

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

TOTAL QUALITY MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
TOTAL QUALITY MANAGEMENT	PR4212033	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator					
Name of Lecturer(s)					
Assistant(s)					
Aim					
Course Content	This course contains;				
Course Learning Outcomes		Teaching Methods		Assessment Methods	
Will be able to have ability to think customer-oriented				A, D, E	
1. Will be able to explain the theoretical framework of total quality management.				A, D, E	
1.1 Identify total quality management					
1.2 Defines the concept of quality					
1.3 Can compare the concepts of quality and total quality					
2. Will be able to have knowledge about process management				A, D, E	
2.1 Defines process management					
2.2 Explains process management					
2.3 Understand the basic elements of process management development					
3.1 Defines customers within the scope of quality					
3.2 Defines customers' quality expectations					
3.3 Explains quality and customer relationship					
4. Will be able to implement quality assurance systems				A, D, E	
4.1 Defines the quality assurance system					
4.2 Explains quality assurance systems					
4.3 Establishes a quality assurance system					
5. Will be able to have problem solving skills				A, D, E	
5.1 Can perform statistical quality control					
5.2 Interprets quality control charts					
5.3 Creates a quality control strategy					
Teaching Methods					
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
Evaluation Methods		Weight(%)			
(Midterm Exam) homework		20			
Midterm Exam		40			
General Exam		60			

Resources