



“El saber de mis hijos
hará mi grandeza”

UNIVERSIDAD DE SONORA

CENTRAL REGION UNIT
SCHOOL OF ECONOMIC AND ADMINISTRATIVE SCIENCES
ECONOMICS DEPARTMENT
BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS AND
TRADE

Identification Information:

Name of the subject: Quality Management	Formative Pillar: Professional
Didactic unit: Practical workshop	Previous Subject Requirement:
Class Hours: 4 per week (2 theory, 2 practice)	Subsequent Subject:
Subject Type: Mandatory	Credits: 6

Introduction

Quality management is a subject corresponding to the professional formative pillar. Students will be able to know the basic features of quality philosophies, the most used tools and techniques and their applications in production and service provider organizations. It is relevant to point out that the creation of a permanent quality vision by the students will be very useful for their adequate professional performance.

General Objective

To know the philosophy, models, concepts and basic tools of quality in order to apply them in the processes of change of the producing organizations and/or service providers.

Specific Objectives

Know the basic concepts of quality, as a support of a quality program.
Establish the elements that a service must have in order to be considered of quality.
Know the meaning and applications of the 5 S in both work and personal life. Create and maintain an orderly, clean, safe and pleasant environment that facilitates daily work.

Know the basic concepts and application of quality management tools.
Apply knowledge and skills to effectively plan and organize each meeting according to its characteristics and purposes.
Identify the required productivity conditions (quality indicators), for their adequate planning, execution and control.
Acquire the necessary knowledge to evaluate current services and redesign them to fully meet the changing needs of clients.
Evaluate the services they provide in the light of the theory of service redesign.

Thematic content

I.-Basic concepts

- History, present and future of the quality approach.
- Definition of quality, total quality, control and quality assurance.
- How quality influences society's standard of living.
- Basic concepts: Productivity, Efficiency, Effectiveness, Customer focus, Process, Prevention, Measurement, Teamwork, Added value, relationship between quality, productivity and competitiveness, Application of the concepts in specific improvement projects, Statistical thinking.
- Consensus decisions.
- Building a shared vision for continuous improvement.
- Total Quality Philosophy: W. Deming, Philip Crosby, J. Juran, Kaoru Ishikawa Total quality awards.
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II. Quality of service

- Quality of service.
- Definition of service quality parameters.
- Communication: a basis for excellent service
- The importance of understanding the client and their circumstances.
- Characteristics that hinder a productive and lasting relationship with customers.
- Attitudes to customers.
- How to respond to customers.
- The angry customer.
- Handling complaints.
- Analysis of my service.
- The triangle of service
- Which are the cycles of service.
- The difference between central service and peripheral service.
- The moments of truth.
- Elements of the moments of truth.
- Why start with the moments of truth?
- How to do the moment of truth analysis.
- Action plan for systematic service improvement
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III. Handling the 5 S

- Background

- The importance of good habits.
- What are the 5 S?
- SEIRI - Classification.
- SEITON - Organization.
- SEISO – Cleaning.
- SEIKETSU – Personal well-being.
- SHITSUKE - Discipline.
- Visual information and visual control.
- Key points for implementation. □ Workplace types □ The duty to be of the visual workplace
- The 5 S: basis of the visual controls.
- Action plan for the implementation of the 5 S. □ Application of the 5 S in the human element □ Recommendations for the implementation.

IV.-Quality administrative tools

- Customer-supplier concept.
- Basic statistics.
- Cause and effect diagram.
- Pareto Diagram.
- Affinity Diagram.
- Relationship diagrams.
- Tree diagram.
- Relationship Matrix.
- Prioritization Matrix.
- Arrow diagram.
- Contingency Diagram.
- Integration

V.- Time management and meeting handling

- Real time distribution.
- Establishing objectives.
- Differentiation of issues.
- Enemies of time.
- Myths about time management.
- Planning produces results.
- How to make the best use of time.
- Rules for making better use of meetings.
- Meetings and productivity.
- The basic roles of meetings: Coordinator and participant.
- Types of most common meetings.

- Importance and benefits of meetings. □ Importance and classification of meetings. □ Structure and dynamics of a meeting.
- More effective methods of a meeting. □ Ways to make the most of meetings. □ Characteristics of effective meetings. □ Presentations of impact.

VI. Productivity and leadership

- Productivity trends.
- Conditions for increased productivity. □ Factors restricting productivity growth □ Measuring productivity.
- Who are our customers?
- What is a quality indicator? □ Why measure?
- What are indicators for?
- Productivity strategies.
- Effective leadership in service institutions
- Management leadership diagnosis. □ Leadership action plan.
- Implementation strategies.

VIII Redesign of services

- What is the redesign of services?
- New strategic resources.
- Competitive advantage of the service through value creation □ Strategic planning and redesign of services.
- Know the customer and get to his mind.
- Tools and premises for creativity and innovation.
- How to create an added value.
- What is a process?
- List of key processes to be redesigned.
- Redesign the process.
- Improved process diagramming.
- Objective

Teaching Strategies

Review of case studies of quality program implementation in organizations.
Exchange with specialists in the implementation of quality programs.
Revision of texts and elaboration of reading controls.
Individual and group oral presentations.
Visits to local organizations that are implementing quality programs.

Course crediting and evaluation criteria and requirements

Submission of reading reports.
Reports of visits to organizations and meetings with specialists.
Exams.
Contributions to class discussions.

Bibliography and other resources

Celma, F., y otros (1998) La calidad en el sector financiero español. Una visión práctica.
Arthur Andersen
Fernández, M.A. (1996) El control, fundamento de la gestión por procesos y la Calidad Total.
ESIC Editorial
Galloway, D. (1998) Mejora continua de procesos. Cómo rediseñar los procesos con diagramas de flujos y análisis de tareas. Gestión 2000
James, P. (1997) Gestión de la Calidad Total. Un texto introductorio. Prentice Hall Lamprecht,
J.L. (1996) ISO 9000 en la pequeña empresa. Manual de implementación.
Panorama Editorial
Membrado, J. (1999) La gestión empresarial a través del modelo europeo de excelencia E.F.Q.M.
Díaz de Santos
Pérez-Fernández de Velasco, J.A. (1996) Gestión por procesos. Reingeniería y mejora de los procesos de empresa. ESIC Editorial
Roure, J. y Rodríguez, M.A. (2001) Aprendiendo de los mejores (2ª edición). Gestión 2000
Salgueiro A. (1999) Cómo mejorar los procesos y la productividad. AENOR
Varios autores. (2001) ISO 9001:2000. Guia de la qualitat. Intersectorial (Indústria i serveis). CIDEM
Varios autores. (2001) La norma ISO 9001 del 2000. Resumen para directivos. Gestión 2000
Recommended journals:
Qualitas hodie
Forum Calidad
Calidad - Asociación Española para la Calidad
Excelencia - Club Gestión de Calidad
Visión - Club Gestión de Calidad
9000 + 14000 - International Organization for Standardization (ISO) - AENOR

Instructor's Desirable academic profile

Academic:

Bachelor's degree in Industrial Engineering, Communication, or Administration and a Master's degree in Quality or Competitiveness.

Professional Experience:

Have experience in implementing quality programs in production and/or service provider organizations.

Teaching Experience:

Have at least two years of teaching experience at a tertiary education level.

Teaching Education

Ease in carrying out teaching-learning tasks.

Ease of communication with students as a group or individually.

Ability to use technology and instructional techniques (computer, projector, videos, slides, etc.).

Complete the institution's professional development process.

Other: English language proficiency (specifically, the four basic skills).

Degree in International Business and Commerce