



Course Specifications

Course Title:	Quality Management
Course Code:	MKT1438
Program:	Bachelor in Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

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7. Course Identification

1. Credit hours:	3 Hours			
2. Course type				
a. University	<input type="checkbox"/>	College	<input type="checkbox"/>	Department <input checked="" type="checkbox"/>
				Others <input type="checkbox"/>
b. Required	<input type="checkbox"/>	Elective	<input checked="" type="checkbox"/>	
3. Level/year at which this course is offered:				
4. Pre-requisites for this course (if any):	MKT 1211			
5. Co-requisites for this course (if any):				

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Projects/Research Essays/Theses	2
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course introduces the basic principles of quality management in the context of the production of goods and services. It presents a systematic approach that allows any organization to adopt the integral management of quality. The course presents a set of approaches, techniques and tools that are necessary for successful quality management.

2. Course Main Objective

The course aims to:

1. Develop students' knowledge and skills in quality management.
2. Students will be familiar with both the quantitative tools of quality control of products and processes and the way in which these tools fit into a quality management system that touches every aspect of the organization.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Describe the Foundations of the quality management	K1
1.2	Outline the significance of customer, workforce and process Focus	K2
1.3	Recognize the Statistical Methods in Quality Management	K4
2	Skills:	
2.1	Recommend the appropriate measures for control quality	S1
2.2	Evaluate the Process Improvement and Six Sigma in quality management	S3
3	Competence:	
3.1	Demonstrate a comprehensive group/individual activities in coordination with the given guidelines	C1
3.2	Demonstrate information and communications technology in gathering, interpreting and communicating information and ideas.	C4

C. Course Content

No		Contact Hours
1	Foundations of Quality Management	6
2	Customer Focus	6
3	Workforce Focus	6
4	Process Focus	6
5	Statistical Methods in Quality Management	6
6	Design for Quality and Product Excellence	3
7	Measuring and Controlling Quality	3
8	Process Improvement and Six Sigma	3
9	Building and Sustaining Quality and Performance Excellence	3
10	Introduction to Quality	3
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Describe the Foundations of the quality management	Lectures Discussion	Written Examinations
1.2	Outline the significance of customer, workforce and process Focus		
1.3	Recognize the Statistical Methods in Quality Management		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.0	Skills		
2.1	Recommend the appropriate measures for control quality	Lectures Discussion	Assignment Essays
2.2	Evaluate the Process Improvement and Six Sigma in quality management	Case study	Written Examinations
3.0	Competence		
3.1	Demonstrate a comprehensive group/individual activity in coordination with the given guidelines	Independent study	Case studies analysis
3.2	Demonstrate information and communications technology in gathering, interpreting and communicating information and ideas.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homeworks/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	James R. Evans William M. Lindsay, 2017, <i>Managing for Quality and Performance Excellence</i> , 10th Edition, Cengage, ISBN-10: 1305662547, ISBN-13: 9781305662544
Essential References Materials	Author Web Sites
Electronic Materials	LMS
Other Learning Materials	Kélada, Joseph (1996). Integrating reengineering with total quality , Milwaukee, Wisc. , ASQC Quality Press. ISBN:0873893395

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2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> Peer reviewer 	<ul style="list-style-type: none"> Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none"> Faculty members 	<ul style="list-style-type: none"> Direct
Quality of learning resources	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT department council
Reference No.	Council meeting No.1
Date	08/09/2019

