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|--------------------------|---------------------------|
| <b>Course unit code</b>  |                           |
| <b>Course unit title</b> | <b>Quality Management</b> |

| GENERAL INFORMATION                           |  |                 |                  |
|---|--|-----------------|------------------|
| <b>Study program</b>                          | Undergraduate study program: Business Economics<br>Graduate study program: Business Economics                                | <b>Year</b>     | 3.<br>2.         |
| <b>Director of the course and assistant</b>   | Violeta Šugar, PhD, Assistant Professor<br>E-mail: vsugar@unipu.hr<br>Roberta Kontošić, mag.oec.<br>E-mail: rkontos@unipu.hr |                 |                  |
| <b>Course status</b>                          | Mandatory  | X               | Elective         |
| <b>Credits allocated and type of lectures</b> |  |                 |                  |
|   |  | Winter semester | Summer semester  |
| <b>ECTS students workload</b>                 |  |                 | <b>6</b>         |
| <b>Number of hours per semester</b>           |  |                 | 60 (30 L + 30 S) |

#### Course objectives, teaching and learning methods and learning outcomes

Quality means different things to different people. There is no single definition. In this course, we learn about various quality gurus and their quality concepts and definitions. The focus of this course is quality management, quality standards, quality strategies, quality analysis and continuous improvements. Students learn about ISO, TQM, 6Sigma, BSC, OHSAS, HACCP, IQM. They are encouraged to discuss and search for answers in case study analyses. Students will actively participate in the lectures and discussions, read various books, papers and other sources, prepare their homework, research and present the results.

Case Analyses – a case is a synopsis of a ‘real world’ problem or situation faced by an organization.

Students will respond to the case by analysing the problem/situation to determine the key issues, objectives, and management alternatives, and then determining the best course of action for the organization being studied. These cases will be discussed in class, allowing students to develop, exhibit, and refine their analytical and problem solving skills.

Class Discussions – practical problems will be explored through class discussions.

Lectures – a variety of lectures will be provided on various course topics to provide the foundation for learning. These lectures will be provided both by the course lecturer and guests.

#### Learning outcomes

1. To familiarize students with the issues and challenges of quality management.
2. Students will understand the concepts concerning quality in general, as well as specific features of quality standards, quality analysis, quality measures and quality improvements.
3. Students will develop ability for quality audit.
4. To improve ability to work in a group environment, to increase skills in research and information analysis.
5. To enable students to develop the ability of critical evaluation of genuine case studies.

#### Requirements, correspondence and correlativity

#### Course content (list of topics)

- Terms and definitions, quality gurus
- Quality management, quality standards
- Quality strategy and policy

- Quality circle – PDCA
- International standards – ISO
- Quality management systems – measuring and analysis
- Evaluation, certification, auditing
- Other quality concepts: TQM, IQM, 6Sigma, BSC, Malcolm Baldrige National Award, European Quality Award, Croatian Quality
- Case study
- Project

#### Modes of instruction and acquiring knowledge (mark in bold)

|                          |                               |                  |                         |                                |
|--------------------------|-------------------------------|------------------|-------------------------|--------------------------------|
| <b>Lectures</b>          | <b>Seminars and workshops</b> | <b>Exercises</b> | <b>Individual tasks</b> | <b>Multimedia and internet</b> |
| <b>Distance learning</b> | <b>Counseling</b>             | Laboratory       | <b>Tutorial</b>         | Fieldwork                      |

#### Student requirements

- class attendance and discussion participation
- regularly completing weekly / monthly tasks on e-learning
- essay
- research, project and presentation
- oral exam

#### Assessment and evaluation of students (mark in bold)

|                   |                              |               |                   |
|-------------------|------------------------------|---------------|-------------------|
| <b>Attendance</b> | <b>Class participation</b>   | Seminar paper | Experimental work |
| Written exam      | <b>Oral exam</b>             | <b>Essay</b>  | <b>Research</b>   |
| <b>Project</b>    | <b>Continuous assessment</b> | Report        | Practical work    |

Assessment breakdown within the *European credit transfer system*

| REQUIREMENTS                       | HOURS (estimation) | LEARNING OUTCOMES | SHARE IN ECTS | SHARE IN GRADE |
|------------------------------------|--------------------|-------------------|---------------|----------------|
| Class attendance and participation | 25,2               | 1-5               | 0,9           | max 15%        |
| Essay                              | 25,2               | 1-5               | 0,9           | max 15%        |
| Research, project and presentation | 50,4               | 1-5               | 1,8           | max 30%        |
| Final exam                         | 67,2               | 1-5               | 2,4           | max 40%        |

#### Bibliography

##### Mandatory bibliography

lectures, papers, presentations on e-learning

Goetsch, D. L., Davis, S. (2013): *Quality Management for Organizational Excellence; Introduction to Total Quality (7<sup>th</sup> Edition)*,

Juran, J. M., Gryna, F. (1999): *Quality Planning and Analysis: From Product Development Through Use*, McGraw Hill

ISO Quality Management Principles ([http://www.iso.org/iso/qmp\\_2012.pdf](http://www.iso.org/iso/qmp_2012.pdf))

##### Additional bibliography

Crosby, P. (1989): *Quality is free; The Art of Making Quality Certain*, Penguin Books

Crosby, P. (1984): *Quality Without Tears; The Art of Hassle-Free Management*, McGraw Hill

Cetinski, V., Šugar, V. (2009.). "Education for Quality Tourism Management", Tourism and Hospitality Management, Opatija

Sinković, G. (2003): „ISO 9001:2000 and Balanced Scorecard – two complementary systems for management of industrial companies“, *International Conference Globalization and Entrepreneurship:*

*Fears, Challenges and Opportunities*, Pula

Sinković, G. (2004): „**Some possibilities of how to apply the International ISO 9001:2000 standard in software development**“, *15th International Conference on Information and Intelligent Systems*, Varaždin

Sinković, G. Šugar, V. (2006). „**Standards as IQM and Tourist Destinations Rejuvenation Tool**“, 18th Biennial International Congress “Tourism & Hospitality Industry 2006: New Trends in Tourism and Hospitality Management”, Opatija

Šugar, V., Cetinski, V., Cerović-Milohnić, I. (2005). „**New European trends in the tourist destinations quality management and their application in Croatia**“, Conference Proceedings *VIII International Conference: „Contemporary trends in tourism industry“*, University „Sv. Kliment Ohridski“, Faculty of Tourism and Hospitality, Ohrid, Macedonia

Šugar, V. (2007). „**How to Manage Destinations of Culture; Is Culture a Prime Attraction or Pure Décor?**“, 4<sup>th</sup> International Conference „Global Challenges for Competitiveness: Business and Government Perspective“, Juraj Dobrila University of Pula, Department of Economics and Tourism „Dr. Mijo Mirković“, Pula

Uravić, L., Šugar, V. (2009.): „**Tourist Destination, Standards, Stars, Quality; From Myths and Delusions to the Reality**“, *Ekonomika istraživanja*

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#### Additional information on the course

**Course lecturer: Violeta Šugar, PhD, Assistant Professor**, <http://www.efpu.hr/index.php?id=686>

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