

# MGT325 Managing Quality

School: School of Business and Creative Industries

2024 | Semester 2

UniSC Sunshine Coast  
UniSC Moreton Bay

**BLENDED  
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

**ONLINE**

You can do this course without coming onto campus.

*Please go to [usc.edu.au](http://usc.edu.au) for up to date information on the teaching sessions and campuses where this course is usually offered.*

## 1. What is this course about?

### 1.1. Description

Creating an organisation with a reputation for quality practice and excellence requires commitment and comprehensive knowledge. Quality management requires considering the business as a multi-level system where all parts pull in the same direction - quality! Employee empowerment, customer satisfaction, visionary leadership are all required to achieve high performance and quality excellence. In this course you will learn what is needed to achieve quality management in small and large firms as well as a variety of approaches for understanding firms as quality systems.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Interactive online learning activities.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.	2hrs	Week 1	10 times
<b>ONLINE</b>			
<b>Learning materials</b> – Interactive online learning activities.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Scheduled online workshops (Recorded).	2hrs	Week 1	10 times

### 1.3. Course Topics

- Introduction and key concepts
- Foundations of quality management
- Customer focus
- Workforce focus
- Process focus
- Design for quality
- Measuring and controlling
- Process improvement
- Strategy and quality performance
- Knowledge management
- Leadership for quality excellence
- Building and sustaining quality

## 2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

## 3. What is the unit value of this course?

12 units

## 4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Understand and explain quality management concepts, definitions, theories, philosophies, frameworks and methodologies.	Knowledgeable Creative and critical thinker Empowered Sustainability-focussed	PC1.1, PC1.2, PC3, PC3.1, PC6.2
2 Understand and apply the principles, practices and applications of quality management for product or service improvement, design and performance monitoring.	Knowledgeable Creative and critical thinker Empowered Sustainability-focussed	PC1.1, PC3, PC3.1, PC6, PC6.1, PC6.2
3 Demonstrate critical and creative thinking to identify and solve business quality problems and arrive at innovative solutions through service-based case studies.	Knowledgeable Creative and critical thinker Empowered Ethical Engaged Sustainability-focussed	PC1.1, PC3, PC3.1, PC4.1, PC6, PC6.1, PC6.2

\* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1.1	Written Communication
PC1.2	Oral Communication
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC4.1	Social Responsibility and Sustainability

CODE	COMPETENCY
PC6	Career-ready
PC6.1	Self-management
PC6.2	Discipline Knowledge

## 5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

### 5.1. Pre-requisites

BUS104

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

Not applicable

### 5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

## 6. How am I going to be assessed?

### 6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

### 6.2. Details of early feedback on progress

Formative feedback will be delivered informally through the discussion in activities in the workshops and end of module quizzes. In addition, formal formative feedback will be delivered in Task 1 in response to students first attempt quiz answers.

### 6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Quiz/zes	Individual	50%	90 min	Week 5	Online Test (Quiz)
All	2	Case Study	Individual	50%	2,500 words	Week 12	Online Assignment Submission with plagiarism check

#### All - Assessment Task 1: Task 1 Exam

<b>GOAL:</b>	Demonstrate understanding of quality management concepts, philosophies and theories.		
<b>PRODUCT:</b>	Quiz/zes		
<b>FORMAT:</b>	On-line exam. Further instructions will be provided in canvas.		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Demonstration of mastery of quality management concepts covered in the module content.	1
	2	Ability to apply relevant concepts, theories and philosophies in addressing the questions	2

## All - Assessment Task 2: Task 2 case study

<b>GOAL:</b>	To demonstrate your ability to apply quality management knowledge, concepts and theories in the context of a small business in the service industry to enable you to undertake an assessment of the quality situation of their firm. This task requires a) a critical evaluation of the current quality issues and quality system (if any) of a small service firm and b) the creative design of a new quality management system which can help build performance excellence for the business. Your goal is to 1) assess the current situation and 2) to identify opportunities with a view to proposing an effective and appropriate quality management system as a framework for the improvement and advancement for the firm.															
<b>PRODUCT:</b>	Case Study															
<b>FORMAT:</b>	This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. It assesses Program Learning Outcome PLO3.1: demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions. Further instructions will be provided in canvas.															
<b>CRITERIA:</b>	<table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Application of relevant quality management concepts/frameworks and theories</td><td>1</td></tr><tr><td>2</td><td>Assessment of the influence of quality management practices in improving customer satisfaction/organisational performance</td><td>2</td></tr><tr><td>3</td><td>Critical and creative evaluation and logical development of arguments in presenting your analysis</td><td>3</td></tr><tr><td>4</td><td>Professional written communication and presentation with use of relevant credible sources and appropriate referencing style</td><td>1</td></tr></tbody></table>	No.		Learning Outcome assessed	1	Application of relevant quality management concepts/frameworks and theories	1	2	Assessment of the influence of quality management practices in improving customer satisfaction/organisational performance	2	3	Critical and creative evaluation and logical development of arguments in presenting your analysis	3	4	Professional written communication and presentation with use of relevant credible sources and appropriate referencing style	1
No.		Learning Outcome assessed														
1	Application of relevant quality management concepts/frameworks and theories	1														
2	Assessment of the influence of quality management practices in improving customer satisfaction/organisational performance	2														
3	Critical and creative evaluation and logical development of arguments in presenting your analysis	3														
4	Professional written communication and presentation with use of relevant credible sources and appropriate referencing style	1														

## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

### 8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Required	Evans, J.R. and Lindsay, W.M	2020	Managing for Quality and Performance Excellence	11th ed.	Cengage Learning

### 8.2. Specific requirements

Students are required to read the textbook chapters and complete the module activities before participating in workshops.

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

## 10.2. Assessment: Additional Requirements

### Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

## 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension you must contact your course coordinator to negotiate an outcome.

## 10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto:safe@usc.edu.au).

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au).

## 10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au).

## 10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

## 10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

## 10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

## 10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

## 10.10. General Enquiries

### In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)