

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-230718</b>	<b>SEMESTER</b>	<b>7<sup>th</sup> (dir. Tourism)</b>
<b>TITLE</b>	<b>QUALITY MANAGEMENT</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	5
<b>COURSE TYPE</b>	GENERAL KNOWLEDGE SPECIALIZATION		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>			

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>1. <b>KNOWLEDGE:</b> To recognize the term Total Quality Control (TQC) and the parameters that affect it. Combine self-assessment tools to diagnose quality characteristics.</p> <p>2. <b>UNDERSTANDING:</b> To distinguish the term Total Quality Management or Administration (TQM) and the parameters that affect it. Explain the term Quality Assurance Systems (QAS).</p> <p>3. <b>IMPLEMENTATION:</b> To examine and develop a quality product/service [(including Failure and Results Analysis (FRA)]. Also, to discover the term Total Quality Management as well as other applicable Quality Assurance Systems (QAS).</p> <p>4. <b>ANALYSIS:</b> To combine models and total quality awards (eg, EFQM, Deming).</p> <p>5. <b>COMPOSITION:</b> To compose and organize the most widely used tools and techniques (brainstorming, affinity diagram, cause-effect diagram, benchmarking, control chart, histogram, Pareto chart, and scatter plot).</p> <p>6. <b>EVALUATION:</b> To compare both theoretical and practical knowledge of the International Standards Organization (ISO) quality standards. To measure, calculate, analyze and calculate the cost for quality, taking into account the possibility of a large number of failures of different origins and to apply the various techniques for cost optimization for quality (cost reduction with simultaneous improvement of quality).</p>
<b>General Skills</b>
<p>✓ Search, analysis and synthesis of data and information, using the necessary technologies</p>

- ✓ Adaptation to new situations
- ✓ Group and/or individual work
- ✓ Work in an interdisciplinary environment
- ✓ Production of new research ideas
- ✓ Project design and management
- ✓ Demonstration of social, professional, and moral responsibility
- ✓ Exercise criticism and self-criticism
- ✓ Promotion of free, creative, and inductive thinking

### 3. COURSE CONTENT

1. Introduction to Total Quality Management
2. Conceptual delimitation of Quality - Total Quality Management, Conditions, benefits, obstacles.
3. Levels of implementation of Total Quality Management
4. Quality Design
5. Models for the implementation of Total Quality Management
6. Service / Product Certification and Corrective Actions
7. Quality Assurance Systems
8. Total Quality Program
9. Tools and Techniques for Quality Improvement
10. Quality Cycles, Quality by Deming, Juran, Grosby, Garvin, Ishikawa, Taguchi
11. Total Quality Awards
12. ISO quality management system
13. Customer Satisfaction System Design

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	Face to Face	
<b>ICT USE</b>	Use of Moodle academic platform to communicate with students and post support material. Use the internet to find resources	
<b>TEACHING ORGANIZATION</b>	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Interactive teaching	40
	Bibliographic study and analysis	30
	Written Assignment-Presentation	41
	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT</b>	Elaboration and public presentation of written assignment. The thesis is evaluated based on the following criteria which are posted on the academic platform exams-sod.the.ihu.gr Creating an organization chart, job description, defining a quality problem, describing the basic quality tools according to the problem, and describing a	

	process with a flowchart to address the problem
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## 5. REFERENCES

### ***-Suggested bibliography:***

- Kiran D, R., (2016). Total Quality Management: Key Concepts and Case Studies
- Mizuno, S. (2020): Management for Quality Improvement: The 7 New QC Tools
- Tricker, R. (2019). Quality Management Systems: A Practical Guide to Standards

### **Related scientific journals**

- Accreditation and Quality Assurance
- International Journal of Quality and Service Science