



MGMT19105 Quality Management

Term 3 - 2023

Profile information current as at 10/04/2024 01:30 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 - 2023

- 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 Unit Coordinator.

Feedback

Assessment update.

Recommendation

Assessment items will be revised and updated where necessary.

Feedback from Students and Moodle data.

Feedback

Comprehensive and timely marking feedback has been consistently provided. However, in the latest unit delivery, only between 18% (A3) and 35% (A2) of students found and read the comprehensive and constructive marking feedback provided. Thus, students need to find and read it.

Recommendation

The unit website will provide a video about the importance of finding and reading assessment marking feedback.

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

Edition: 9th (2021)

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

Pearson

Hoboken , New Jersey , USA

ISBN: 978-0-13-557732-5

Binding: eBook

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

Brian Carr Unit Coordinator

b.carr@cqu.edu.au

Schedule

Week 1: Introduction to Total Quality Management - 06 Nov 2023

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

Week 2: Quality - Competitiveness, Values, and Ethics - 13 Nov 2023

Module/Topic	Chapter	Events and Submissions/Topic
Quality - Competitiveness, Values, and Ethics	Chapter 2 - Quality and Global Competitiveness Chapter 4 - Quality Management, Ethics and Corporate Social Responsibility	

Week 3: Quality - Culture and the Customer - 20 Nov 2023

Module/Topic	Chapter	Events and Submissions/Topic
Quality - Culture and the Customer	Chapter 6: Quality Culture Chapter 7: Customer Satisfaction, Retention and Loyalty	

Week 4: Quality - Empowerment and Team Building - 27 Nov 2023

Module/Topic	Chapter	Events and Submissions/Topic
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Quality - Empowerment and Team Building

Chapters 8: Employee Empowerment
Chapter 10: Team Building and Teamwork

Vacation Week - 04 Dec 2023

Module/Topic	Chapter	Events and Submissions/Topic
There are no scheduled activities for this week	There are no scheduled readings for this week	

Week 5: Tools for Total Quality Management - 11 Dec 2023

Module/Topic	Chapter	Events and Submissions/Topic
Tools for Total Quality Management	Chapter 15: Overview of Total Quality Tools	Individual Assessment Quiz 1(a) - Multiple Choice Due: Week 5, Friday (15 December 2023) 11:45 pm AEST.

Week 6: Quality - Problem Solving and Decision Making - 18 Dec 2023

Module/Topic	Chapter	Events and Submissions/Topic
Quality - Problem Solving and Decision Making	Chapter 16: Problem Solving and Decision Making	Individual Assessment Quiz 1(b) - Multiple Choice Due: Week 6 Friday (22 December 2023) 11:45 pm AEST.

Vacation Week - 25 Dec 2023

Module/Topic	Chapter	Events and Submissions/Topic
There are no scheduled activities for this week	There are no scheduled readings for this week	

Week 7: Quality Function Deployment - 01 Jan 2024

Module/Topic	Chapter	Events and Submissions/Topic
Quality Function Deployment	Chapter 17: Quality Function Deployment	

Week 8: Statistical Process Control - 08 Jan 2024

Module/Topic	Chapter	Events and Submissions/Topic
Statistical Process Control	Chapter 18: Optimising and Controlling Processes through Statistical Process Control	Individual Assessment 2 - Application of Quality Management Tools Due: Week 8 Friday (12 Jan 2024) 11:45 pm AEST

Week 9: Implementing Total Quality Management - 15 Jan 2024

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

Week 10: ISO 9000 and Total Quality - 22 Jan 2024

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

Week 11: Continuous Quality Improvement - 29 Jan 2024

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

Week 12: Just-in-time and Lean Manufacturing - 05 Feb 2024

Module/Topic	Chapter	Events and Submissions/Topic
Just-in-Time and Lean Manufacturing	Chapter 21: Just-in-Time / Lean Manufacturing (JIT/Lean)	Individual Assessment 3 - Implementation of Total Quality Management Due: Week 12 Friday (9 Feb 2024) 11:45 pm AEST

Assessment Tasks

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

Assessment Type

Online Quiz(es)

Task Description

This assessment 1(a) and 1(b) contain two online quizzes that are designed to engage students with the unit content 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 the following textbook chapters:

- Week 1, Chapter 1: The Total Quality Approach to Quality Management.
- Week 2, Chapter 2: Quality and Global Competitiveness.
- Week 2, Chapter 4: Quality Management, Ethics and Corporate Social Responsibility.
- Week 3, Chapter 6: 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.

See the assessment criteria for further details.

Number of Quizzes

Frequency of Quizzes

Assessment Due Date

Quiz 1(a) is due in Week 5, while Quiz 1(b) is due in Week 6.

Return Date to Students

Weighting

20%

Assessment Criteria

The questions are derived from the unit textbook.

Each question is worth 0.5 marks when scaled to the overall 20% for the assessment.

Questions will not involve formula calculations.

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

The online quiz is available 24 hours a day.

Assessment quiz questions and answers will not be released to students until the final assessment is submitted. This is done purposely to minimise academic misconduct by students.

Academic misconduct is taken seriously by the university and must be avoided.

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 - Application of Quality Management Tools

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 two (2) Quality Management tools or techniques. The tools or techniques you select must address a quality challenge within the business. Assessment task, details, and guidance will be provided on the unit Moodle website.

Assessment Due Date

Week 8 Friday (12 Jan 2024) 11:45 pm AEST

Return Date to Students

Week 10 Friday (26 Jan 2024)

Weighting

30%

Assessment Criteria

Your report will be assessed according to the following criteria.

Your report must demonstrate:

- Clear identification of the quality related issue in the selected organisation and discussion of two quality management tools, and their relevance to the identified quality issues. 30%
- Clear discussion about the implementation of two quality management tools. 25%
- Clear flow of thought throughout the report with a convincing executive summary; clear and succinct purpose described in the introduction; relevant structure and content within the body of the report; and a clear and succinct conclusion. 15%
- Critical review skills and integration of relevant literature. A minimum of five (5) academic and professional references must be used 10%
- Appropriate in text referencing and reference list. Adherence to CQUniversity APA Reference Style. Correct paraphrasing. 10%
- Clarity of expression, grammar and spelling. Appropriate format within the word limit: 1000 words ($\pm 10\%$). 10%

Late submissions will be penalised at the rate of five percent 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.

Referencing Style

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

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 practice in an organisation of your choice. The assessment involves writing a 2000-word Total Quality Management improvement proposal in the form of a business report. Assessment tasks, details, and guidance will be provided on the unit Moodle website.

Assessment Due Date

Week 12 Friday (9 Feb 2024) 11:45 pm AEST

Return Date to Students

Final grades will be released on Certification of Grades day 1 March 2024.

Weighting

50%

Assessment Criteria

Your report will be assessed according to the following criteria.

Your report must demonstrate:

- Identification of Total Quality Management related issues in the selected organisation. Description of the concept of Total Quality Management and its relevance to the identified quality issues. 30%
- Appropriate and well structured description of the implementation of Total Quality Management improvements within the selected organization. 25%
- Clear flow of thought throughout the report with a convincing executive summary; clear and succinct purpose described in the introduction; relevant structure and content within the body of the report; and a clear and succinct conclusion. 15%
- Critical review skills and integration of relevant literature. A minimum of eight (8) academic and professional references must be used. 10%
- Appropriate in text referencing and reference list. Adherence to CQUniversity APA Reference Style. Correct paraphrasing. 10%
- Clarity of expression, grammar and spelling. Appropriate format within the word limit: 2000 words ($\pm 10\%$). 10%

Late submissions will be penalised at the rate of five percent 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.

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.
- 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