

| ENGLISH – SYLLABUS (GENERAL)   |                   |                   |                            |         |             |
|--|-------------------|-------------------|----------------------------|---------|-------------|
| <b>SUBJECT:</b><br><br><b>EUROPEAN QUALITY MANAGEMENT STANDARDS</b>  |                   |                   |                            |         |             |
| <b>Studies: Management</b><br>I cycle studies<br>Management<br>Specialty: ALL  |                   |                   | <b>Faculty: Management</b> |         |             |
| Subject status   | Type of studies   | Semester/<br>Term | Teaching hours             |         | ECTS Points |
|  |                   |                   | lectures                   | classes |             |
|  | Full time studies | 4                 | -                          | 24      | <b>4</b>    |
| <b>Course description:</b><br>The European Quality Management Standards program provides in-depth knowledge and practical skills required to implement, maintain, and improve quality management systems adhering to European standards. It encompasses various quality models and frameworks, including ISO 9000 series, Six Sigma, Total Quality Management (TQM), and more. The curriculum commences with an exploration of fundamental quality management principles. Students delve into the principles underlying European quality standards, emphasizing customer focus, leadership, involvement of people, process approach, and continual improvement. Students gain practical insights into applying these standards within organizational settings. They learn the methodologies, tools, and techniques required for successful implementation and maintenance of quality management systems aligned with European quality standards. Continuous improvement strategies form a significant part of the program. Students acquire skills to identify areas for improvement, initiate corrective actions, and ensure ongoing enhancements in processes and products/services. The program emphasizes the importance of compliance with European quality standards and regulations. Students study the requirements and guidelines stipulated by these standards and learn how to ensure organizational conformity. Additionally, risk management integrated into quality management systems is explored. Students understand the significance of risk assessment, mitigation, and prevention strategies to enhance the robustness of quality systems. Customer-centric quality approaches are emphasized, highlighting the importance of meeting customer expectations, and incorporating customer feedback into quality improvement initiatives. Cultural and organizational factors influencing the successful implementation and sustainability of European quality standards are analyzed, preparing students to navigate complexities within diverse organizational contexts.<br>The course is filled in with many case studies and practical examples of European quality management standards problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course. |                   |                   |                            |         |             |
| <b>COURSE LEARNING OBJECTIVES:</b> <ol style="list-style-type: none"> <li>1. Understanding Quality Management Principles: To comprehend the foundational principles and concepts of quality management within European standards.</li> <li>2. Application of Quality Standards: To apply European quality management standards (e.g., ISO 9000 series) in organizational settings.</li> <li>3. Quality Improvement Strategies: To develop skills in implementing continuous improvement strategies based on European quality standards.</li> <li>4. Ensuring Compliance: To ensure organizational compliance with European quality management standards and regulations.</li> <li>5. Risk Management: To understand risk assessment and mitigation strategies integrated into quality management systems.</li> </ol>   |                   |                   |                            |         |             |

6. Customer-Centric Quality: To prioritize customer satisfaction and understand its role in quality management standards.
7. Cultural and Organizational Impact: To explore how cultural and organizational factors influence the implementation and success of quality management standards.

Teaching the functions and role of European quality management standards for contemporary market entities, developing skills in solving management problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on European quality management standards problems. Training of social competences related to collective problem solving and preparing and introducing all stages of quality management in contemporary world.

#### **COURSE EVALUATION:**

**Workshops** – desk research report (written and oral), classes participation and activities, case studies

**Lectures** – n/a

#### **The grading scale is as follows:**

|             |                         |
|-------------|-------------------------|
| 100% - 85%  | 5.0 (excellent)         |
| 84,9% - 75% | 4.5 (very good)         |
| 74,9% - 70% | 4.0 (good)              |
| 69,9% - 60% | 3.5 (very satisfactory) |
| 50% - 59,9% | 3.0 (satisfactory)      |
| < 50%       | 2.0 (failure)           |

#### **Course policies and class rules:**

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

#### **Teaching Methods:**

Lectures and case studies (multimedia, case study – projects on sales management topics)

#### **Course overview:**

*The European Quality Management Standards program provides in-depth knowledge and practical skills required to implement, maintain, and improve quality management systems adhering to European standards. It encompasses various quality models and frameworks, including ISO 9000 series, Six Sigma, Total Quality Management (TQM), and more. The curriculum commences with an exploration of fundamental quality management principles. Students delve into the principles underlying European quality standards, emphasizing customer focus, leadership, involvement of people, process approach, and continual improvement. Students gain practical insights into applying these standards within organizational settings. They learn the methodologies, tools, and techniques required for successful implementation and maintenance of quality management systems aligned with European quality standards. Continuous*



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#### **Main topics:**

1. Introduction to European Quality Management Principles
2. Application of ISO 9000 Series in European Standards
3. Continuous Improvement Strategies in Quality Management
4. Ensuring Organizational Compliance with Quality Standards
5. Risk Assessment and Mitigation in Quality Management Systems
6. Customer-Centric Approaches in Quality Management
7. Cultural and Organizational Impacts on Quality Standards Implementation
8. Total Quality Management (TQM) Framework in European Context

#### **Literature**

##### **Main texts:**

1. Oakland, John S. - "Total Quality Management and Operational Excellence: Text with Cases" - Routledge - 2019
2. Hoyle, David - "ISO 9000 Quality Systems Handbook" - Routledge - 2018
3. Dale, Barrie G., Plunkett, Jack, Taylor, Sean - "Quality Management in a Lean Health Care Environment" - Routledge - 2018
4. Prajogo, Daniel I., McDermott, Peter - "Quality Management: Theory and Application" - Routledge - 2019

##### **Additional required reading material:**

1. Zeng, Amy, Ballantyne, John - "Quality Management: A Theoretical and Practical Guide" - Routledge - 2019
2. Ishikawa, Kaoru - "What Is Total Quality Control?: The Japanese Way" - CRC Press - 2019
3. Campanella, Jack - "Principles of Quality Costs: Financial Measures for Strategic Implementation of Quality Management" - CRC Press - 2018
4. Sampaio, Paulo, Saraiva, Pedro - "ISO 9001: 2015 Explained" - Routledge - 2019
5. Reeve, Rosamund, Ormsby, Judith - "Quality Management: A New Era; Towards an Integrated Approach" - Routledge - 2019

#### **Rules of the exams on subject (Assessments)**

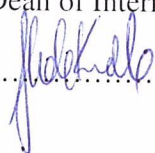
Lectures – n/a

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....



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