



MGMT19105 *Quality Management*

Term 3 - 2020

Profile information current as at 20/06/2021 11:13 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 3 - 2020

- 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 Have your say

Feedback

I have learned about total quality within an organization. The unit helped me to get an overall idea of how total quality management plays a major role in today's businesses.

Recommendation

The unit coordinator should continue to update the assessments linking recent industry issues with theoretical knowledge of total quality management.

Feedback from Have your say

Feedback

This was a thorough and engaging unit. I found the resources useful in my understanding of the course content, and overall I was satisfied that I learned a great deal from this unit.

Recommendation

Students are quite happy with the available resources. However, it is recommended that the resources should be updated in each term to bring in recent perspectives.

Feedback from Have your say

Feedback

Found workshop sessions very interesting

Recommendation

The workshop materials should be updated each term including recent business problems and their reliable solutions.

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%	•	•			•	

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
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 9781292022338

Binding: eBook

Additional Textbook Information

If you prefer to study with a paper text, they are available for purchase at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

[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

No referencing style set.

Teaching Contacts

Brian Carr Unit Coordinator

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Tage Andersson Unit Coordinator

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Schedule

Week 1 - 09 Nov 2020

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

Week 2 - 16 Nov 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 - 23 Nov 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 - 30 Nov 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: Week 4, Sunday (6 Dec. 2020) 11:45 pm AEST

Vacation Week - 07 Dec 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Week 5 - 14 Dec 2020

Module/Topic	Chapter	Events and Submissions/Topic
Tools for Total Quality Management	Chapter 15: Overview of Total Quality Tools	

Week 6 - 21 Dec 2020

Module/Topic	Chapter	Events and Submissions/Topic
Statistical Process Control	Chapter 18: Optimising and Controlling Processes through Statistical Process Control	Individual Assessment Quiz 1(b) - Multiple Choice: Week 6 Thursday (24 Dec. 2020) 11:45 pm AEST.

Vacation Week - 28 Dec 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Week 7 - 04 Jan 2021

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

Week 8 - 11 Jan 2021

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 (15 Jan 2021) 11:45 pm AEST Individual Assessment 2- Quality Management Tools and Techniques Due: Week 8 Friday (15 Jan 2021) 11:45 pm AEST

Week 9 - 18 Jan 2021

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

Week 10 - 25 Jan 2021

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

Chapter 14: ISO 9000 and Total Quality

Week 11 - 01 Feb 2021

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

Week 12 - 08 Feb 2021

Module/Topic	Chapter	Events and Submissions/Topic
Total Quality and benchmarking	Chapter 20: Benchmarking	Individual Assessment 3 - Total Quality Management Implementation Due: Week 12 Thursday (11 Feb. 2021) 11:45 pm AEST Individual Assessment 3 - Implementation of Total Quality Management Due: Week 12 Thursday (11 Feb 2021) 11:45 pm AEST

Exam Week - 15 Feb 2021

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.

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.

The quiz has a maximum time limit of 60 minutes but please remember some time is required for the server to record your attempt.

The online quiz is available 24 hours a day.

Assessment quiz questions and answers will not be released to students until the final assessment. 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.

This means you should submit the quiz before the 60th minute.

Number of Quizzes

Frequency of Quizzes

Assessment Due Date

Quiz 1(a) is due in Week 4, while Quiz 1(b) is due in Week 6.

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 until the grade finalisation. 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.

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 to improve your understanding of quality management tools and their application to analyse and solve real-world quality related problems. Select an organization of your choice (For example, McDonalds Restaurants, Apple, Samsung, or Woolworths Supermarkets Australia). It's better that the organisation has a lot of publicly available information; otherwise, it may be a bit difficult for you to identify the key problem(s) or issues of the organisation. You are required to write a 1000-word short report using ANY two (2) of the quality management tools or techniques described in the unit textbook (Chapter 15). The tools that you select must address a quality challenge (e.g., customer dissatisfaction, shipment delays, long waiting times or other) within the organisation.

- 1. Describe 'what' is/are the underlying quality related issue/s faced by the selected organisation (e.g., customer dissatisfaction, process variability, shipment delays, long waiting times or other).**

1. Describe 'what' the two quality management tools and techniques are and how they these are relevant to the given quality problems.
1. Describe 'how' to implement the selected tools within the business. Use associated figures and diagrams to support your argument.

Note: You can make few assumptions about the information you use to describe the business. Do not use up a lot of words doing this, and try to keep it realistic.

Submit your assessment paper with a cover sheet showing the i) unit name and number, ii) assessment number and business name, iii) your name and student number.

Assessment Due Date

Week 8 Friday (15 Jan 2021) 11:45 pm AEST
A late penalty @ 5% per day will be applied.

Return Date to Students

Week 10 Friday (29 Jan 2021)
The grade will be released in Moodle.

Weighting

30%

Assessment Criteria

- Succinct purpose described in the introduction and a clear and succinct conclusion. 10%
- Identification of quality related issue in the selected organisation and discussion of two quality management tools, and their relevance to the identified quality issues . 30%
- Discussion on implementation of two quality management tools. 30%
- Critical review skills and integration of relevant literature. 10%
- Appropriate in text referencing and reference list. Adherence to CQUniversity APA Reference Style. A minimum of four (4) academic journals. 10%
- Clarity of expression, grammar and spelling. Appropriate presentation format within of the word limit: 1000 words ($\pm 10\%$). 10%

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 Submission

The assessment submission must be made online. The file submitted must be a Microsoft Word Format (.doc or .docx) document.

Submission

Online

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 - Implementation of Total Quality Management

Assessment Type

Written Assessment

Task Description

The assessment is designed to build your skills and knowledge of applying total quality management concepts in an organisation. The assessment involves writing a 2500-word business report.

Select an organization (private, public or non for profit) of your own choice. The business must ideally be

mentioned by name in the report. If there are confidentiality concerns then you can write a pseudo name of the organization and give a brief background on its industry/context. Also mention in the report that it is a hypothetical name giving confidentiality reasons.

Assume that you are the manager of the selected organization and you have been assigned the task to implement Total Quality Management within the organization.

1. Describe what are the total quality management related challenges faced by your organisation and what business benefits your organisation is targeting. In other words: Why should they pay attention to your TQM proposal? W
1. Describe 'what' is the key concept of total quality management and what are the visible changes in the business once TQM is implemented? This must be supported by appropriate references.
1. Describe 'how' to implement the TQM initiative within the selected organisation. For the purpose, refer to Chap 22 (page. 452, Figure 10) and describe 20-step implementation process.

Assessment Due Date

Week 12 Thursday (11 Feb 2021) 11:45 pm AEST

A late penalty @ 5% will be applied

Return Date to Students

Grades will be released after certification

Weighting

50%

Assessment Criteria

- Succinct purpose described in the introduction and a clear and succinct conclusion. 10%
- Identification of total quality management related issues in the selected organisation and description of key concept of total quality management and its relevance to the identified quality issues . 20%
- Implementation of 20-step total quality management tool. 40%
- Critical review skills and integration of relevant literature. 10%
- Appropriate in text referencing and reference list. Adherence to CQUniversity APA Reference Style. A minimum of four (4) academic journals. 10%
- Clarity of expression, grammar and spelling. Appropriate presentation format within of the word limit: 2500 words ($\pm 10\%$). 10%

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 Submission

The assessment submission must be made online. The file submitted must be a Microsoft Word Format (.doc or .docx) document.

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.
- 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.