs	Microsoft team+ classroom	Interactions	Text book
	11.3	Quality function deployment and design improvement	Microsoft team	Interactions	Text book
12	12.1	Customers satisfaction process	Microsoft team+ classroom	Interactions	Text book
	12.2	Customer Retention	Microsoft team+ classroom	Interactions	Text book
	12.3	Establishing customer focus	Microsoft team	Interactions	Text book
13	13.1	Characteristics of customers driven organization	Microsoft team+ classroom	Interactions	Text book
	13.2	Customers loyalty model	Microsoft team+ classroom	Interactions	Text book
	13.3	Employee empowerment	Microsoft team	Interactions	Text book
14	14.1	Management tool or cultural change	Microsoft team+ classroom	Interactions	Text book
	14.2	Inhibitors of empowerment	Microsoft team+ classroom	Interactions	Text book
	14.3	Beyond Empowerment To Enlist	Microsoft team	Interactions	Text book
15	15.1	ISO 9000 and TQM	Microsoft team+ classroom	Interactions	Text book
	15.2	The most widely	Microsoft team+	Interactions	Text book

		used industry-specific applications of ISO 9001	classroom			

23. Evaluation Methods:

- Teaching methods include: Synchronous lecturing/meeting; Asynchronous lecturing/meeting
- Evaluation methods include: Homework, Quiz, Exam, pre-lab quiz…etc
- Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	Period (Week)	Platform
Quizzes	5 %	Provide students framework for understanding components of TQM	First two weeks	Microsoft teams+ classroom
Midterms	30 %	Assess abilities of students to TQM, designing short questions	November/25	classroom
Assignments	15 %	Relevant topic	December	Microsoft teams
Projects/Case Studies	10 %	Local	December	Microsoft teams
Final	40 %	All chapters	January/16	+ classroom

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

25. Course Policies:

A- Attendance policies: Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.
B- Absences from exams and submitting assignments on time: According to university policy
C- Health and safety procedures:
D- Honesty policy regarding cheating, plagiarism, misbehavior:
E- Grading policy: A, A-, B+, B, B-, C+, C , C-, D+, D, D-, F
F- Available university services that support achievement in the course:

26. References:

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

1. Bob Brotherton & Roy C. Wood (2016) Strategic Management in the Hospitality Industry. SAGE Handbook of Hospitality Management

B- Recommended books, materials and media:

2. E-learning material and slides

28. Additional information:

Name of Course Coordinator: Mohammad Al-Zoubi. Signature: ------------------ Date: ------------

Head of Curriculum Committee/Department: --------------------------- Signature: ------------------------

Head of Department: --- Signature: ----------------------

Head of Curriculum Committee/Faculty: -------------------------------------- Signature: ------------------

Dean: ---Signature: --

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