



Course Specifications

Course Title:	Quality Management
Course Code:	MKT1438
Program:	Bachelors in Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar Al Uloom University

Table of Contents

A. Course Identification.....	3
6. Mode of Instruction (mark all that apply)	3
B. Course Objectives and Learning Outcomes.....	3
1. Course Description	3
2. Course Main Objective.....	3
3. Course Learning Outcomes	4
C. Course Content	4
D. Teaching and Assessment	4
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods	4
2. Assessment Tasks for Students	5
E. Student Academic Counseling and Support	5
F. Learning Resources and Facilities.....	5
1. Learning Resources	5
2. Facilities Required.....	6
G. Course Quality Evaluation	6
H. Specification Approval Data	6

A. Course Identification

1. Credit 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	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

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:

- Develop students' knowledge and skills in quality management.
- Students will be familiar with both the quantitative tools of quality control of products and processes.
- Understand how different 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	Possess knowledge and understanding of the foundations of the quality management	K1
1.2	Demonstrate advanced knowledge and understanding of processes, materials, techniques, and terminology in the field of quality management	K2
1.3	Possess knowledge and understanding of Statistical Methods in Quality Management.	K4
2	Skills	
2.1	Apply the main concepts, principles and theories related to quality management	S1
2.2	Evaluate the quality management system and its impact on marketing decisions	S2
3	Values	
3.1	Demonstrate entrepreneurial skills in building constructive work relationship that respect personal, professional and academic ethics.	V1
3.2	Demonstrate leadership in finding innovative and practical solutions to Quality Management issues.	V2

C. Course Content

No	List of Topics	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	6
7	Measuring and Controlling Quality	3
8	Process Improvement and Six Sigma	3
9	Building and Sustaining Quality and Performance Excellence	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	Possess knowledge and understanding of the foundations of the quality management	Lectures Discussion	Written Examinations
1.2	Demonstrate advanced knowledge and understanding of processes, materials,	Lectures Discussion	Written Examinations

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	techniques, and terminology in the field of quality management		
1.3	Possess knowledge and understanding of Statistical Methods in Quality Management.	Lectures Discussion	Written Examinations
2.0	Skills		
2.1	Apply the main concepts, principles and theories related to quality management	• Direct (Lectures and Discussion)	Assignment Essays Written Examinations
2.2	Evaluate the quality management system and its impact on marketing decisions	• Interactive learning	Written Examinations
3.0	Values		
3.1	Demonstrate entrepreneurial skills in building constructive work relationship that respect personal, professional and academic ethics.	• Students group Independent study (Group project)	• Course project (Rubric)
3.2	Demonstrate leadership in finding innovative and practical solutions to Quality Management issues.	• Direct (Individual assignment)	Presentations (Rubric) Discussions Projects (individual, Group work)

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	

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, Cengage Learning System
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.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	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	27/09/2022 

