

COURSE OF STUDY Business strategies and management

ACADEMIC YEAR 2023/24

ACADEMIC SUBJECT Theory and technique of quality

General information	
Year of the course	II
Academic calendar (starting and ending date)	I semester (11-9-23-22-12-23)
Credits (CFU/ETCS):	6
SSD	SECS-P/13 Commodity science
Language	Italian
Mode of attendance	mandatory attendance

Professor/ Lecturer	
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Department and address	via Lago Maggiore ang. via Ancona Taranto
Virtual room	Teams Platform
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Monday and Wednesday 14: 30-15: 30 at the Department or on the Teams platform by appointment via email

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	48	//	102
CFU/ETCS			
6	6		

Learning Objectives	<i>At the end of the course the student must be able to understand the current national and international guidelines in terms of quality and must be able to design and organize a corporate quality system.</i>
Course prerequisites	<i>None</i>

Teaching strategies	<i>Lessons</i>
Expected learning outcomes in terms of	
Knowledge and understanding on:	<ul style="list-style-type: none"> ○ The Quality Theory and Technique student will have to possess the fundamental knowledge for the management of companies, with particular reference to the processes that allow the management and improvement of quality. An indispensable basis will be the mastery of the process analysis methodology to support strategic business management. These objectives will be achieved with participation in classroom lessons, exercises in working groups and with the commitment of personal study required by the training activities.
Applying knowledge and understanding on:	<ul style="list-style-type: none"> ○ The student, understanding the strategic context of the company, will be able to apply analysis techniques to design, implement and manage a

	corporate quality system. The individual study of the proposed texts and the examination of business cases illustrated in the course of the proposed activities contribute to achieving these skills.
Soft skills	<ul style="list-style-type: none"> • Making informed judgments and choices The student will have to acquire the ability to analyze the main organizational information of the company, to be able to operate with autonomy and authority, selecting the necessary tools to govern the problems that companies must face to improve the quality of their organizations. • Communicating knowledge and understanding The student will be able to effectively communicate ideas and solutions regarding the analysis of business processes. He will be able to communicate with collaborators in the business and professional sphere, clearly explaining his conclusions relating to the topics analyzed. Communication skills will be developed during the various activities that involve the presentation of reports by students and as part of the preparation and discussion of the final exam. • Capacities to continue learning <ul style="list-style-type: none"> ○ The student will have acquired, with participation in classroom activities and laboratories and finally with the preparation of the final exam, the ability to independently investigate issues relating to the implementation of a corporate quality system and the use of product certification.
Syllabus	
Content knowledge	<p><i>Quality theory</i> Introduction to the concepts of quality. Quality from a product point of view. Historical evolution of the concept of quality. From product control to process control. From quality as a cost to quality as a value. The quality systems. The standardization and certification system in Europe and Italy. The ISO 9000 series standards. Quality certification and excellence: the quality awards. Product quality and related certification. Quality design and related techniques (Six Sigma, Quality Function Deployment, Benchmarking).</p> <p><i>Quality technique</i> The methods of conducting the project for the creation of a Quality System. Setting up a business quality plan. The planning of activities. Analysis of the production cycle of the product or service. Setting up operational or management procedures. Definition of process control indicators. Carrying out the audit activities.</p>
Texts and readings	Lucio Cappelli, Maria Francesca Renzi, <i>Management della qualità, CEDAM</i>
Notes, additional materials	//
Repository	Available in the library
Assessment	
Assessment methods	Oral examination
Assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding The trainee possesses the fundamental knowledge for the management of businesses, with particular reference to the processes that allow for the management and improvement of quality, and masters the methodology of process analysis to support strategic business management. • Applied knowledge and understanding The student understands the strategic context of the company and is able to apply analysis techniques to design, implement and manage a corporate quality system. • Autonomy of judgment The student has acquired the ability to analyze the main organizational

	<p>information of the company and is able to select the tools necessary to govern the problems that companies must face to improve the quality of their organizations.</p> <ul style="list-style-type: none"> • Communication skills <p>The student will be able to effectively communicate ideas and solutions regarding the analysis of business processes.</p> <ul style="list-style-type: none"> • Capacities to continue learning <p>The student will have acquired the ability to independently investigate issues relating to the implementation of a corporate quality system and the use of product certification systems with a critical approach.</p>
Final exam and grading criteria	<p>The final mark is given out of thirty. The exam is considered passed when the grade is greater than or equal to 18.</p> <p>The oral test consists of the answer to three questions/topics related to the program which contribute equally to the formulation of the final grade.</p> <p>The evaluation criteria of the questions are the following:</p> <ul style="list-style-type: none"> Completeness and exhaustiveness of the answer Argumentative ability Critical processing.
Further information	
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