## A COURSE MODULE DESCRIPTOR FORM

(Course Book)

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| Module Information | | | |
| **Course Module Title** | **Quality Management** | | |
| **ناونیشانی مۆدیۆل** | **بەرێوەبردنی جۆریەتی** | | |
| **عنوان الوحدة** | الادارة الجودة | | |
| **Course Module Type** | On Campus | **Module Code** | TO412QM |
| **ECTS Credits** | 3 | **Module Level** | 4th Grade |
| **Semester of Delivery** | Second Semester | **Dept. Code** | TU |
| **College (Code)** | College of Administration & Economics | | |
| **Module Website (CMW)** | <https://ums.lfu.edu.krd/> | | |
| **Module Leader (ML)** | Ronyaz Hayyas Mahmood | | |
| **e-mail** | [ronyaz.hayyas@lfu.edu.krd](mailto:ronyaz.hayyas@lfu.edu.krd) | | |
| **ML Acad. Title** | Assistant Lecture | **ML Qualification** | Master |
| **ML ORCID** | <https://orcid.org/my-orcid?orcid=0000-0003-2657-5366> | | |
| **ML Google Scholar Acc.** | <https://scholar.google.com/citations?user=Jpcoek4AAAAJ&hl=en> | | |
| **Course Module Tutor** | N/A | | |
| **Module Tutor email** | N/A | | |
| **Date Approved** | 19/12/2022 | **Version Number** | 1.0 |

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| Relation with Other Modules | |
| **Pre-requisites** | **N/A** |
| Module Aims, Learning Outcomes and Indicative Contents | |
| Module Introductory Description | Quality Management is the basic guidelines that organizations and managers should follow to successfully steer the employees towards a Quality goal.  The concept of Quality Management underpins all the activities described in this Model, and the aim of this Model is to provide a framework for what follows by defining the concepts of Quality Management, describing the various models of Quality Management and discussing its benefits and characteristics. The Model continues with a review of the PRIMARY ELEMENTS of Quality Management and the relationship between Quality Management and Tourism Service, and concludes with a discussion of The Seven Basic Tools of Total Quality. |
| Module Aims | The Model of Quality Management Is introduce the student to the most important concepts, tools and different methods of Manage quality service used in the field of Tourism Administration and how to Practice them. Therefore, the objectives of teaching Quality Management can be summarized as follows:  1- Demonstrate an understanding role of Quality and Quality Management.  2- Clarify The14 Principles Of The Deming Management Philosophy  3- Familiarity of the Quality Management benefits and PRIMARY ELEMENTS OF TQM.  4- Clarify the Costs of Quality.  5- Providing the student with the Implement Total Quality Management.  6-Introduce the student to the Seven Basic Tools of Total Quality Management. |
| Module  Learning Outcomes | At the end of course, students should:  1.Understand what is Quality and What is Quality Management?  2.Be familiar with The14 Principles of The Deming Management Philosophy.  3.Understand the Quality Management benefits and PRIMARY ELEMENTS OF TQM.  4. Discuss the Costs of Quality.  5. Understand Describe the Implement Total Quality Management.  6. Be familiar with the Seven Basic Tools of Total Quality Management. |
| Learning and Teaching Strategies | |
| **Strategies** | The module will be delivered to the students through the use modern technology, case study, reading material, flipped classroom, video and case analysis. The student-centered approach will be applied. The strategies to be implemented to target students learning outcome. |

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| Module Delivery | |
| **Structured workload (h/w)** | 3h/w |
| **Unstructured workload (h/w)** |  |
| **Total workload (h/w)** | 3 Hours |

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| Module Assessment | | | | |
| **A** | **Time/Number** | **Weight (Marks)** | **Week Due** | **Relevant Outcome** |
| Class Participation |  | 10% |  |  |
| Activity Group |  | 5% |  |  |
| Quiz |  | 5% |  |  |
| Midterm |  | 20% |  |  |
| Final Exam |  | 60% |  |  |
| Total |  | 100% (100 Marks) |  |  |

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| Learning and Teaching Resources | | |
|  | **Text** | **Available in the Library?** |
| **Required Texts** | 1. BESTERFIELD, D., BESTERFIELD-MICHNA, C., BESTERFIELD, G., BESTERFIELD-SACRE, M., URDHWARESHE, H., & URDHWARESHE, R. (2012). *Total Quality Management, 3rd edition.* India: Licensees of Pearson Education in South Asia. 2. Knowles, G. (2011). *Quality Mangement.* ISBN 978-87-7681-875-3: Quality Mangement & bookboon.com. 3. Kumar, S., Sathish, T., Balamurugan, M., & Balamurugan, G. (2017). *Total Quality Management.* INDIA: International Research Publication House. 4. MAUCH, P. D. (2018). *Quality Management Theory and Application.* United States of America : CRC Press . | Available Online |
| **Recommended Texts** | AbuKhalifeh, A., & Mat Som, A. (2012). Service Quality Management in Hotel Industry: A Conceptual Framework for Food and Beverage Departments. *International Journal of Business and Manegement; Vol. 7, No. 14;*, 135-141. | Yes |
| **Websites** | <https://lfu.edu.krd/> | |

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| **Delivery Plan (Syllabus)** | |
| **Week** | **Material Covered** |
| **Week 1** | **Chapter one: - Over view of QM**  Concept Quality Management |
| **Week 2** | **Chapter one: - Over view of QM**  History of Quality Management |
| **Week 3** | **Chapter one: - Over view of QM**  The 14 Principles Of The Deming Management Philosophy  Quality Management benefits. |
| **Week 4** | **Chapter one: - Over view of QM**  PRIMARY ELEMENTS OF TQM |
| **Week 5** | **Chapter Two: - Quality Management in Tourism**  Theories and Models in Service Quality  How important is the guest satisfaction for the hotel future? |
| **Week 6** | **Chapter Two: - Quality Management in Tourism**  What should be done by the hotels in order to improve their quality service? |
| **Week 7** | **Chapter Three: -** **Customer Satisfaction**  The Key Players in Total Quality Management: Customers, |
| **Week 8** | Midterm |
| **Week 9** | **Chapter Three: -** **Customer Satisfaction**  The Key Players in Total Quality Management: Suppliers, and Employees |
| **Week 10** | **Chapter Four: - Cost of Quality**  What Are the Costs of Quality? |
| **Week 11** | **Chapter Five: - Implement Total Quality Management**   1. “Plan: Quality Control Planning. 2. Do: Quality Control. |
| **Week 12** | **Chapter Five: - Implement Total Quality Management**   1. Check: Quality Assurance. 2. Act: Quality Improvement. |
| **Week 13** | **Chapter Six: - ISO & Basic Tools of Total Quality Management**  ISO Certifications, ISO 9000 |
| **Week 14** | **Chapter Six: - ISO & Basic Tools of Total Quality Management**  The Seven Basic Tools of Total Quality Management |
| **Week 15** | Final Exam |

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| Course Keywords |
| Quality, Quality Management, Quality in Tourism , Total Quality Management. |

### APPENDIX: (Help and Information)

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| Percentage to Grade Chart | | |
| Marks | Level | ئاست |
| 90 – 100 | Excellent | نایاب |
| 80 - < 90 | Very Good | زۆر باش |
| 70 - < 80 | Good | باش |
| 60 - < 70 | Medium | ناوەند |
| 50 - < 60 | Pass | پەسەند |
| 0 - < 50 | Fail | کەوتوو |