American Public University System

The Ultimate Advantage is an Educated Mind

School: School of Business  
Course Number: BUSN412  
Course Name: Quality Management  
Credit Hours: 3  
Length of Course: 8 Weeks  
Prerequisite: None

Please see the Lessons area in the classroom for additional course specific information

Table of Contents

<table>
<thead>
<tr>
<th>Course Description</th>
<th>Course Scope</th>
<th>Course Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Objectives</td>
<td>Course Outline</td>
<td>Course Delivery Method</td>
</tr>
<tr>
<td>Academic Services</td>
<td>Policies</td>
<td>Turnitin.com</td>
</tr>
</tbody>
</table>

Course Description (Catalog)

This course examines quality management and views quality as a systematic process leading to customer satisfaction. The course covers methodologies that will aid managers in implementing and assuring an organization's quality system is effectively meeting the organization's business goals. It also focuses on total quality and its elements to use for organizational process improvement.

Course Scope

BUSN 412 is an interactive course designed to help students achieve students achieve a greater understanding of the methods and models of quality management. The skills, tools and methodologies needed to model, analyze, optimize, and define total quality and its elements. This course also explains the effects of quality management of domestic and global competition by determining the role of continuous improvement in strategic planning. It incorporates how to use customer satisfaction measurements to enhance quality planning by analyzing processes for quality improvement. Define total quality and its elements.
STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Materials


   The VitalSource e-book is provided via the APUS Bookstore

   Please visit http://apus.libguides.com/bookstore for more information

2. Comprehensive Lecture Notes
3. PowerPoint Presentations of Chapters
4. Online Research Library

Course Objectives

The successful student will fulfill the following learning objectives:

LO1. Define total quality and its elements.
LO2. Explain the effects of quality management on domestic and global competition.
LO3. Determine the role of continuous improvement in strategic planning.
LO4. Explain how to use customer satisfaction measurements to enhance quality planning.
LO5. Analyze processes for quality improvement.
LO6. Utilize quality management tools to present data.
LO7. Explain reduce variation in total quality management.
LO8. Determine models and methodologies to use for organizational process improvement.
LO9. Analyze the practical applications of a quality management system in organizations.

Course Outline

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic(s)</th>
<th>Learning Objective(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Total Quality</td>
<td>LO 1. Define total quality and its elements.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LO 2. Explain the effects of quality management on domestic and global competition</td>
</tr>
<tr>
<td>2</td>
<td>Strategic Management and Corporate Responsibility</td>
<td>LO 1. Identify the strategic management planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LO 2. Analyze competitive advantage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LO 3. Apply quality management ethics</td>
</tr>
<tr>
<td>3</td>
<td>Optimization of Partnering and Strategic Alliances</td>
<td>LO 1. Identify business partnership alliance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LO 2. Analyze strategic Alliances</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LO 4. Identify various business partners</td>
</tr>
<tr>
<td>4</td>
<td>ISO 9000 and Total Quality Analysis</td>
<td>LO 1. Identify international business and product standards</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LO 2. Identify the objective of the ISO</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LO 3. Analyze and utilize the benefits of ISO 9000</td>
</tr>
</tbody>
</table>
STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

| 5  | Quality Techniques & Tools | LO 1. Identify various quality control tools  
|    |                            | LO 2. Identify various quality control techniques  
|    |                            | LO 3. Analyze management problems and management’s role  |
STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Learning Objectives</th>
</tr>
</thead>
</table>
| 6    | Problem Solving & Decision Making  
Quality Function Deployment | LO 1. Identify problems  
LO 2. Select appropriate quality techniques to solve a variety of business problems  
LO 3. Analyze and apply the decision making  
LO 4. Identify and apply benefits of QFD |
| 7    | Optimizing & Controlling Process Through Statistical Process Control  
Continued Improvement Methods with Six Sigma | LO 1. Identify business problems that can be solved through statistically  
LO 2. Select and use statistical techniques to solve a variety of business problems.  
LO 3. Analyze and identify the rational for continual improvement  
LO 4. Apply decision making techniques, concepts and methods. |
| 8    | Exam Week | Evaluate the learning objective of this course |

**Course Delivery Method**

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

**Policies**

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

- [Drop/Withdrawal Policy](#)
- [Plagiarism Policy](#)
- [Extension Process and Policy](#)
- [Disability Accommodations](#)

**Grading Scale**

Please see the [Student Handbook](#) to reference the University’s [grading scale](#).

**Citation and Reference Style**

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments
completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

**Late Assignments**  
Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that “life happens” but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

**Netiquette**  
Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), : ), 😊

**Disclaimer Statement**  
Course content may vary from the outline to meet the needs of this particular group.

**Academic Services**

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning
resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan**: The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.

- **Electronic Books**: You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.

- **Electronic Journals**: The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.

- **Tutor.com**: AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.

- **Disability Accommodations**: Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.


The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.

- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

**Turnitin.com**

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.