



MGMT19105 Quality Management

Term 2 - 2020

Profile information current as at 20/06/2021 10:59 pm

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 2 - 2020

- Brisbane
- Melbourne
- Online
- Perth
- Rockhampton
- Sydney

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

■ N/A Level ■ Introductory Level ■ Intermediate Level ■ Graduate Level ■ Professional Level ■ Advanced Level

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						

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes								
	1	2	3	4	5	6	7	8	9
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 Quality7th (2013)

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

Pearson Education

ISBN

Binding: Paperback

Additional Textbook Information

If you prefer to study with a paper copy, they are available at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code). eBooks are available at the publisher's website.

[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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Imran Ali Unit Coordinator

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Schedule

Week 1 - 13 Jul 2020

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

Week 2 - 20 Jul 2020

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 - 27 Jul 2020

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 - 03 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Quality, empowerment and team building	Chapters 8: Employee empowerment Chapter 10: Team building and teamwork	Individual Assessment Quiz 1(a) - Multiple Choice Due: Week 4 Friday (7 Aug. 2020) 11:45 pm AEST

Week 5 - 10 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Tools for Total Quality Management	Chapter 15: Overview of Total Quality Tools	Individual Assessment Quiz 1(b) - Multiple Choice Due: Week 5 Friday (16 Aug. 2019) 11:45 pm AEST Individual Assessment 1 - Multiple Choice Due: Week 5 Friday (14 Aug. 2020) 11:45 pm AEST

Vacation Week - 17 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 24 Aug 2020

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

Week 7 - 31 Aug 2020

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

Week 8 - 07 Sep 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 Thursday (10 Sep. 2020) 11:45 pm AEST Individual Assessment 2- Quality Management Tools and Techniques Due: Week 8 Thursday (10 Sep 2020) 11:45 pm AEST

Week 9 - 14 Sep 2020

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

Week 10 - 21 Sep 2020

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

Chapter 22: Implementing Total Quality Management

Week 11 - 28 Sep 2020

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

Week 12 - 05 Oct 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 Tuesday (6 Oct. 2020) 11:45 pm AEST Individual Assessment 3 - Total Quality Management Proposal Due: Week 12 Tuesday (6 Oct 2020) 11:45 pm AEST

Review/Exam Week - 12 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 19 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Individual Assessment 1(a) & 1(b)- Online Quiz

Assessment Type

Online Quiz(zes)

Task Description

This assessment 1(a) and 1(b) contain two online quizzes that are designed to engage students with the course contents at the start of the course and prepare them for the larger written assessments. Each quiz has 20 multiple choice questions with a time limit of 60 minutes .

Quiz 1(a): The questions relate to:

- Week 1, chapter 1: The Total Quality Approach to Quality Management.
- Week 2, chapter 2: Quality and Global Competitiveness.
- Week 2, chapter 3: Quality Management, Ethics and Corporate Social Responsibility.
- Week 3, chapter 4: Quality Culture.

There are about 5 questions from each chapter.

Quiz 1(b): The quiz relates to the following textbook chapters:

- Week 3, chapter 7: Customer Satisfaction, Retention, and Loyalty.
- Week 4, chapter 8: Employee Empowerment.
- Week 4, chapter 10: Team Building and Teamwork.
- Week 5, chapter 15: Overview of Total Quality Tools.

There are 5 questions from each chapter.

Number of Quizzes

Frequency of Quizzes

Assessment Due Date

Return Date to Students

Weighting

20%

Assessment Criteria

Each quiz question is worth 1/2 marks when scaled to the overall 10% for each quiz or 20% for both quizzes. Questions will not involve formula or calculations. Please note that the quiz cannot be previewed.

Assessment quiz questions and answers will not be released to students. This is done purposely to minimise academic misconduct by students. Academic misconduct is taken seriously by the university and is to be avoided wherever possible.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

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.

Assessment Due Date

Week 8 Thursday (10 Sep 2020) 11:45 pm AEST

Please submit the assessment on-time to avoid late penalty.

Return Date to Students

Week 10 Friday (25 Sep 2020)

Weighting

30%

Assessment Criteria

Your report will be assessed according to the following 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 and 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 skills and integration of relevant academic and profession literature. A minimum of four (4) academic journals must be used. 10%
- Appropriate in text referencing and reference list. Adherence to CQUniversity APA Reference Style. 5%
- Clarity of expression, grammar and spelling. Appropriate presentation format within ($\pm 10\%$) of the word limit:

1000 words. 5%

Late submissions will be penalised at the rate of five per cent of the total marks available for the assessment each calendar day (full or part) it is overdue as per the CQUniversity Policy: Assessment of Coursework, section 3.2.4.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Submit in Moodle

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.

Assessment Due Date

Week 12 Tuesday (6 Oct 2020) 11:45 pm AEST

Return Date to Students

The result will be released after certification of grades

Weighting

50%

Minimum mark or grade

Minimum 50% marks are required to pass this assessment

Assessment Criteria

Your report will be assessed according to the following 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 and 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 skills and integration of relevant academic and profession literature. A minimum of eight (8) academic journals must be used. Correct paraphrasing and negligible (less than 10%) Turnitin Similarity score. 10%
- Appropriate in text referencing and reference list. Negligible Turnitin Similarity score. Adherence to CQUniversity APA Reference Style. 5%
- Clarity of expression, grammar and spelling. Appropriate presentation format - cover page and within ($\pm 10\%$) of the word limit: 2500 words. 5%

Late submissions will be penalised at the rate of five per cent of the total marks available for the assessment each calendar day (full or part) it is overdue as per the CQUniversity Policy: Assessment of Coursework, section 3.2.4.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Submit in Moodle

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.

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

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.