



Syllabus

Quality Management and Customer Service

August – december 2015

Teachers:

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I. Course General Information

Course	: Quality Management and Customer Service	Code	: 04420
Pre-course:	Applied Statistics	Semestre:	2015-2
Credits	: 04	Ciclo	: IX
Teachers	: Malena Merino-Reyna Edgardo Palza Vargas	e-mail	: mmerino-reyna@esan.edu.pe epalza@esan.edu.pe

II. Summary

This course introduces the students with the principles of quality, control techniques, quality assurance issues and quality management methods. The aim is to familiarize the students with concepts of quality and cover the use of various methods and recent developments of quality (such as Quality Assurance (QA) / Quality Control (QC), Strategic Total Quality Management (STQM) and (Six Sigma) in detail. Quality programs plan and design focus on process improvement for the production of goods and services.

III. Course Objectives

This course seeks to provide the students with an introduction to the fundamental concepts of quality, including strategic total quality management (STQM), ISO and Six Sigma among other methods and tools; how these concepts, philosophies, strategies and tools are applied in industry.

The course will provide a basic understanding of "widely-used" quality analysis tools and techniques, and an awareness and application of quality management problem-solving techniques.

The course will enhance the student's understanding for their work-place applications, thus, providing the students with the skills to begin to diagnose and analyze variation problems in industrial processes.

IV. Learning Outcomes

A student who has successfully completed this course will be able to:

- a. Describe and contextualize quality in given situations;
- b. Use and define methods for process control and testing;
- c. Plan, use, and organize quality techniques for the measurement of quality;
- d. Describe the management skills involved with quality programs;
- e. Apply critical thinking problem solving techniques associated with quality programs.

V. Methodology

During the progress of Quality Management and Customer Service, course sessions are scheduled to be presentations and discussions of theoretical aspects and group learning through case studies, which will provide an opportunity to assess, practice and apply learning.

It is important that students prepare themselves for classes. Notes, cases and readings will be posted on the class's page in UEVirtual. As there are marks for attendance and participation, student attendance will be recorded each day.

Learning Team Activities

ESAN students are expected to work effectively in diverse groups and teams to achieve tasks. They must collaborate and function well in team settings as both leaders and followers. They should respect human diversity and behave in a tolerant manner toward colleagues and peers.

One of the graded assignments in this class will be required to be completed in Learning Teams of three to five students. If you experience difficulties working with your team, you are expected to resolve them within the team if possible. However, please feel free to contact me for guidance if you have concerns in this area. Learning Teams should provide a brief summary of work undertaken outside the classroom in their report. If you have any questions or inquire please contact me.

VI. Evaluation

The evaluation system is continuous. The final grade is composed of continuous evaluation (40%), Midterm exam (30%) and Final exam (30%). The continuous evaluation is composed of the following:

CONTINUOS EVALUATION GRADE 40%		
Type of Evaluation	Description	Weight %
Class Contribution	Attendance and Discussion	20
Tests	Two test with multiple choice and written questions	30
Team Research, Case Studies and Presentation	Written and Oral	20
Individual Project	Two written Projects using different quality tools and techniques	30

The Final Grade (PF) is obtained by the following formula:

$$PF = (0,30 \times EP) + (0,40 \times PEP) + (0,30 \times EF)$$

Where:

PF = Final Grade (Promedio Final)

EP = Mid-Term Exam (Examen Parcial)

PEP = Continuous Evaluation Grade (Promedio de evaluación permanente)

EF = Final Exam (Examen Final)

VII. Course Content

WEEK	CONTENT	ACTIVITIES / EVALUATION
1° August 24 st to 29 th	<ul style="list-style-type: none"> • Course Introduction • Introduction to Quality • Introduction to ISO's standard 	Class Discussion and participation
2° August 31 rd to September 5 th	<ul style="list-style-type: none"> • Total Quality in Organizations • # Team Project assigned • Total Quality in Manufacturing, Services, Education and Other sectors 	Class Discussion and participation
3° September 7 th to 12 th	<ul style="list-style-type: none"> • TQ Case Study • Quality Philosophies and Frameworks: Baldrige, ISO, Six Sigma 	Class Discussion, participation and team learning
4° September 14 th to 19 th	<ul style="list-style-type: none"> • Quality Framework case study • Focusing on customers. • Test #1 	Class Discussion, participation and team learning
5° September 21 th to 26 th	<ul style="list-style-type: none"> • Strategy and Leadership • Quality and Strategy Case study • Team Report due 	Class Discussion and participation. Team Report
6° September 28 th to October 3 th	<ul style="list-style-type: none"> • Seven Management Tools • # Individual project assigned 	Class Discussion and participation
7° October 5 th to 11 th	<ul style="list-style-type: none"> • High Performance Human Resources • Teams and teamwork • Team Presentations 	Class Discussion, participation and team learning. Team presentations
8° October 12 th to 17 th	MIDTERM EXAMS	
9° October 19 th to 25 th	<ul style="list-style-type: none"> • Process Management • Statistical Thinking, Data and Variation 	Class Discussion, participation and team learning
10° October 26 th to November 1 st	<ul style="list-style-type: none"> • 7 Quality Tools • Process Capability 	Class Discussion and participation

11° <i>November 2nd to 8th</i>	<ul style="list-style-type: none"> • Statistical Process Control 	Class Discussion and participation
12° <i>November 9th to 15th</i>	<ul style="list-style-type: none"> • Six Sigma and Lean Production • Quality tools Case Study 	Class Discussion and participation
13° <i>November 16th 22th</i>	<ul style="list-style-type: none"> • Performance measurement: Introduction • Test #2 	Class Discussion and participation. Test #2
14° <i>November 23th to 29th</i>	<ul style="list-style-type: none"> • Performance Management: design / measures • Performance Management: organizational learning • # Individual projects due 	Class Discussion and participation Presentation Individual projects
15° <i>November 30th to December 5th</i>	<ul style="list-style-type: none"> • Leading High Performance Organizations • Quality in Emerging Economies • Course Content Review / CE grades given 	Class Discussion and participation, Course review CE grades
16° <i>December 7th to 12th</i>	FINAL EXAMS	

VIII. Bibliography

Mandatory References

- **Management for Quality and Performance Excellence, 8th Edition**, James R. Evans and William M. Lindsay; published by Cengage Learning, 2011.

-<http://www.iso.org>

Complementary References

Textbooks for other Quality Control cores:

- **Essentials of Quality**, Sowers, Wiley 2011
- **Statistical Quality Control, 7th Edition**, Grant and Leavenworth, McGraw Hill 1996
- **Total Improvement Management**, H.J. Harrington, McGraw Hill, 1995
- Standard ISO 9001:2008 new version 2015.

Library References

In the Library there are the following texts that deal with specific topics in more detail:

- **Six sigma project management : a pocket guide** Lowenthal, Jeffrey N.
Milwaukee, WI: ASQ Quality Press, 2002.
- **ISO 9001:2015 quality management system.**
- **Process management : a systems approach to total quality** Melan, EH
Orlando: Productivity Press, 1995.(Management Master Series).

-I will also provide additional reference materials throughout the course.