



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Total Quality Management							
Course Code		HAT213		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	96 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To be able to provide information about the basic concepts of quality and standards. To be able to provide information about the purpose of standardization and standards development process. To be able to ensure that students comprehend the importance of the relationship between quality and productivity.							
Course Content		The Development Process of standardization, standardization, Definition, Purpose of standards, standardization Benefits Standards and Standardisation in Turkey, the Turkish Standards Institute and Duties of National and International Metrology, Calibration Studies and Institutions, Definition of Quality, Quality Concepts, Quality Approaches Relationship Between Quality and Productivity , Quality, Costs and Risks, Benefits of Quality Assurance, Quality Control Concept, Total Quality Management, Occupational Standards							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Lec. Okan ERTOSLUK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Four Phases of Total Quality Management, Weaver, C. N., Ankara, 2000.
2	Total Quality Management, Theory, Principles and Applications, Şimşek, H., Ankara, 2009.
3	Total Quality Management, Kingir, S., Ankara, 2013.

Week	Weekly Detailed Course Contents	
1	Theoretical	Development process of standardization, the definition of standardization, objective standards
2	Theoretical	The benefits of standardization, standards and standardization work in Turkey
3	Theoretical	Turkish Standards Institute and its mission
5	Theoretical	The definition of quality, Quality concepts, quality approaches
7	Theoretical	Benefits of Quality Assurance
8	Intermediate Exam	Midterm Exam
9	Theoretical	Quality Control Concept
10	Theoretical	Total Quality Management
11	Theoretical	TS-EN-ISO 9000 Standards, TS-EN-ISO 9001 Standards
12	Theoretical	TS-EN-ISO 9004 Standards
13	Theoretical	TS-EN-ISO 9004 Standards
14	Theoretical	Occupational Standards
15	Theoretical	Faulty Materials, Probability Distribution
16	Final Exam	Final Exam
17	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	2	2	60
Individual Work	2	5	1	12
Midterm Examination	1	10	1	11



Final Examination	1	12	1	13
Total Workload (Hours)				96
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to comprehend the need and importance of standardization.
2	To be able to explain the basic concepts about quality.
3	To understand the importance of quality assurance.
4	To be able to explain professional standards.
5	To understand the importance of the relationship between quality and efficiency.

Programme Outcomes (Public Relations and Publicity)

1	To be able to possess 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	To be able to own 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	To be able to possess 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	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

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	1	1	2	1	3
P2	1	1	2	2	3
P3	1	2	2	2	3
P4	1	1	3	2	3
P5	1	1	3	1	3
P6	1	1	2	1	3
P7	1	1	3	1	3
P8	1	1	2	1	3
P9	1	2	2	2	2

