



AYDIN ADNAN MENDERES UNIVERSITY 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)									

Assessment Methods and Criteria

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

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

