



MGMT19105 Quality Management

Term 3 - 2019

Profile information current as at 04/05/2024 10:36 am

All details in this unit profile for MGMT19105 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit provides an overview of all quality dimensions and elements in regards to production of goods and services. It focuses on the theories of quality management and principles of total quality management in a practical real world setting. This unit discusses the importance of global perspectives of competition, customer satisfaction, ethics and corporate social responsibility, organisational culture, employee empowerment and teams in relation to quality management and total quality systems. Selected quality tools and techniques for planning, controlling and improving quality such as statistical process control are addressed. Quality standards and ISO9000, implementation of total quality systems and continual improvement approaches are discussed.

Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Prerequisite: Minimum of 24 credit points

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 3 - 2019

- Brisbane
- Online

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Online Quiz(zes)**

Weighting: 20%

2. **Written Assessment**

Weighting: 30%

3. **Written Assessment**

Weighting: 50%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student feedback - Have your say survey

Feedback

Student quote: "The best aspect of this unit was learning about quality management, and it's application because, because it helped to understand how issues can be solved in a business and how to go about doing it."

Recommendation

It is recommended that the unit continues its focus on total quality management principles, prerequisites, process, tools and techniques and their practical application.

Feedback from Student feedback - Have your say survey

Feedback

Student quote: "The assessments were sensational, learnt a heap in putting theory into practice! So much so that the business I did my assessments on I am going to help put a QMS in place! I get to help do the real thing!"

Recommendation

It is recommended that the unit continues its focus on total quality management principles, prerequisites, process, tools and techniques and their practical application.

Feedback from Student feedback - Have your say survey

Feedback

Student quote: "I appreciated the value (20%) of the online quiz assessment. I was really pleased with the how Assessment 2 and 3 allowed me to apply what I had learnt through the course."

Recommendation

It is recommended that the unit continues to include a blend of theoretical and applied learning assessments. This includes having concept knowledge testing quizzes (20%) followed by applied learning assessment 1 (30%) and assessment 2 (50%).

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Explain the importance of quality management to organisations in a global context.
2. Discuss the principles and philosophy of quality management and total quality management.
3. Apply quality management tools and techniques.
4. Analyse the need for technical quality deployment (tools and techniques) and quality competence development (people) within organisations.
5. Critically assess quality attributes of goods, services and processes.
6. Design and appraise quality management programs.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
1 - Online Quiz(zes) - 20%	•	•			•	
2 - Written Assessment - 30%			•		•	
3 - Written Assessment - 50%	•	•		•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
1 - Communication	•	•	•	•	•	•
2 - Problem Solving		•	•	•	•	•
3 - Critical Thinking				•	•	•
4 - Information Literacy	•	•	•	•	•	•
5 - Team Work						
6 - Information Technology Competence			•	•	•	•
7 - Cross Cultural Competence						
8 - Ethical practice		•				•
9 - Social Innovation						
10 - Aboriginal and Torres Strait Islander Cultures						

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Online Quiz(zes) - 20%	•			•				•		
2 - Written Assessment - 30%	•	•	•	•		•				
3 - Written Assessment - 50%	•	•	•	•		•		•		

Textbooks and Resources

Textbooks

MGMT19105

Prescribed

Quality Management for Organizational Excellence: Introduction to Total Quality

Seventh New International Edition (2014)

Authors: Goetsch, D.L. & Davis, S.

Pearson Education

Harlow , England

ISBN: 9781292022338

Binding: Paperback

Additional Textbook Information

The Seventh Edition is now Out of Print. Limited copies are available at the CQUni Bookshop

here: <http://bookshop.cqu.edu.au> (search on the Unit code). eBooks can be purchased at the publisher's website here:

<https://pearson.com.au/9781292035536>

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Brian Carr Unit Coordinator

b.carr@cqu.edu.au

Schedule

Week 1- Understanding quality and total quality - 11 Nov 2019

Module/Topic	Chapter	Events and Submissions/Topic
Understanding Quality and Total Quality	Chapter 1: The Total Quality Approach to Quality Management	

Week 2- Quality, competitiveness, values and ethics - 18 Nov 2019

Module/Topic	Chapter	Events and Submissions/Topic
Quality, Competitiveness, Values and Ethics	Chapter 2 - Quality and global competitiveness Chapter 3- Quality Management, Ethics and CSR	

Week 3- Quality, culture and the customer - 25 Nov 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Quality, Culture and the Customer

Chapter 4: Quality culture
Chapter 7: Customer Satisfaction, Retention and Loyalty

