

Course. PTMA 3500, Managing for Organizational Excellence	Term.
Professor. Dr. Becky Starnes	Course Credit. 3 Hours
Office Hours. As posted.	Telephone. (931) 221-1443
E-mail. starnesb@apsu.edu	Prerequisites. None

Course Description. This course provides a thorough understanding of the principles, terms, and concepts of quality management to include quality standards, implementing organizational assessments, and building and maintain customer satisfaction.

Course Objectives/Outline.

1. Organizational Leadership
 - Apply organizational designs and codes of ethics.
 - Analyze characteristics that influence organizational culture.
 - Evaluate techniques for facilitating or managing organizational change.
 - Analyze negotiation techniques.
 - Evaluate motivation and conflict resolution techniques.
2. Team Processes
 - Know the types of teams and team formation and evolution.
 - Comprehend team-building, facilitation, and leaderships techniques.
 - Evaluate team performance evaluations and reward and recognition processes.
3. Strategy Development and Deployment
 - Comprehend how to conduct an environmental analysis.
 - Apply and analyze strategic planning and assessment techniques.
 - Comprehend how to deploy organizational plans.
4. Quality Management Tools
 - Apply and evaluate the effectiveness of problem-solving tools.
 - Apply and analyze process management approaches.
 - Analyze and evaluate assessment and measurement tools.
5. Customer-focused Organizations
 - Comprehend how to identify and segment customers.
 - Comprehend and apply customer relationship management principles.
6. Supplier Performance
 - Know how to develop and manage supplier relationships.
 - Apply supplier evaluation assessments.
7. Principles of Management
 - Apply and evaluate the management processes for planning, organizing, communicating, staffing, leading, and controlling organizational processes.
8. Training and Development
 - Know how to align training plans with strategic and business needs.
 - Comprehend how to conduct a training needs analysis, select and deliver, and evaluate training processes.

Required Learning Resources

1. *The Certified Quality Manager Handbook*, Second Edition, Duke Okes and Russell T. Westcott, Editors, published by the American Society for Quality. ISBN 0-87389-487.
2. *Juran's Quality Handbook*, Fifth Edition. J. M. Juran, editor in chief, and A. Blanton Godfrey, associate editor, published by the American Society for Quality. ISBN 0-07-034003-X.

Methods of Facilitation. Instructional methods include the application of a variety of methods and tools to include informal lectures, small and large group discussions, team exercises, case studies, progress checks, and exams. Each student prepares an organizational quality report for presentation at the end of the term. This project provides each student the opportunity to apply quality management concepts and tools to a specific organization and demonstrate his/her speaking and writing skills.

Basis and Methods for Grading.

1. Multiple-choice/short answer tests. Each test is graded using a 100-point scale. Tests may cover the material in the readings, lectures, case studies, handouts, and films.
2. The oral presentation of the organizational quality management report will be evaluated in accordance with the guidelines discussed by the professor in class.
3. The written report is evaluated for proper grammar, punctuation, spelling, and content.

Summary

Seven exams (100 points each)	700 points
Oral presentation of quality management report	100 points
Written quality management report	100 points
Class participation and attitude	100 points
Final exam	<u>100 points</u>
	Total 1,100 points

Grading Scale

- 90 percent of the total points or better = A
- 80 to 89 percent of the total points = B
- 70 to 79 percent of the total points = C
- 60 to 69 percent of the total points = D
- 59 percent or less of the total points = F

Class Policies

Attendance. Each student should keep the professor informed of his/her attendance issues. Per the 2004-2005 Austin Peay State University Undergraduate Bulletin: "Class attendance is a key attribute to academic success . . . the University requires faculty to report and students who have never attended class (FM—Failure, Never Attended) or those students who stop attending class and are no longer receiving instruction (FA—Failure, Stopped Attendance). Students missing four classes or more will receive a grade of FA.

Absence from Announced Tests and Examinations. Per the 2004-2005 Austin Peay State University Undergraduate Bulletin: "Students who are forced by circumstances beyond their control to be absent from announced tests and examinations should request approval from the instructor. At the discretion of the instructor, the student will receive the grade of I, F, or FA. The grade of I may be changed on the basis of a late test or examination.

Children. Per Fort Campbell Education Center policy, children are not allowed in classrooms or other areas of the education center.

Academic Dishonesty. Per the 2004-2005 Austin Peay State University Undergraduate Bulletin: “Academic dishonesty may be defined as any act of dishonesty in academic work. This includes, but is not limited to, plagiarism, the changing or falsifying of any academic documents or materials, cheating and giving or receiving of unauthorized aid in tests, examinations or other assigned work. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. Penalties for academic misconduct will vary with the seriousness of the offense and may include, but are not limited to, a grade of F on the work in question, a grade of F in the course, reprimand, probation, suspension and expulsion.

Disability Policy. Any student who has a disability that may affect his/her academic performance is encouraged to make an appointment with me to discuss this matter or to contract Disability Services at telephone extension 221-6230; voice 221-6278p voice tty.

Caveat. The above schedule and procedures are subject to change in the event of extenuating circumstances.