



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Quality Manangement Systems							
Course Code		BYP119		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		This course aims to teach the competencies of the application of quality management systems.							
Course Content		Definition of the quality management systems, Total quality management, ISO 9000 standard series, Implementation of ISO 9001 to a business, Procedure, Instruction and preparation of quality manual.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Evrim ÇEVİK							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	• BUZLU, B. (2011). Kalite Yönetim Sistemleri. Ankara: Zeus Kitabevi.
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Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of Quality
2	Theoretical	Standards and standardization
3	Theoretical	Standards and standardization
4	Theoretical	The importance of standard in the manufacturing and service sector
5	Theoretical	Management quality and standards
6	Theoretical	Management quality and standards
7	Theoretical	Management quality and standarts
8	Intermediate Exam	Midterm Exams
9	Theoretical	Environmental standards
10	Theoretical	Environmental standards
11	Theoretical	Quality management system models
12	Theoretical	Quality management system models
13	Theoretical	Strategic management
14	Theoretical	Strategic management
15	Theoretical	Participate in management

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Midterm Examination	1	8	1	9
Final Examination	1	9	1	10
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	To be able to constitute a basis of the Quality Management System
2	To be able to apply the quality standards
3	Express the principles of quality philosophy. Questions the philosophy of quality and the principles of quality philosophy.
4	Express the principles of quality assurance system. Express the importance of standards.



5	Understands the differences between quality approaches
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**Programme Outcomes (Public Relations and Publicity)**

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

**Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High**

	L1	L2	L3	L4	L5
P1	4	5	4	3	4
P2	5	5	4	3	4
P3	3	4	4	5	5
P4	4	5	3	5	4
P5	4	3	5	4	5
P6	3	5	3	4	5
P7	5	5	4	3	4
P8	4	4	3	5	5

