

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: **Service Quality Management (962505)**

PROGRAM:

Bachelor of Administration & Service (BA&S)

LEVEL OF STUDY: **Undergraduate Programme**

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Service, Quality, and Hospitality				
SUBJECT TYPE	Mandatory				
LANGUAGE	Spanish				
SEMESTER	Programme	Semester			
	BA&S	5			
NUMBER OF ACADEMIC CREDITS	3				
HOURS OF ACADEMIC WORK	144	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK	96
LEARNING PREREQUISITES	<ul style="list-style-type: none">• Know and master the theories and principles of administration• Know the theories of service and quality• Know the organizational theories.				
INTERNATIONAL COMPONENT	<ul style="list-style-type: none">• National and international standards, policies, regulations and mores related to the professional field.• Vocabulary and technical language to communicate in different cultural contexts.• Intercultural challenges.• Courses linked to international challenges or projects with teams composed by both international faculty and students.				

SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	This subject empowers the student to acquire knowledge and analytical thinking typical of service administrators to identify the importance of quality in organizations, which work in a changing and competitive environment, in order to develop strategies that allow the long-term survival through process structuring, implementation of quality principles, application of continuous improvement and PDCA.					
KEY WORDS:	Quality, quality management, processes, quality tools.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO02 BA&S ILO07 BA&S ILO08	Distinguish the impact of Quality Management on clients and other stakeholders .	Knowledge	Module I. Principles of quality management Seven principles of quality management and their application in organizations. -The importance of identifying customer needs and expectations -The importance of identifying the needs of the interested parties - Analysis of the environment (interest group, environment variables) Module II. Strategic planning - Deployment of Quality policies and objectives - How a quality policy is designed and from there the construction of quality objectives. Module III. Process management - Concept, characteristics and classification of the processes. - Definition of the interrelation of processes and construction of the process map - Characterization of processes - The PDCA of the process - Processes per project (GANT, PERT, CPM) - Control and improvement of processes	Theoretical Class	Summative Assessment

				<ul style="list-style-type: none"> - Structures of a process management to achieve quality objectives. - Design and monitoring of indicators - Flowchart <p>Module VI. Integrated Management Systems.</p> <ul style="list-style-type: none"> - Definition of management system - Basic concepts and objectives of technical standards - Actors involved in the certification of management systems (accreditor, certifier, standardizer, organization) - The ISO 9000 family of standards - Chapters of ISO 9001, version 2015 - Generalities of environmental management systems (ISO 14001 version 2015) and - Safety and health at work (ISO 45001 version 2018) - HANDLING COMPLAINTS IN ORGANIZATIONS, ISO 10.002 Version 2018: 		
	ILO01 ILO02 BA&S ILO08	Formulate solutions to quality and service problems in accordance with the principles of Quality Management and Applying quality approaches in different organizations	Skill	<p>Module I. Principles of quality management</p> <ul style="list-style-type: none"> -Seven principles of quality management and their application in organizations. -The importance of identifying customer needs and expectations -The importance of identifying the needs of the interested parties - Analysis of the environment (interest group, environment variables) <p>Module III. Process management</p> <ul style="list-style-type: none"> - Concept, characteristics and classification of the processes. - Definition of the interrelation of processes and construction of the process map - Characterization of processes - The PDCA of the process - Processes per project (GANT, PERT, CPM) - Control and improvement of processes - Structures of a process management to achieve quality objectives. - Design and monitoring of indicators - Flowchart <p>Module IV. Quality route</p>	Projects Based Learning	Formative Assessment

				<p>- The PHVA cycle for the continuous improvement of the service, support tools for the analysis and solution of quality problems</p> <p>Module V. Tools for quality management and improvement</p> <p>TOOLS FOR QUALITY MANAGEMENT AND IMPROVEMENT</p> <p>MANAGEMENT TOOLS</p> <p>Affinity diagram.</p> <p>Tree diagram</p> <p>Interrelation diagram.</p> <p>Priority Matrix</p> <p>TECHNICAL QUALITY TOOLS</p> <p>Control Charts: Moving Range Xi, Letter P</p> <p>check list</p> <p>Histogram</p> <p>Scatter diagrams</p> <p>Control charts</p> <p>OTHER QUALITY TOOLS AND PRACTICES</p> <p>Benchmarking</p> <p>Matrix analysis (Quality Function deployment)</p> <p>Module VII. Quality costs</p> <ul style="list-style-type: none"> - Concepts - Types of quality costs - Management of quality costs - SIX SIGMA - Key concepts of Six Sigma - The politics of six sigma - Six sigma map (DMAMC) 		
	ILO01 ILO02	Know the usefulness of quality management for the competitiveness of the organization	Knowledge	<p>Module I. Principles of quality management</p> <ul style="list-style-type: none"> - Seven principles of quality management and their application in organizations. - The importance of identifying customer needs and expectations - The importance of identifying the needs of the interested parties - Analysis of the environment (interest group, environment variables) <p>Module II. Strategic planning</p>	Projects Based Learning	Formative Assessment

<p>BIBLIOGRAPHY</p>	<ul style="list-style-type: none"> • Aldana, Alvarez, Bernal, Díaz, Galindo, González y Villegas. (2010). Administración por calidad. Editorial Alfaomega. • Corporación Calidad. (2010). Empresas exitosas y sostenibles – Prácticas de clase mundial. Corporación Calidad • Camisón, César. Cruz, Sonia. Gonzalez, Tomás. (2007) Gestión de la calidad: Conceptos, enfoques, modelos y sistemas. Pearson Educación. • Evans, James. (2008). Administración y control de la calidad. Octava Edición. Editorial Thomson. • Heskett, James. (1988) La Gestión en las empresas de Servicio. Plaza & Janes • Pande, Meter y Newman Robert. (2000) Las claves del seis sigma. Editorial McGraw Hill. <p>COMPLEMENTARY LECTURES</p> <ul style="list-style-type: none"> • Blanchard Ken. Clientes incondicionales. Editorial Norma. 2005- • Summers. D. (2006). Administración de la Calidad. México: Prentice Hall. • ICONTEC. (2015). ISO 9001.Sistemas de Gestión de Calidad • ICONTEC. (2015). ISO 14001.Sistemas de Gestión Ambiental • ICONTEC. (2015). ISO 45001. Sistemas de seguridad y salud en el trabajo
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