1. Catalog description in the style of the University Catalog, showing
   a) Course Number: MGT 4340
   b) Strategic Quality Management
   c) Meeting times and credit (3-0-3)
   d) Term(s) to be offered: F
   e) Short title – STRATEGIC QUAL
   f) Course description – Fundamentals of the principles, philosophies, and tools of quality management. This course provides an overview of historical and current approaches including Deming’s principles, the Malcolm Baldrige Award, Six Sigma, and ISO 9000 with emphasis on understanding statistical process control, control charts, and acceptance sampling.
   g) Prerequisites: BUS 3010, BUS 3950, and admission to the School of Business or permission of the Chair.
   h) Initial term of course offering: Spring 2007

2. Student Learning Objectives and Evaluation
   a. Upon successful completion of this course, students will be able to:
      1. Understand quality principles and their importance in organizations.
      2. Discuss the major approaches to quality management – such as Deming’s quality philosophy, the practices of the Malcolm Baldrige Award, ISO 9000, and Six Sigma – and their importance to quality improvement in profit and not for profit organizations.
      3. Analyze quality in the production of goods and services using statistical process control tools and techniques.
      4. Apply quality principles to managerial decision making.
   b. The students’ achievement of the stated objectives will be assessed and grades will be earned, based on exams, assignments (such as cases, problems, group exercises) and projects (such as research projects and simulations).

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<thead>
<tr>
<th>Objective</th>
<th>Assignments 20-40%</th>
<th>Examinations 20-40%</th>
<th>Projects 25-50%</th>
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<tbody>
<tr>
<td>1</td>
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<td>4</td>
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d) This course is not a technology-delivered class.
e) This course is not numbered 4750-4999.
f) This class is not writing active.

3. Outline of the Course
   a) Units of time

<table>
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<th>Weeks</th>
<th>Topic</th>
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<tr>
<td>1.0</td>
<td>Total quality in organizations</td>
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<tr>
<td>1.0</td>
<td>Quality management</td>
</tr>
<tr>
<td>2.0</td>
<td>Quality management philosophies</td>
</tr>
</tbody>
</table>
Weeks | Topic |
--- | --- |
1.0 | Deming's philosophy |
1.0 | ISO 9000 |
1.0 | Customer focus |
2.0 | Process management |
1.0 | Malcolm Baldrige Award |
2.0 | Six Sigma |
1.0 | Process capabilities |
1.0 | Process improvement |
1.0 | Statistical process control |
1.0 | Examinations |

**4. Rationale**

a) Purpose and need: This course currently provides an introduction to quality principles. This course revision places greater emphasis on the evolution of the quality movement and its application to organizations. Further, the added focus on process control and improvement will enable students to develop important skills used by organizations.

b) Justification of the level of the course and of course prerequisites: To understand the role of quality in management, students first need the basic course in management: BUS 3010 Management and Organizational Behavior. To ensure that students have sufficient knowledge of quantitative tools, BUS 3950 Operations Management has been added to the prerequisites.

c) Similarity to existing courses: This is a revision of an existing course.

d) Impact on Program(s): This course will be an approved elective for management majors and may be taken by other students who meet the prerequisites.

**5. Implementation**

a) Faculty member(s) to whom the course may be assigned: Dr. Yunus Kathawala.

b) Additional Cost to Students: Students will be expected to submit projects in hard copy (paper) format and on appropriate digital media. Additional costs to students will be minimal.

c) Text and supplementary materials to be used, including publication dates:

**6. Community College Transfer**

A community college course may not be judged equivalent to this course.

**7. Date approved by School of Business Curriculum Committee:** February 15, 2006

**8. Date approved by the Lumpkin College of Business and Applied Sciences Curriculum Committee:** March 6, 2006

**9. Date approved by CAA:** March 30, 2006