Week 4- Quality, empowerment and team building - 02 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
Quality, empowerment and team building	Chapters 8: Employee empowerment Chapter 10: Team building and teamwork	1(a) - Online Quiz Individual Assessment Quiz 1(a) - Multiple Choice Open in Week 4 and Due in Week 5 Monday (16 Dec. 2019) 11:45 pm AEST

Vacation Week - 09 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Week 5- Tools for total quality management - 16 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
Tools for Total Quality Management	Chapter 15: Overview of Total Quality Tools	1(b) - Online Quiz Individual Assessment Quiz 1(b) - Multiple Choice Due: Week 5 Friday (20 Dec. 2019) 11:45 pm AEST Individual Assessment 1 - Multiple Choice Due: Week 5 Friday (20 Dec 2019) 11:45 pm AEST

Week 6- Statistical process control - 23 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
Statistical Process Control	Chapter 18: Optimising and Controlling Processes through Statistical Process Control	

Week 7- Quality problem solving and decision making - 06 Jan 2020

Module/Topic	Chapter	Events and Submissions/Topic
Quality Problem Solving and Decision Making	Chapter 16: Problem Solving and Decision Making	

Week 8- Quality function deployment - 13 Jan 2020

Module/Topic	Chapter	Events and Submissions/Topic
Quality Function Deployment	Chapter 17: Quality Function Deployment	Individual Assessment 2- Quality Management Tools and Techniques Due: Week 8 Friday (17 Jan 2020) 11:45 pm AEST

Week 9- ISO 9000 and Total Quality - 20 Jan 2020

Module/Topic	Chapter	Events and Submissions/Topic
ISO 9000 and Total Quality	Chapter 14: ISO 9000 and Total Quality	

Week 10- Implementing total quality management - 27 Jan 2020

Module/Topic	Chapter	Events and Submissions/Topic
Implementing Total Quality Management	Chapter 22: Implementing Total Quality Management	

Week 11- Continual improvement methods - 03 Feb 2020

Module/Topic	Chapter	Events and Submissions/Topic
Continual Improvement Methods	Chapter 19: Continual Improvement Methods with Six Sigma, Lean, and more	

Week 12- Total quality and benchmarking - 10 Feb 2020

Module/Topic	Chapter	Events and Submissions/Topic
Total Quality and benchmarking	Chapter 20: Benchmarking.	Individual Assessment 3 - Total Quality Management Proposal Due: Week 12 Friday (14 Feb 2020) 11:45 pm AEST

Exam Week - 17 Feb 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Individual Assessment 1 - Multiple Choice

Assessment Type

Online Quiz(zes)

Task Description

QUIZ CONTENT	OPENING DATE	CLOSING DATE
Quiz 1(a) : chapters 1, 2, 3 and 4	Week 4, (Monday) 02/12/2019, 09:00 AM AEST	Week 5, (Monday) 16/12/2019, 11:45 PM AEST
Quiz 1(b) : chapters 7, 8, 10 and 15	Week 5, (Monday) 16/12/2019, 09:00 AM AEST	Week 5, (Friday) 20/12/2019, 11:45 PM AEST

Instructions and advice:

- The quiz(zes) are designed to engage students with the unit content at the start of the unit and prepare students for the larger written assessment tasks.
- There are two online assessment quizzes (Quiz 1a and Quiz 1b).
- Both Quiz 1(a) and Quiz 1(b) are online multiple choice quiz(es) with 20 questions each.
- Each quiz is worth 10% of the final grade.
- There are 5 questions from each chapter. The questions are derived from the course textbook. Each question is worth 1/2 marks when scaled to the overall 10% for the assessment.
- Questions will not involve formula calculations.
- The quiz cannot be previewed and there is no negative marking.
- The quiz has a maximum time limit of 60 minutes.
- Additional assessment related information is available in-detail on the unit Moodle site.

Number of Quizzes

2

Frequency of Quizzes

Other

Assessment Due Date

Week 5 Friday (20 Dec 2019) 11:45 pm AEST

The Quiz assessments will be due in weeks 4 and 5.

Return Date to Students

Week 6 Friday (27 Dec 2019)

Assessment feedback will be provided online.

Weighting

20%

Assessment Criteria

Correct quiz answers

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Online

Learning Outcomes Assessed

- Explain the importance of quality management to organisations in a global context.
- Discuss the principles and philosophy of quality management and total quality management.
- Critically assess quality attributes of goods, services and processes.

