

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: İşletme			
Course Title: PRODUCT AND SERVICES QUALITY MANAGEMENT		Course Org. Title: PRODUCT AND SERVICES QUALITY MANAGEMENT	
Course Level: Lisans		Course Code: PRD 4111	
Language of Instruction: İngilizce		Form Submitting/Renewal Date 20/09/2020	
Weekly Course Hours: 3		Course Coordinator: DOÇ.DR. BANU DEMİREL	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 5



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
International Trade and Business (English)	Elective Course
International Business and Trade	Elective Course
BUSINESS ADMINISTRATION	Elective Course



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

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Instructor/s:

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## Course Objective:

It is aimed to provide students a thorough understanding of the strategic importance of quality management and how quality management techniques can be used to provide a competitive advantage in the marketplace.

## Learning Outcomes:

- 1 Demonstrate an understanding of the importance of quality to sustain competitiveness in the markets.
- 2 Use quality tools in order to acquire quality in products and services.
- 3 Use QFD to capture voice of the customer and to produce and design products and services according to customer needs.
- 4 Improve oral and written communication skills through group work, class discussions and presentations.

## Learning and Teaching Strategies:

1. Lecture
2. Group Work
3. Presentations
4. Class Discussions
5. Term Project

## Assessment Methods:

Name	Code	Calculation formula
Assignment	ASS	
TermProject	TP	
BNS	BNS	ASS * 060 + TP * 040

## Further Notes about Assessment Methods:

## Assessment Criteria:

## Topic Presentation

Students individually or as a team will prepare a presentation for quality topics like different quality awards, quality standards and tools. No report is required. BUT all



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groups should submit their presentation handouts(printout) to the instructor. Time allowed for presentations is 30 minutes and each student should make a presentation.

Term Project

Students will make a real application of Modern Quality Function Deployment and present their work at the end of the term. The printed slides of the presentation and the project report (all QFD workshop content should be covered in both report and the presentations) should be handed in at the presentation day. Late submissions will NOT be accepted.

Textbook(s)/References/Materials:

1. Foster, S.T. (2017). Managing Quality an Integrative Approach, 6th edition, Prentice-Hall, Inc. Upper Saddle River, New Jersey.
2. Summer, D. C. S. (2018). Quality, Sixth Edition, New York : Pearson Education,
3. Duffy, G. L. (Ed.). (2013). The ASQ quality improvement pocket guide: basic history, concepts, tools, and relationships. ASQ Quality Press.

Course Policies and Rules:

1. Students should attend 70% of the course.
2. Late submissions will not be accepted.

Contact Details for the Instructor:

banu.atrek@deu.edu.tr

Office Hours:

Will be announced later.

Course Outline:

Week

Topics:

Notes:



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1	Introduction
2	Different Perspectives on Quality & Quality Theory
3	International Quality Awards and Quality Standards
4	Tools of Quality
5	Tools of Quality
6	Tools of Quality
7	Guest Speaker
8	Quality Function Deployment Workshop
9	Quality Function Deployment Workshop
10	Quality Function Deployment Workshop
11	Quality Function Deployment Workshop
12	Term Project Presentations
13	Term Project Presentationst



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ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	10	3	30

Exams

Mid Term	1	13	13
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Out Class activities

Preparations before/after weekly lectures	10	2	20
Preparing Term project	1	30	30
Preparing topic presentation	1	20	20
Total Work Load (hour)			113
ECTS Credits of the Course= Total Work Load (hour) / 25			5