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| Course Title                  | <b>QUALITY MANAGEMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Course Code                   | <b>MGT 409</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Course Purpose and Objectives | This course is designed to enable students as to critically Distinguish, interpret, analyse and address quality-related problems within organizations by applying established quality management principles, frameworks, and standards. Emphasis is placed on understanding the root causes of quality failures, the cost of poor quality, and the organizational, cultural, and managerial factors that hinder or support quality improvement.                                                                                                                 |
| Learning Outcomes             | <ol style="list-style-type: none"> <li>1. Examine the importance of quality management in the global competitive environment</li> <li>2. Compare different quality management frameworks and standards</li> <li>3. Reflect on the foundations of quality culture importance of education and training for improving quality</li> <li>4. Contrast different tools used for building and monitoring quality. Evaluate the importance of quality customer satisfaction and retention</li> <li>5. Examine implementation approaches to improving quality</li> </ol> |
| Course Content                | <p><b>TOTAL QUALITY APPROACH</b></p> <p><b>QUALITY AND GLOBAL COMPETITIVENESS</b></p> <p><b>PLANNING AND EXECUTION OF COMPETITIVE ADVANTAGE</b></p> <p><b>QUALITY MANAGEMENT ETHICS AND CORPORATE RESPONSIBILITY</b></p> <p><b>QUALITY CULTURE</b></p> <p><b>CUSTOMER SATISFACTION, RETENTION AND LOYALTY</b></p> <p><b>TEAM BUILDING AND TEAMWORK</b></p> <p><b>EDUCATION AND TRAINING FOR QUALITY</b></p> <p><b>OVERVIEW OF TOTAL QUALITY TOOLS</b></p> <p><b>IMPROVEMENT METHODS-SIX SIGMA AND MORE</b></p> <p><b>IMPLEMENTING TOTAL QUALITY</b></p>         |