

## 27355 - Excellence and Quality Management Models

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 27355 - Excellence and Quality Management Models

**Faculty / School:** 109 - Facultad de Economía y Empresa

301 - Facultad de Ciencias Sociales y Humanas

**Degree:** 448 - Degree in Business Administration and Management

454 - Degree in Business Administration and Management

**ECTS:** 5.0

**Year:** 4

**Semester:** Second semester

**Subject type:** Optional

**Module:**

### 1. General information

The general objective of the course is to contribute to the education of business & management students in the analysis of the relationship between businesses and society by using tools such as business models and systems to evaluate business performance that integrate social and economic results.

This approach and these objectives are aligned with the Sustainable Development Goals (SDG) within the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/>). Specifically, the activities planned in the subject will contribute to the achievement of goals 8 (Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for everybody) and 12 (Ensure sustainable consumption and production patterns).

### 2. Learning results

- 1.- Diagnose management problems that take place when businesses interact with the non-market environment
- 2.- Apply total quality management tools (TQM, EFQM) to the integral management of businesses and organizations
- 3.- Evaluate the business performance from the perspective of the different stakeholder groups that have a relationship with the business
- 4.- Apply ethics to business management
- 5.- Manage culture and trust in organizations to improve economic and social results
- 6.- Manage the company from the social responsibility and good governance perspective.

### 3. Syllabus

Topic 1: Basics on management of organizations.

Topic 2: The cooperative enterprise

Topic 3: The simple capitalist enterprise

Topic 4: The complex capitalist enterprise

Topic 5: Corporate Governance

Topic 6: Culture and trust in organizations

Topic 7: Corporate Social Responsibility

Topic 8.- Social entrepreneurship

Topic 9.- Ethics in business

Topic 10: Total Quality and Business Excellence

### 4. Academic activities

This 5ECTS course is organized as follows:

Lectures: 25 hours.

Practice sessions: 25 hours.

Autonomous work and study: 73 hours.

Assessment tasks: 2 hours.

The learning methodology is planned to be based on in-person lectures. But if needed (i.e. because of sanitary reasons), in-person classes could be given on a blended (in-person and online) version or even online.

### 5. Assessment system

The course will be evaluated by continuous evaluation or global evaluation in the first call, and by global assesment during the second call.

Continuous evaluation:

Class participation, the delivery and correction of written reports of the practices, and the written submission and presentation in class of a final work or project will be evaluated. Each part, class participation, written reports of the practices, and final work, will be weighted one third of the final grade. To opt for this evaluation system, the student must obtain a minimum grade of 3 points out of 10 in an exam that will take place either on the days set aside at the end of the semester for continuous evaluation

tests, or on the last days of class. If the student obtains a grade in the exam higher than the one obtained through the weighted sum of the grades obtained for class participation, practice reports and final project, the exam grade will prevail. The student who does not reach the minimum required in the continuous evaluation tests will not be able to continue with this evaluation procedure.

#### Global Evaluation

The student who does not opt for the continuous assessment, who doesn't pass the course by this procedure or who wants to improve his grade, will have the right to take the global test, prevailing, in any case, the best of the grades obtained.

This global test consists of a final written exam in which the student will have to answer a series of questions of a theoretical-practical nature where the knowledge and assimilation of the theoretical concepts must be demonstrated, complementing the answers with the application of the practical aspects seen in the cases, readings and examples. As a guideline, the theoretical part represents between 50% and 60% of the grade, and the practical part between 40% and 50% of the grade.

Valuation criteria:

In continuous evaluation, the following will be assessed:

1.- Demonstration of continuous and thorough monitoring of the contents of the course, through participation and answering the questions posted by the professor (participation is valued 0-10 and it will be multiplied by 1/3 to contribute to the final grade).

The scoring system will be linear with the number of actual participations.

2.- Delivery of written case/practices studies. They must be delivered on the dates that the professor establishes. To get the maximum grade in this part the student needs to give all the assignments on time. Not delivering one is penalized with a 40 %, and not delivering two of them with 80 %. If the student doesn't deliver three or more activities, he or she won't get a positive grade in this part. For the final grade, this part (1 to 10 points) will be multiplied by 1/3.

3.- Presentation and delivery in written of a final project in groups of a maximum of three people (1/3 of the grade). The project will be valued from 0 to 10 depending on the content and presentation, and this grade will be multiplied by 1/3 to contribute to the final grade.

To choose this evaluation system, the student should get a minimum grade of 3 out of 10 in a final exam that will take place during the last days of the semester. If the grade in this exam is higher than the grade obtained by weighting the other three parts (participation, activities, and final project), the highest grade will be chosen.

This exam will have three or four questions, theoretical and practical questions where the student should demonstrate knowledge and assimilation of theoretical concepts, complementing the answers with application of practical issues discussed in cases, readings and examples. The theoretical part will be around 50 % and 60 % of the grade, and the practical part between a 40 % and a 50 % of the grade.

In the global exam it will be valued:

The degree in which the student has acquired the expected learning results through the answers to the questions about basic concepts of the course, contents of the readings, resolution of exercises and case studies related to the course.

This test is planned to be in-person, but if sanitary conditions worsen, a blended option (in-person and online) or even an online one can be organized. If evaluation takes place online, the student can be recorded, and he or she can exercise his or her rights by the process that is reflected here:

[https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia\\_reducida.pdf](https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf)

Software will be used to check originality in the activities. If plagiarism is detected in an activity, it will get a grade of 0.

## 6. Sustainable Development Goals

8 - Decent Work and Economic Growth

12 - Responsible Production and Consumption