

**PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS**

**QUALITY IMPROVEMENT  
BUSN 2160**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: .0**

**Revised: Spring 2015**

**Catalog Course Description:**

This course is an introduction to quality management as a system through the application of statistical process control, W. Edwards Deming's management philosophy and various quality management techniques.

**Entry Level Standards:**

The beginning student must be computer literate, competent in college level math, and must read at the college level.

**Prerequisites:**

BUSN 2330

**Textbook(s) and Other Course Materials:**

Textbook: Quality Management for Organizational Excellence: Introduction to Total Quality, 7e  
by David L. Goetsch and Stanley Davis. ISBN: 13-978-0-13-255898-3

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Chapter</b>	<b>Topic</b>
1	Chapter 1	The Total Quality Approach to Quality Management: Achieving Organizational Excellence
2	Chapter 2	Quality and Global Competitiveness
3	Chapter 3	Strategic Management: Planning and Execution for Competitive Advantage
4	Chapter 4	Quality Management, Ethics, and Corporate Social Responsibility
5	Chapter 7	Customer Satisfaction, Retention, and Loyalty
6	Chapter 8	Employee Empowerment
7	Chapter 9	Leadership and Change

8	Chapter 10	Team Building and Teamwork
9	Chapter 11	Effective Communication
10	Chapter 12	Education and Training
11	Chapter 16	Problem Solving and Decision Making
12	Chapter 17	Quality Function Deployment
13	Chapter 20	Benchmarking
14	→	Case Study Presentations
15	→	Final Exam Period

## **II. Course Goals\*:**

### **The course will**

- A. Enhance students understanding and knowledge of W. Edward Deming's quality concept. (I,II)
- B. Expand students' knowledge of quality control history and current events. (I,II, VI, VII)
- C. Teach students an adequate quality control vocabulary. (I,II,VI,VII)
- D. Illustrate quality control evaluative methods. (III,V)
- E. Demonstrate the importance of supply chain management. (I, II, VI, VII)
- F. Explain the process of developing your employees. (I, II, VI, VII)
- G. Describe the role of strategic planning as it refers to Quality Improvement. (I, II, VI, VII)
- H. Demonstrate the importance of integrating the global business environment into quality control.

\*Roman numerals after course objectives reference goals of the Business Administrative program.

## **III. Expected Student Learning Outcomes\*:**

Students will be able to:

1. Explain how statistical process control fits in to the quality management system. A, B,C, D
2. Interpret the relationship between quality/productivity and world market competitiveness. B, H
3. Evaluate the cost of quality. A, B, C, D
4. Describe and analyze W. Edwards Deming's 14 points of management and his quality management philosophy. A, C
5. Summarize the history of quality control. A, B, C
6. Summarize the history of team management. A, B, C, F

7. Evaluate team management. A, B, C, F
8. Describe current events in the quality management field. A, B, C, G, H
9. Compute and/or construct, analyze, and apply the following evaluative methods: C, D
  - a. Flowcharts
  - b. Operational Definitions
  - c. Cause and Effect Diagrams
  - d. Check Sheets
  - e. Pareto Diagrams
  - f. Histograms
  - g. Run Charts
  - h. Process mean, range, and standard deviation
  - i. X-BAR and R and X-BAR and S variables control chart
10. Describe the Plan, Do, Study, Act continuous improvement cycle. A, C, D
11. Evaluate rational subgrouping schemes. C, D
12. Identify and evaluate process state of control. C, D
13. Evaluate process capability. C, D

\* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

#### **IV. Evaluation:**

A. Testing Procedures: 50% of grade

A minimum of two exams is recommended.

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods: 50% of grade

Class participation, group work and homework will also comprise the final grade for the course. Each instructor must provide full details during the first week of class via a syllabus supplement.

E. Grading Scale:

92 - 100	A
89 - 91	B+
82 - 88	B
79 - 81	C+
72 - 78	C
65 - 71	D
Below 65	F

#### **V. Policies:**

#### A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

#### B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

#### C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services may be contacted by sending email to [disabilityservices@pstcc.edu](mailto:disabilityservices@pstcc.edu), or by visiting Alexander 130. More information is available at <http://www.pstcc.edu/sswd/>.

#### D. Other Policies:

##### **Computer Usage Guidelines:**

College-owned or -operated computing resources are provided for use students of Pellissippi State Community College. All students are responsible for the use of Pellissippi State's computing resources in an effective, efficient, ethical and lawful manner.