



**UNIVERSIDAD DE GUADALAJARA**  
**CENTRO UNIVERSITARIO DE CIENCIAS**  
**ECONÓMICO ADMINISTRATIVAS**  
**MASTER BUSINESS ADMINISTRATION**

**COURSE PROGRAM**

**1.- NAME OF THE SUBJECT**

QUALITY SYSTEMS

**2.- KEY OF SUBJECT**

D0860

**3.- PREREQUISITES**

NONE

**4.- SERIATION**

NONE

**5.- TRAINING AREA**

OPTIONAL OPEN

**6.- DEPARTMENT**

ADMINISTRATION

**7.- ACADEMY**

APPLIED MANAGEMENT

**8.- TYPE OF SUBJECT**

CLASSROOM

**9.- TYPE OF COURSE**

COURSE

**10.- WORKLOAD**

HBCA	HAI	TOTAL
48	48	96 Hrs.

**11.- CREDITS**

6

**12.- EDUCATION LEVEL**

MASTERY

### **13.- PRESENTATION**

It will provide the student perspective of what they stand for quality systems and processes of change in the organizational culture.

### **14.- TRAINING STUDENT PROFILE**

The program enables the student to understand and implement appropriate quality programs and it will be provided the basic elements to foster a culture of continuous improvement that contributes to the competitiveness of organizations and allow them to position themselves in global markets.

### **15.- OBJECTIVES OF THE PROGRAMME**

- Understand and manage the approaches and elements of continuous improvement processes and competitiveness in organizations.
- Form agents of change who exercises geared to the quality and the efficiency and effectiveness leadership.
- Highlight and promote the importance of human quality in the processes of strategic change
- Generate participation spaces through solving cases

### **16.- CONTENT AREA**

#### **UNIT I. QUALITY SYSTEMS**

1. General
2. Quality Models
3. Tools for continuous improvement
4. Strategic vision quality
5. The competitive and strategic environment

#### **UNIT II. TEAMWORK**

1. Quality Circles
2. Improvement groups
3. empowered Equipment

#### **UNIT III. CURRENT APPROACHES**

1. Leadership
2. Motivation
3. Communication

#### **UNIT IV. QUALITY AWARDS**

1. National Quality Award
2. Malcolm Baldrige Award (USA)
3. Deming Prize (Japan)
4. European Quality Award

## **UNIT V. QUALITY CULTURE**

1. Concepts
2. Address by quality
3. Participatory Address
4. High Performance Organizations

## **UNIT VI. QUALITY OF SERVICE**

1. The client
2. The service
3. Diagnosis Service
4. Matrix identification of strategies
5. QFD

## **UNIT VII. QUALITY ASSURANCE**

1. ISO 9000
2. The certification process
3. Auditing

## **UNIT VIII. NEW APPROACHES FOR CONTINUOUS IMPROVEMENT**

1. Reengineering
2. Benchmarking

## **17.- BIBLIOGRAPHY**

- Evans/ Lindsay, Administración y control de calidad \ Editorial Iberoamerica
- Paul James: Gestión de la calidad total / Editorial Prentice Hall.
- Vincent K. Omachme & Joel E. Ross: Principios de la calidad total / Editorial Diana.
- Humberto Gutiérrez Pulido: Calidad total y productividad. / Editorial McGraw-Hill.
- J. Raúl Martínez Tamariz: Manual de implantación de un proceso de mejoramiento de la calidad. / Editorial Panorama.
- Howard S. Gitlow: Planificando para la calidad./ Editorial Ventura.
- Mark Graham Brown: Como evaluar la calidad de su empresa. / Editorial Panorama.
- T. Murakami: Estrategia para la creacion / Editorial Panorama
- Jean Paul Sallanave: La gerencia integral / Editorial Norma
- George de Sainte-Marie: Dirigir una Pyme./ Editorial Paidós Empresa
- Fred R. David: Conceptos de administración estratégica / Prentice Hall.
- Dale H. Besterfield : Control de la calidad. / Editorial Prentice Hall.
- Mary Walton: Como administrar con el metodo Deming. / Editorial Norma.
- Edward Deming: Calidad, Productividad y Competitividad./ Ediciones Díaz de Santos.
- Phillip B. Crosby: La calidad no cuesta./ Editorial CECSA
- Joseph Juran: Juran's quality control handboock. / Editorial McGraw Hill.
- Joseph Juran: Juran y el liderazgo para la calidad. / Editorial legis
- Juran & F. M Gryna: Analisis y planeacion de la calidad McGraw Hill.
- Kaouro Ishikawa: Que es control total de la calidad? / editorial Norma.

## **18.- PROFESSIONAL APPLICATION**

The student Exercised attitudes and practice management practices that reflect a competitive advantage in organizations.

## **19.- PROFESSORS TEACHING THE SUBJECT**

Dr. Humberto Palos Delgadillo  
Email: humpalos@cucea.udg.mx

## **20.- TEACHER PROFILE**

Extensive experience in the implementation of quality systems in organizations and have knowledge in strategic planning.

## **21.- LEARNING PROCESS**

Expository and participatory: During the course two methods of work apply. In the first exhibition to serve as a framework for group work, team and individual will be conducted; and second, group dynamics, work and interests of the students will be provided.

## **22.- EXTRACURRICULAR ACTIVITIES**

Visit to selected companies highly competitive and reflect on their collaborated a culture of quality of life.

## **23.- FORMULATION, APPROVAL AND VALIDATION**

Lecturers, Academic Council.

## **24.- EVALUATION OF LEARNING**

Master Exhibition  
Exhibition of students  
Previous readings of the topics  
Organization panels or forums  
Research by students (cases and themes)  
Conferences  
Company visits  
Presentation and discussion of cases  
Presentation of films and dynamic  
The course is a comprehensive research of the issues included both personally and as a team.

**25.- CURRICULUM EVALUATION**

Lecturers, Academic Council, annual review

**26.- CURRICULUM MAP**

[http://web.cucea.udg.mx/posgrados/tipo02.php?id=11&cont=plan\\_est](http://web.cucea.udg.mx/posgrados/tipo02.php?id=11&cont=plan_est)

**27.- PARTICIPANTS AND DATE ON THE DEVELOPMENT PROGRAM**

Dr. Humberto Palos Delgadillo.

AUGUST 2015