



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	Quality Management Systems								
Course Code	İSÜ256			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	This course is intended to teach the competencies of quality management systems.								
Course Content	The concept of quality, standard and standardization, the importance of manufacturing and the service sector, management quality and standards, environmental standards, quality management system models, strategic management, participation in management, process management system, the resource management system, the student will be given information about the EFQM Excellence Model.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion								
Name of Lecturer(s)	Lec. Okan ERTOSLUK								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Halis M., 2010. Total Quality Management for Vocational Schools. Seçkin Publishing.
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Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of quality
2	Theoretical	The concept of quality
3	Theoretical	Standard and standardization
4	Theoretical	Standard and standardization
5	Theoretical	Standard and standardization
6	Theoretical	The importance of standard manufacturing and service sector
7	Theoretical	Management quality and environmental standards
8	Intermediate Exam	Midterm Exam
9	Intermediate Exam	Midterm Exam
10	Theoretical	Quality management system models and strategic management
11	Theoretical	Strategic management
12	Theoretical	Participate in the management
13	Theoretical	The process management system
14	Theoretical	Resource management system
15	Theoretical	Efqm excellence model
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	1	2	39
Midterm Examination	1	4	1	5
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Will be able to create the infrastructure of Quality Management System.
2	Apply Quality Standards.
3	Explain the basic stages of process management system.
4	Will be able to explain Standardization, Certification and Quality Reward.
5	Explain the importance of quality in service sector

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

