

وزارة التعليم العالي والبحث العلمي
جهاز الإشراف والتقويم العلمي
قسم ضمان الجودة والاعتماد الأكاديمي

استمارة وصف البرنامج الأكاديمي للكليات والمعاهد للعام الدراسي 2025-2026

الجامعة : جامعة شط العرب

الكلية /المعهد : كلية الادارة والاقتصاد

القسم العلمي : ادارة الاعمال

تاريخ ملء الملف : 2025/9/1

التوقيع : د. علاء عبد الوهاب حسون

اسم المعاون العلمي : د. علاء عبد الوهاب حسون

التاريخ : 2025/9/1

التوقيع : د. زين العابدين جاسم محمد

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التاريخ : 2025/9/1

دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي : م م وفاء سعيد حسن

التاريخ : 2025/9/1

التوقيع

التوقيع : الأستاذ الدكتور محمد عبود طاهر الخلقوم

جامعة شط العرب
مصادقة السيد عميد الكلية



م.م وفاء سعيد حسن



Course Description Form / Research Methods and Ethics

Description Course	Research Methods and Ethics
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The Quality Management course introduces students to the fundamental and advanced concepts of quality management in organizations, with a focus on quality principles, systems, and tools used to improve organizational performance and ensure the quality of products and services. The course enables students to understand the philosophy of Total Quality Management (TQM), as well as continuous improvement approaches aimed at reducing errors, enhancing operational efficiency, and increasing customer satisfaction.

1. Educational Institution	Shatt Al-Arab University College of Management and Economics
2. Department / Center	Business Administration
3. Course Title /Code	Quality Management
4. Lecturer Name	Assistant Lecturer Elaph Najm Al-Din Abdullah
5. Type of Teaching	Second Course
6. Academic Year /Term	Course Materials and E-Learning Resources
7. Total No. of Teaching Hours	45 Hours

8. Date of Preparing this Course Description	1/9/2025
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9. Course Objectives

a. To provide students with an understanding of the concept of quality management and its historical development.
b. To develop students' understanding of the principles and foundations of quality management.
c. To enhance students' ability to analyze quality-related problems within organizations..
d. To equip students with the skills required to use quality control and quality improvement tools and techniques..
e. To demonstrate the relationship between quality management, customer satisfaction, and the achievement of competitive advantage.

10. Course Output, Methodology and Evaluation

(A) Cognitive Objectives

a. A1. Introduce students to the concept of quality management and its historical development.
b. A2. Develop students' understanding of the relationship between quality, customer satisfaction, and organizational performance improvement.
c. A3. Enhance students' awareness of the importance of continuous improvement in organizations.

(B) Skill Objectives Related to the Program:

a. B1. Enable students to use quality management tools such as the Cause-and-Effect Diagram (Fishbone Diagram).

b. B2. Develop students' ability to prepare reports on quality-related problems and propose scientific solutions.

c. B3. Encourage students to participate effectively in teams responsible for process improvement within organizations.

d. B4. Apply quality management concepts to real-world case studies.

Methods of Teaching and Learning

**Face-to-face Lectures
Classroom Discussions
Case Studies and Practical Applications**

Methods of Evaluation

a. Weekly Assessment

b. Monthly Assessment through Examinations

c. Final Assessment (Final Examination)

d. Daily Attendance

e. weekly Reports and Assignments

(C) Sentimental and Value Objectives

a. C1. Promote commitment to accuracy and excellence in academic and professional tasks.

b. C2. Foster a positive attitude toward applying quality management principles in the workplace.

c. C3. Reinforce the concept of individual and collective responsibility for improving process quality.

d. C4. Strengthen teamwork and collaboration within quality improvement teams.

Methods of Teaching and Learning

**Face-to-face Lectures
Classroom Discussions
Case Studies and Practical Applications**

Methods of Evaluation

a. Weekly Assessment

b. Monthly Assessment through Examinations

c. Final Assessment (Final Examination)

d. Daily Attendance

e. Weekly Reports and Assignments

D) General and Qualitative Skills (other skills related to the ability of employment and personal development)

a. D1. Develop teamwork skills and participation in decision-making processes.
b. D2. Enhance the ability to adapt to different work environments and understand their quality requirements.
c. D3. Develop presentation and persuasion skills through case study presentations and course projects.
d. D4. Strengthen adaptability to diverse workplace environments and quality-related challenges.
e. D5. Foster lifelong self-learning skills to keep pace with developments in the field of quality management.

11. Course Structure

Week	Hours	Course Unit Topic	Learning Outcomes	Teaching Method	Assessment Method
1	3	Fundamentals of Quality	Introduce students to the concept, objectives, importance, and factors affecting quality.	Face-to-face	Attendance, participation, short quiz

2	3	Fundamentals of Quality	Identify the dimensions of quality and the role of quality management within the organizational structure.	Face-to-face	Attendance, short quiz
3	3	Quality Costs	Introduce students to the concept, importance, and types of quality costs.	Face-to-face	Attendance, short quiz
4	3	Quality Costs	Explain the optimal level of quality costs, the relationship between quality and cost, quality cost ratios, and hidden quality costs.	Face-to-face	Attendance, short quiz
5	3	Quality Costs	Analyze and measure quality costs and explain the impact of quality management on productivity.	Face-to-face	Attendance, short quiz
6	3	Quality Circles	Explain the emergence, concept, objectives, advantages, and structure of quality circles.	Face-to-face	Attendance, short quiz
7	3	Midterm Examination	Midterm Examination	Examination	Examination

8	3	Quality Circles	Identify the problems discussed by quality circles and explain the factors affecting their success.	Face-to-face	Attendance, short quiz
9	3	Quality Control	Understand the historical development, functions, principles, and procedures of quality control.	Face-to-face	Attendance, short quiz
10	3	Quality Control	Compare check sheets and histograms.	Face-to-face	Attendance, short quiz
11	3	Quality Control	Differentiate between Pareto charts, cause-and-effect diagrams, and scatter diagrams.	Face-to-face	Attendance, short quiz
12	3	Statistical Quality Control	Identify the causes of process deviations.	Face-to-face	Attendance, short quiz
13	3	Statistical Quality Control	Explain statistical process control techniques.	Face-to-face	Attendance, short quiz

14	3	Statistical Quality Control	Understand statistical process control charts and their applications.	Face-to-face	Attendance, short quiz
15	3	Final Examination	Final Examination	Examination	Examination

12. Infrastructure

a. Textbooks	Quality management
b. References	Quality management
c. Recommended books and periodicals (journals, reports, etc.)	
d. Electronic references, internet websites, etc	Virtual Library, Internet Resources, international Scientific Research Databases and Websites

13. The Plan of Improving the Course

The course will be continuously developed by incorporating contemporary topics such as digital transformation in quality management and the applications of artificial intelligence in quality improvement. Greater emphasis will also be placed on the use of case studies drawn from the Iraqi business environment to enhance students' practical understanding and ability to apply quality management concepts in real-world organizational settings.