



Module Specification

Competing Through Quality

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Part 1: Information

Module title: Competing Through Quality

Module code: UMMD7N-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Operations and Information Management

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Competing through quality aims to introduce the key concepts in both quality management and lean thinking, and looks at how businesses can use these to generate sustainable competitive advantage through significant operational improvements.

The module will examine the historical and cultural foundations of the quality movement. It will consider the different aspects of quality, from internal manufacturing quality, to supply chain quality and service quality, and will introduce

and appraise different approaches, tools and techniques for improving operational quality.

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: Defining Quality; Quality as a strategic performance objective

Costs/Benefits of quality

Lean, Japanese Quality Movement and Improvement techniques

Total Quality Management and 6 Sigma

Quality management systems

Service quality and the customer perspective

Quality in Supply Chains

Quality Culture and Managing Change

Part 3: Teaching and learning methods

Teaching and learning methods: Quality Management is essentially a practical discipline. The learning activities therefore involve exercises that help embed understanding around how tools and techniques can be applied in the real world.

Contact will be through a mixture of lectures and seminars. Weekly taught sessions are supplemented by private directed study in preparation for each topic. This independent research may include reading papers, watching media or field research and will require the student to read around the subject. This preparation work will then be discussed (to form part of the formative feedback) during the teaching sessions.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Develop a thorough understanding of quality management theory and practice in both service and manufacturing environments

MO2 Strategically evaluate, select and apply appropriate quality management tools, concepts and approaches to improve competitive operations in businesses.

MO3 Critically appraise operational processes to identify areas for quality improvement and propose effective and efficient operational improvement projects

MO4 Be able to assimilate and analyse appropriate data to evaluate quality in business operations.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ummd7n-15-3.html) via the following link

<https://uwe.rl.talis.com/modules/ummd7n-15-3.html>

Part 4: Assessment

Assessment strategy: Summative assessment of this module has been devised to examine both the students' knowledge and application of the subject. Prior to the coursework report students are given guidance and support around what constitutes both good and bad practice.

Assessment : Individual Report 2500 words (100%) The report tests knowledge and understanding of quality management and requires application of knowledge, along

with evaluation and academic critical appraisal of quality management, in a real world context.

Assessment tasks:**Report (First Sit)**

Description: 2,500 word report

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Report (Resit)

Description: 2,500 word report

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Economics {Top-Up} [Frenchay] BA (Hons) 2023-24

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management and Economics [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business Management and Economics [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management and Economics {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20