



Business Quality Management
BQM 301
Southwestern College Professional Studies

COURSE SYLLABUS

I. Course Catalog Description

This course is an overview of the key elements that comprise a superior quality management program and the most accepted techniques (e.g., benchmarking, Baldrige criteria) for achieving quality.

II. Required and Supplementary Instructional Materials

Goetsch, D. L., & Davis, S. (2013). *Quality management for organizational excellence: Introduction to total quality* (7th ed.). Upper Saddle River, NJ: Pearson Education.

III. Learning Outcomes

IV. Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each [undergraduate](#) and [graduate](#) program of study, as well as [institution-wide outcomes](#) related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate's knowledge and skills.

V.

VI. Upon successfully completing this course, the learner will be able to:

- VII. • Assess the role of good management in high performance companies
- VIII. • Explain the role of an effective management system and list the key principles of an effective management system
- IX. • Develop effective assessment criteria for a management system and define the assessment process
- X. • Describe assessment process design including components, criteria, processes, and tailoring to the organization
- XI. • Prepare for assessment including assigning leadership roles, defining scope, timing, budget, support, and mobilizing organizational support
- XII. • Employ methods for engaging leadership and ensuring their active participation in the assessment process
- XIII. • Explain how to select, assemble, and prepare assessment teams
- XIV. • Describe the data gathering process and the strategy for data gathering
- XV. • Prepare assessment reports including data analysis, development of findings, and report writing
- XVI. • Effectively present assessment reports
- XVII. • Translate improvement priorities into action plans and implement the plans to ensure gains are sustained
- XVIII. • Analyze the role of assessment in the annual planning cycle and to the achievement of the organization's vision
- XIX. • Identify quality improvement principles in selected case studies
- XX. At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

XXI. Course Policies

Students are expected to read and abide by the course policies located in the instructor-specific syllabus in the blackboard course.

XXII. Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussions	6	300	30%
Critical Thinking Papers	5	250	25%
Final Project	1	200	20%
Midterm Exam	1	100	10%
Final Exam	1	150	15%
Total Points		1,000	100%

XXIII. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	<ul style="list-style-type: none"> Participate in the Introductions discussion Read <i>Goetsch & Davis</i>, Chapters 1-2 Read the Final Project Assignment 	<ul style="list-style-type: none"> Unit 1 Critical Thinking Paper Unit 1 Discussion
2	<ul style="list-style-type: none"> Read <i>Goetsch & Davis</i>, Chapters 3-5 Work on the Final Project Assignment 	<ul style="list-style-type: none"> Unit 2 Critical Thinking Paper Unit 2 Discussion
3	<ul style="list-style-type: none"> Read <i>Goetsch & Davis</i>, Chapters 6-8 Work on the Final Project Assignment 	<ul style="list-style-type: none"> Unit 3 Critical Thinking Paper Midterm Exam Unit 3 Discussion
4	<ul style="list-style-type: none"> Read <i>Goetsch & Davis</i>, Chapters 9-11 Work on the Final Project Assignment 	<ul style="list-style-type: none"> Unit 4 Critical Thinking Paper Unit 4 Discussion
5	<ul style="list-style-type: none"> Read <i>Goetsch & Davis</i>, Chapters 12-14 Work on the Final Project Assignment 	<ul style="list-style-type: none"> Unit 5 Critical Thinking Paper Unit 5 Discussion
6	<ul style="list-style-type: none"> Complete the Final Project Assignment 	<ul style="list-style-type: none"> Final Project Assignment Final Exam Unit 6 Discussion

XXIV. Other Policies and Requirements

Follow this link to the Southwestern College Professional Studies [Standard Syllabus](#) in Blackboard. You may be required to log in.