

Guía docente de la asignatura

## Gestión de la Calidad

Fecha última actualización: 21/07/2021  
Fecha de aprobación por la Comisión Académica: 26/07/2021

**Máster**

Máster Universitario en Economía / Economics

**MÓDULO**

Módulo II: Segundo Trimestre

**RAMA**

Ciencias Sociales y Jurídicas

**CENTRO RESPONSABLE DEL TÍTULO**

Escuela Internacional de Posgrado

**Semestre**

Primero

**Créditos**

4

**Tipo**

Optativa

**Tipo de enseñanza**

Presencial

### BREVE DESCRIPCIÓN DE CONTENIDOS (Según memoria de verificación del Máster)

- Quality concept and application
- Quality Management implementation in organizations
- Quality Management initiatives
- Quality Management tools
- Lean management
- New lines of research

### COMPETENCIAS

#### COMPETENCIAS BÁSICAS

- CB6 - Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación.
- CB7 - Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- CB8 - Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- CB9 - Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y



razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

- CB10 - Que los estudiantes posean las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

### COMPETENCIAS GENERALES

- CG01 - Que al alumno obtenga capacidad de análisis y síntesis, lo cual implica ser capaz de definir, distinguir y relacionar tanto los conceptos básicos como las premisas sobre las que se construye la exposición de cualquier argumento, así como de enunciar y fundamentar su contenido de forma sintética y crítica, en el contexto científico, político, económico, organizacional o del tipo que sea- en el que se presentan.

### COMPETENCIAS ESPECÍFICAS

- CE02 - Adquirir información bibliográfica sobre el estado actual de la investigación empresarial
- CE03 - Comprender las teorías, tendencias y debates relevantes existentes
- CE04 - Aplicar y extender las teorías existentes para solucionar problemas reales
- CE06 - Formular y contestar cuestiones de manera aplicable a estrategias empresariales
- CE12 - Planificar y organizar estudios de diagnóstico empresarial
- CE19 - Asistir como personal de apoyo en proyectos de consultoría
- CE20 - Elaborar artículos científicos
- CE21 - Elaborar informes de consultoría adaptados a sus posibles usuarios

### COMPETENCIAS TRANSVERSALES

- CT01 - Que los estudiantes hayan demostrado una comprensión sistemática de un campo de estudio y el dominio de las habilidades y métodos de investigación relacionados con dicho campo;
- CT02 - Que los estudiantes hayan demostrado la capacidad de concebir, diseñar, poner en práctica y adoptar un proceso sustancial de investigación con seriedad académica;
- CT04 - Que los estudiantes sean capaces de realizar un análisis crítico, evaluación y síntesis de ideas nuevas y complejas;
- CT05 - Que los estudiantes sepan comunicarse con sus colegas, con la comunidad académica en su conjunto y con la sociedad en general acerca de sus áreas de conocimiento;

### RESULTADOS DE APRENDIZAJE (Objetivos)

- Acquire bibliographic information about the current state of the art on business research.
- Understand the relevant theories, trends and debates related to the field.
- Propose and solve research questions in such a way applicable to business strategy.
- Understand the role of Quality management as a competitive variable.
- Recognize the importance of Quality management as an organizational performance variable.
- Situate quality management as inherent part of Operations Management organizational strategy.
- Elaborate proposals based on Quality Management variable related with competitive



profile, organizational performance and operations management strategy.

## PROGRAMA DE CONTENIDOS TEÓRICOS Y PRÁCTICOS

### TEÓRICO

- Quality definition, costs and dimensions
- Historical evolution of Quality Management
- Quality Management gurus
- Lean Management
- ISO standards
- Excellence models
- Quality Management initiatives

### PRÁCTICO

- Seminars
- Case studies
- Exercises

## BIBLIOGRAFÍA

### BIBLIOGRAFÍA FUNDAMENTAL

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## BIBLIOGRAFÍA COMPLEMENTARIA

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## METODOLOGÍA DOCENTE

- MD01 Lección magistral/expositiva
- MD02 Sesiones de discusión y debate
- MD03 Resolución de problemas y estudio de casos prácticos
- MD05 Seminarios
- MD08 Realización de trabajos en grupo
- MD09 Realización de trabajos individuales



## EVALUACIÓN (instrumentos de evaluación, criterios de evaluación y porcentaje sobre la calificación final)

### EVALUACIÓN ORDINARIA

Article 17 of the UGR Assessment Policy and Regulations establishes that the ordinary assessment session (convocatoria ordinaria) will preferably be based on the continuous assessment of students, except for those who have been granted the right to a single final assessment (evaluación única final), which is an assessment method that only takes a final exam into account.

With the purpose of assessing the acquisition of the contents and competencies to develop in the subject, the following assessment procedure will be used, continuous assessment being optional.

- It will be conducted an ongoing evaluation of student training in order to assess (shown in parenthesis the weight of each item in the final assessment):
- The acquisition of skills, aptitudes and knowledge derived from the course through a final exam. The written exam will consist in short questions and/or exercises about the contents studied in the course (50%).
- Active participation in discussion sessions and the degree of interest of the interventions. It will consider the level of student involvement in the subject matter and the degree of ongoing monitoring of the development of the course (10%).
- The resolution of exercises and case studies raised (10%).
- The precision and clarity in exhibitions, seminars and work. It will be necessary to made at least one exhibition per student (20%)
- The positive attitude of students and their involvement in the practical sessions in these areas of work (10%).

Sessions attendance is computed as the percentage of the sessions the student assist (including seminars specific to this subject). Participation is measured by presentations of exercises, press article and answers to quiz during the classes.

### EVALUACIÓN EXTRAORDINARIA

Article 19 of the UGR Assessment Policy and Regulations establishes that students who have not passed a course in the ordinary assessment session (convocatoria ordinaria) will have access to an extraordinary assessment session (convocatoria extraordinaria). All students may take part in this extraordinary assessment session, regardless of whether or not they have followed continuous assessment activities. In this way, students who have not carried out continuous assessment activities will have the opportunity to obtain 100% of their mark by means of an exam and/or assignment.

Students who failed or do not realize the assessment of the first call (ongoing evaluation or single final assessment) may realize a special exam. 100% of the grade will correspond to that obtained in a final assessment of the following type:

- Written exam consisting in short questions and/or exercises about the contents studied in the course (100%)

### EVALUACIÓN ÚNICA FINAL

Article 8 of the UGR Assessment Policy and Regulations establishes that students who are unable



to follow continuous assessment methods due to justifiable reasons shall have recourse to a single final assessment (evaluación única final), which is an assessment method that only takes a final exam into account.

In order to opt for a single final assessment (evaluación única final), students must send a request, using the corresponding online procedure, to the coordinator of the master's programme, in the first two weeks of the course or in the two weeks following their enrolment (if the enrolment has taken place after the classes have already begun). The coordinator will communicate this information to the relevant teaching staff members, citing and verifying the reasons why the student is unable to follow the continuous assessment system.

In this case, the assessment will comprise:

- The single final assessment is obtained as 100% of the grade through an assessment of the same type as the special exam described in the previous section.