Graduate Attributes

- Communication
- Information Literacy
- Ethical practice

2 Individual Assessment 2- Quality Management Tools and Techniques

Assessment Type

Written Assessment

Task Description

The assessment is designed for students to apply fundamental quality management tools and techniques. The assessment involves writing a 1000 word short business report that describes 'why', 'what' and 'how' the business will implement the use of any 2 of the Quality Management TOOLS or techniques described in the unit textbook chapters discussed during week 5, 6, 7 and 8. The tools or techniques you select must address a quality challenge within the business. In the report you will describe 'why' you are suggesting the selected quality management tool or technique. Then you need to describe 'what' the two quality management tools and techniques are, and how they work and address the business challenge.

Assessment task details and guidance will be provided on the unit Moodle site. Submit your report with a cover sheet showing the unit name and number, assessment number, your name and student number. Feel free to discuss your assessment ideas in the unit discussion forum before you complete and submit the assessment. Kindly be advised that the assessment must be submitted within the specified time stated as late submissions will attract penalty as per CQU policy.

Assessment Due Date

Week 8 Friday (17 Jan 2020) 11:45 pm AEST

All assessments are to be submitted online

Return Date to Students

Week 10 Friday (31 Jan 2020)

Assessment feedback will be provided online in Feedback Studio using Turnitin

Weighting

30%

Assessment Criteria**Your report must demonstrate:**

1. Thorough understanding of relevant quality management concepts, principles, theories, tools and models related to the assessment task. 60%
2. Appropriate, well-structured, concise and clear expression of quality management arguments. 10%
3. Clear flow of thought throughout the paper with a clear and succinct purpose described in the introduction, and a clear and succinct conclusion. 10%
4. Critical review of skills and integration of relevant academic literature. A minimum of five (5) academic journals must be used. 10%
5. Appropriate use of within text referencing and having a reference list at the end of the report (APA Reference Style). 5%
6. Clarity of expression, grammar and spelling. Appropriate report format within ($\pm 10\%$) the word limit of 1000 words. 5%

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Online. Upload a Word Document.

Learning Outcomes Assessed

- Apply quality management tools and techniques.
- Critically assess quality attributes of goods, services and processes.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence

3 Individual Assessment 3 - Total Quality Management Proposal

Assessment Type

Written Assessment

Task Description

You are required to write a 2500 word short report to the owner and the board of the business that describes 'why', 'what' and 'how' the business will implement Total Quality Management (TQM).

1. Describe 'why' TQM or parts of it should be implemented in the business. The owner will want to know what the business rationale is and what business benefits the initiative is targeting. In other words: Why should they pay attention to your TQM proposal? What are the visible changes in the business once TQM is implemented?
2. Describe 'what' you want to implement within the business as part of the TQM initiative. In other words: What quality management concepts, principles and tools do you want to implement within the business to achieve the business benefits? This must be supported by appropriate references.
3. Describe 'how' you intend to implement the TQM initiative within the business. Outline a short plan that lists the steps in implementing TQM within the business. This is a simple list of sequential steps written in plain Australian English describing what will be done, why it will be done, and who will do it. It should be clear to the reader what is involved in each of the steps. This must be supported by appropriate references.

Feel free to discuss your assessment ideas in the unit discussion forum before you complete and submit the assessment. Kindly be advised that the assessment must be submitted within the specified time stated and late submissions will attract penalty as per CQU policy.

Assessment Due Date

Week 12 Friday (14 Feb 2020) 11:45 pm AEST

All assessments are to be submitted online

Return Date to Students

Return to students in two weeks after submission deadline. Assessment feedback will be provided online in Feedback Studio using Turnitin.

Weighting

50%

Assessment Criteria**Your report must demonstrate:**

- Thorough understanding of relevant quality management concepts, principles, theories, tools and models in regards to the assessment tasks. 60%
- Appropriate, well structured, concise and clear expression of quality management arguments. 10%
- Clear flow of thought throughout the paper with a clear and succinct purpose described in the introduction, and a clear and succinct conclusion. 10%
- Critical review of skills and integration of relevant academic literature. A minimum of eight (8) academic journals must be used. 10%
- Appropriate use of within text referencing and a reference list at the end of the report. Adherence to APA Reference Style. 5%
- Clarity of expression, grammar and spelling. Appropriate presentation format within ($\pm 10\%$) of the word limit of 2500 words. 5%

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Submit Online as a Word document

Learning Outcomes Assessed

- Explain the importance of quality management to organisations in a global context.
- Discuss the principles and philosophy of quality management and total quality management.
- Analyse the need for technical quality deployment (tools and techniques) and quality competence development (people) within organisations.
- Critically assess quality attributes of goods, services and processes.
- Design and appraise quality management programs.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem