

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	BUSINESS AND ECONOMICS		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>DIVISION</b>	BUSINESS ADMINISTRATION		
<b>LEVEL OF STUDY:</b>	Undergraduate		
<b>COURSE UNIT CODE:</b>	<b>1107502</b>	<b>SEMESTER OF STUDY</b>	5
<b>COURSE TITLE:</b>	Total Quality Management		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures - Workshops		5	6
<b>COURSE UNIT TYPE:</b>	Special Background Course		
<b>PREREQUISITES :</b>			
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	Greek		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	Yes		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://moodle.teipir.gr/course/view.php?id=98">http://moodle.teipir.gr/course/view.php?id=98</a>		

### 2. LEARNING OUTCOMES

#### Learning Outcomes

The aim of this course is to introduce students to the philosophy and principles of Total Quality Management (TQM) as well as to provide them with the underlying principles and techniques of Total Quality Management (TQM) with emphasis on their application to organizations.

By the end of this course, student should be able to:

- Develop and understanding on Total Quality Management (TQM) philosophies and frameworks.
- Develop in-depth knowledge on various tools and techniques of Total Quality Management (TQM).
- Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.
- Develop a strategy for implementing TQM in an organization.
- Identify the key aspects of the quality improvement cycle.
- Select and use appropriate tools and techniques for controlling, improving and measuring quality.

#### General Skills

- Teamwork
- Search, analysis and synthesis of data with the use of new technologies
- Decision-making
- Planning and management of projects

### 3. COURSE CONTENTS

- Introduction to Total Quality Management (TQM)
- History of TQM
- Application of Total Quality Management in Business
- Organization and implementation of TQM
- Satisfaction - Customer Service
- The Concept of Customer
- Customer Service Chain
- Factors that adds value to the customers ,
- Criteria of Customer Service

- Quality Management Systems - Standards
- Basic Philosophy of Quality Management Systems management
- Effectiveness - Flexibility - Efficiency of Procedures
- Developing Performance Indicators Process ,
- Chart Process
- Improvement Strategy ,
- Improvement Process ,
- Feedback Quality Management System
- Cost of Quality
- Categories o Cost of Quality
- Cost of services provided,
- Development Cost - Installation , Implementation - Maintenance Quality Management System

#### 4. TEACHING METHODS - ASSESSMENTS

<b>MODE OF DELIVERY</b>	In-Class												
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	<p><b>Use of ICT in Teaching:</b> Google Drive, ORLAB EU, MUSA (Multicriteria Satisfaction Analysis), SPSS, Word Processing, Presentations, Spreadsheets, Support of the learning process through the e-class platform (Moodle). Office 365.#</p> <p><b>Use of ICT in Communication :</b> Email, Course Website, Lecturer Website, Social Networks (Facebook, Twitter)</p>												
<b>TEACHING METHODS</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Method description</i></th> <th style="text-align: center;"><i>Semester Workload</i></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Lectures</td> <td style="text-align: center;">39</td> </tr> <tr> <td style="text-align: center;">Class work/Workshop</td> <td style="text-align: center;">26</td> </tr> <tr> <td style="text-align: center;">Preparation of Group Project</td> <td style="text-align: center;">30</td> </tr> <tr> <td style="text-align: center;">Independent and Directed Learning</td> <td style="text-align: center;">55</td> </tr> <tr> <td style="text-align: center;"><b>Total</b></td> <td style="text-align: center;"><b>150</b></td> </tr> </tbody> </table>	<i>Method description</i>	<i>Semester Workload</i>	Lectures	39	Class work/Workshop	26	Preparation of Group Project	30	Independent and Directed Learning	55	<b>Total</b>	<b>150</b>
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<b>ASSESSMENT METHODS</b>	<p><b>Language Assessment:</b> Greek</p> <p><b>Final Examination (50%) (Summative Evaluation)</b> includes: Multiple choice questions or true/false questions. Short answer questions and problems solve. The examination would take place with open books and notes.</p> <ul style="list-style-type: none"> <li>▪ <u>Evaluation Objective:</u> To understand the fundamentals of the course.</li> <li>▪ <u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</li> </ul> <p><b>Group Project (40%) (Summative Evaluation):</b> Measuring Customer Satisfaction Survey.</p> <ul style="list-style-type: none"> <li>▪ <u>Evaluation Objective:</u> To examine students' skills in Measuring Customer Satisfaction Survey and to enhance students' teamwork skills.</li> <li>▪ <u>Evaluation Criteria:</u> Criteria for process might include things like: adoption of group roles and responsibilities, development of negotiation and leadership skills, demonstration of creative problem solving, responsiveness to feedback from group members, evidence of conflict management and resolution,</li> </ul>												

	<p>evidence of reflective listening, appropriate organisation and time management, commitment to group processes, extent of contribution (e.g. gathering and researching information, preparing written reflections), written report, oral presentation, portfolio, design, performance).</p> <p><b>Oral Presentation of Teamwork Project (10%):</b></p> <ul style="list-style-type: none"> <li>▪ <u>Evaluation Objective:</u> The oral presentation of teamwork project.</li> <li>▪ <u>Evaluation Criteria:</u> The use of professional presentation software, conclusions and recommendation, the language use, correct tone, the completeness of answers to questions</li> </ul> <p>Evaluation criteria are explicitly referred on the site of the course for each learning activity.</p>
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## 5. RESOURCES

### - Recommended Book :

#### In Greek

- Zavlanos, M. (2006), The Quality of Provided Services and Products. Athens, Stamoulis Publishing. (In Greek).
- Tsiotras, G. (2002), Quality Improvement. Athens, Benos Publishing. (In Greek).
- Grigoroudis B., Siskos G. (2000), Service Quality and Customer Satisfaction Measurement, New Technologies Publications. (In Greek).
- Dervitsiotis, K. (2001), Competitiveness and Total Quality Management, Athens, 2nd Edition, Interbooks. Publishing. (In Greek).
- Zavlanos, M. (2003), The Total Quality in Education. Athens, Stamoulis Publishing. (In Greek).
- Logothetis, N. (1992), Total Quality Management, from Deming to Taguchi and SPC», TQM HELLAS INTERBOOKS Publishing. (In Greek).
- Spanos, A. (1993), Total Quality Management, Galaios Publishing. (In Greek). (In Greek).

#### In Foreign Language

- Crosby, P. B., Quality is free: the art of making quality certain, New York: McGraw-Hill, 1979.
- Deming, W.E. (2000), Out of the Crisis, MIT Press, Cambridge, MA.
- Evans J.R. and Lindsay W.M. (1999) The Management and Control of Quality, 4th edition, South-Western College Publishing, Ohio.
- Feigenbaum. A.V. (1983) Total Quality Control 3rd ed. New York: McGraw-Hill.
- Fortuna RM. (1990), The quality imperative. In E. C. Huges (Ed.) Total quality: An executive's guide for the 1990s (pp. 3-25). Homewood, IL: Dow Jones-Irwin.
- Goetsch, D.L., and Davis, S.B. (2006), Quality Management: Introduction to Total Quality Management for Production, Processing, and Services. Pearson Prentice Hall, Upper Saddle River, NJ.
- Juran, M., (2004), Architect of Quality: the autobiography of Dr. Joseph M. Juran, Mc Graw Hill, New York.
- Nanda, V., (2005), Quality Management System Handbook for Product Development Companies, CRC Press, Florida.
- Oakland, J., S., (1993), Total Quality Management, 2nd ed, Heinemann, Oxford
- Shewhart, Walter A. (1931). "Economic control of quality of manufactured product. New York: D. Van Nostrand Company.

**Internet resources:**

- <http://www.elot.gr>
- <http://www.iso.org>
- <http://www.efqm.org>

**Selected articles from the following journals:**

- Total Quality Management and Business Excellence - Taylor & Francis.
- Journal of Quality Management – Elsevier.
- Quality and Reliability Engineering International - Wiley InterScience.
- Quality Engineering - Taylor & Francis.
- Quality Progress – Wilson.
- The Quality Assurance Journal - Wiley InterScience..

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