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| <b>Course unit Descriptor</b>  | <b>Faculty of Economics Subotica</b>  |  <b>UNIVERZITET U NOVOM SADU</b><br><b>UNIVERSITY OF NOVI SAD</b> |
|  |  |  |
| <b>GENERAL INFORMATION</b>   |   |  |
| Study program in which the course unit is offered  | Digital Marketing   |  |
| Course unit title  | Quality Management  |  |
| Course unit code   | MMT-04  |  |
| Type of course unit <sup>1</sup>   | Compulsory  |  |
| Level of course unit <sup>2</sup>  | Second  |  |
| Semester when the course unit is offered   | Second  |  |
| Year of study (if applicable)  | One   |  |
| Number of ECTS allocated   | 6   |  |
| Name of lecturer/lecturers   | Radenko Marić   |  |
| Mode of course unit delivery <sup>3</sup>  | Face-to-Face  |  |
| Course unit pre-requisites (if any)  | -   |  |
| <b>PURPOSE AND OVERVIEW (max 5-10 sentences)</b>   |   |  |
| <p>The “Quality Management” course provides the basic modern knowledge of quality criteria and the structure of certain standardized management systems and their impact on maintaining quality in multichannel trade. By completing the course, students will learn how to apply a number of tools and techniques in the field of quality such as: TQM concept, Six sigma concept, LEAN management, etc. Students will be presented with solutions in terms of quality control and will be introduced to the requirements of the most important national and international standards / quality systems for product placement.</p> |   |  |
| <b>LEARNING OUTCOMES (knowledge and skills)</b>  |   |  |
| <p>Acquired theoretical and practical knowledge provide complete ability of students to conduct quality standards in the global business environment.</p>  |   |  |

<sup>1</sup> Compulsory, optional

<sup>2</sup> First, second or third cycle (Bachelor, Master's, Doctoral)

<sup>3</sup> Face-to-face, distance learning, etc.

**SYLLABUS (outline and summary of topics)**

*Outline and summary of topics:*  
Defining the concept of quality management; Principles and tasks of quality management; Structure of basic standards of quality systems; Global quality and national quality strategies; Integrated quality management systems; TQM concept; Quality of finished products; Building quality of food and non-food products; Application of quality management in trade; Quality management in supply chains; Quality costs and Quality management for sustainable development.

*Theory*  
Acquiring theoretical knowledge of quality management and quality standards in product placement based on previously mentioned chapters.

*Practice*  
Practice, interactive forms of teaching, Study research paper - Seminar paper, presentations, case studies, etc.

**LEARNING AND TEACHING (planned learning activities and teaching methods)**

Discussions, presentations, research work, team work, case study, communications with practitioners.

**REQUIRED READING**

1. James R. Ewans, William M. Lindsay: The Management and Control of Quality – 8<sup>th</sup> edition, South-Western Cengage Learning, 2011.

**ASSESSMENT METHODS AND CRITERIA**

| Prerequisites for the final exam | points    | Final exam                              | points     |
|----------------------------------|-----------|---|------------|
| Active class participation       | 10        | Final examination (Written examination) | ...        |
| Test I + Test II                 | 40        | Oral exam                               | 30         |
| Preliminary exam(s)              | ...       |   |            |
| Seminar(s)                       | 20        |   |            |
| Total:                           | <b>70</b> | Total:                                  | <b>100</b> |

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.

**LANGUAGE OF INSTRUCTION**

ENGLISH