


QUALITY

1. Competences	To manage products and services marketing process according to the market diagnosis, selling strategies and administrative tools, in order to meet client's needs, to contribute to corporation national and international competitiveness and positioning.
1. Term	Third
2. Theoretical hours	19
3. Practical hours	41
4. Total hours	60
5. Weekly hours	4
6. Objective	Students will prepare standardization and continuous improvement proposals for services in commercial area, taking advantage of measurement tools and ISO standards, to contribute to customer satisfaction and corporation competitiveness.

Learning Unit	Hours		
	Theoretical	Practical	Total
I. Introduction to Quality	5	0	5
II. Processes Administration	6	37	43
III. Continuous Improvement	8	4	12
Total	19	41	60


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Learning Units

1. Learning Unit	I. Introduction to Quality
2. Theoretical Hours	5
3. Practical Hours	0
4. Total	5
5. Objective	Students will distinguish quality importance to contextualize it in customer service delivery.

Topic	Knowledge	Skills	Values/ Behavior
Basic concepts	<p>To describe concepts of quality, product quality, service quality, competitive advantage, efficiency, efficacy, competitiveness and continuous improvement.</p> <p>To understand the importance of quality as a competitive advantage in corporations.</p>		<p>Disciplined</p> <p>Analytical</p> <p>Organized</p>


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Topic	Knowledge	Skills	Values/ Behavior
Quality philosophers	<p>To identify contributions of quality philosophers proposed by:</p> <ul style="list-style-type: none"> - Deming - Jurán - Feigebaum - Crosby - Peters - Möller - Ishikawa - Shingo - Imai - Taguchi <p>To differentiate philosophers contributions related to commercial area.</p>		<p>Disciplined Analytical Organized</p>

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To make a mind map containing:</p> <ul style="list-style-type: none"> - Quality basic concepts - Importance of quality as a competitive advantage - Contributions of quality philosophers 	<ol style="list-style-type: none"> 1. To understand quality basic concepts. 2. To understand the importance of quality as a competitive advantage. 3. To analyze contributions of quality philosophers. 	<p>Essay</p> <p>Checklist</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Research tasks Group discussion Brainstorm	Computer Projector Internet Printed material Board

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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Learning Units

1. Learning Unit	II. Processes Administration
2. Theoretical Hours	6
3. Practical Hours	37
4. Total	43
5. Objective	Students will establish processes to standardize commercial area services.

Topic	Knowledge	Skills	Values/ Behavior
Processes mapping	<p>To explain the concepts of process, processes mapping and its methodology.</p> <p>To identify the concept of flowchart and its symbology.</p> <p>To describe the concept of procedures and elements to record them.</p>	<p>To complete a service processes mapping in commercialization area</p> <p>To record procedures.</p>	<p>Disciplined</p> <p>Analytical</p> <p>Ability to plan</p> <p>Teamwork</p> <p>Reasoning ability</p> <p>Decision making</p> <p>Systematic</p>
Indicators	<p>To explain concepts of efficiency, efficacy and processes administration.</p> <p>To describe the concept, characteristics and variables of indicators.</p>	<p>To formulate indicators.</p> <p>To interpret performance indicators in commercial area.</p>	<p>Disciplined</p> <p>Analytical</p> <p>Ability to plan</p> <p>Teamwork</p> <p>Reasoning ability</p> <p>Decision making</p> <p>Systematic</p>


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Topic	Knowledge	Skills	Values/ Behavior
Customer satisfaction	To explain the concept of customer satisfaction and its importance. To describe customer satisfaction evaluation tools: - Scales - Questionnaires - Interviews	To evaluate customer satisfaction through the use of evaluation tools.	Disciplined Analytical Ability to plan Teamwork Reasoning ability Decision making Systematic
Quality statistical tools	To explain quality tools and their methodology: -Pareto diagram. -Cause and effect diagram. -Verification sheet. -Histograms.	To identify opportunity areas in the corporation through the use of quality tools.	Disciplined Analytical Ability to plan Teamwork Reasoning ability Decision making Systematic

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case, to elaborate a services standardization report in commercial area, containing:</p> <ul style="list-style-type: none"> - Processes mapping - Procedures recording using the flowchart - Indicators proposal - Customer satisfaction evaluation tools - Quality tools and their justification - Conclusions 	<ol style="list-style-type: none"> 1. To understand the concept of processes mapping and the procedure to record them. 2. To identify the concept, characteristics and variables of indicators. 3. To distinguish the concept of customer satisfaction and its evaluation tools. 4. To identify quality statistical tools. 	<p>Case studies</p> <p>Checklist</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Cases analysis Practical exercises Research tasks	Computer Projector Internet Printed material Board

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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Learning Units

1. Learning Unit	III. Continuous Improvement
2. Theoretical Hours	8
3. Practical Hours	4
4. Total	12
5. Objective	Students will propose improvements to commercial area processes to contribute to corporations' overall quality.

Topic	Knowledge	Skills	Values/ Behavior
Quality philosophies	To describe quality philosophies and their methodology: - Overall quality - Just in time (JIT) - Six sigma - 5's	To determine quality philosophies from corporation needs.	Analytical Disciplined Systematical Organized Objective


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Topic	Knowledge	Skills	Values/ Behavior
Quality Management Systems	To explain the concept of quality management system and its principles: <ul style="list-style-type: none"> - Customer focus - Leadership - Personnel participation - Processes-based focus - System for management focus - Continuous improvement - Facts- based focus for decision making - Mutually beneficial relationship with providers. 		Analytical Objective Organized
International Organization for Standardization (ISO)	To understand what international standards ISO are, their application to corporations and their scope. To distinguish ISO standards ISO 9001: 2015 and ISO 14001:2015, their objective and scope.	To verify the fulfillment of criteria established in standards. To propose continuous improvement actions.	Analytical Disciplined Systematic Organized Objective

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case, to elaborate a continuous improvement proposal including:</p> <ul style="list-style-type: none"> - Quality philosophy to be implemented and its justification - Description of applicable quality management systems - Verification of applicable standard and its justification - Continuous improvement actions. 	<ol style="list-style-type: none"> 1. To identify quality philosophies and their methodology. 2. To understand the concept and principles of quality management system. 3. To identify ISO standards objective and scope. 	<p>Case studies</p> <p>Checklist</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Collaborative teams Research tasks Cases analysis	Computer Projector Internet International standards Board Printed material

TRAINING FACILITIES


Classroom	Languages Lab/Workshop	Corporation
X		

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ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES

Ability	Performance Criteria
<p>To determine competition positioning through the study of its competitive advantages, weaknesses, use of methods and techniques, in order to identify the corporation's opportunities in the market.</p>	<p>Students deliver the competition analysis including:</p> <ul style="list-style-type: none"> - participation in the market - positioning in the market - Competitive and comparative advantages matrix: <ul style="list-style-type: none"> - Price - Product quality - Service quality - Distribution channels - Delivery time - Advertising - Payment terms - After-sales service - Analysis and interpretation of results - Opportunity identification.
<p>To supervise commercial processes through control tools and performance indicators, to establish improvement actions and contribute to the corporation profitability.</p>	<p>Students elaborate a report including:</p> <ul style="list-style-type: none"> - Type of supervision - Control Tools - Sales area indicators measurement - Customer satisfaction evaluation - Sales force performance evaluation - Improvement proposals

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Equipo Vértice	2012	<i>La calidad en el servicio al cliente</i>	Buenos Aires	Argentina	Vértice ISBN: 9788499318813
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