EMP 517.01
Quality and Value Management
Department of Technology & Society

Meeting Time: Tuesdays 5:30-8:20
Location: SBS S328

Instructor: Todd L. Pittinsky
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Instructor office: Computer Science (Old) 1417
Office hours: Monday 12 pm – 2:30 pm and by appointment.

Course Description:
Modern management's approach to quality has changed radically in the last 20 years; this course explains why and how. It covers methods used by both manufacturing and service organizations to achieve high quality: how each organizational function is involved in quality; how improving quality can reduce costs; importance of communication; importance of involving all employees; need to measure quality; and introduction to statistical quality control and how it is used.

Learning Objectives:
1) Understand building block concepts and relationships in quality and value management studies.
2) Develop insights and strategies for managing quality and value in technology-infused manufacturing and service organizations.
3) Consider a range of cross-cutting topics including costs management, communication strategies, workplace diversity.
4) Learn about techniques and tools used to advance quality and value management in work organizations.
Class Readings
Please see Semester Schedule.

Assessment
50%  Weekly Factual Review Memos \(^1,2\)
25%  Presentation
25%  Weekly attendance and active participation

Typical Seminar Meeting
This seminar is run as a “flipped” classroom. Specifically, new content will be introduced at home and our time together will be devoted to working through applications. As a graduate seminar, each student is responsible for making significant and meaningful contributions to the collective learning each week.

A typical weekly meeting will involve:
5:30 to 6:30 pm  Critical Thinking Activity (small groups, large group)
6:30 to 8:00 pm  Discussion Questions (large group)
8:00 to 8:20 pm  Presentation check-ins (1:1, as needed)

Presentations
Your presentation will focus on one of 8 “tools and techniques” approaches for advancing quality and value management in an organization. The assigned text has a chapter for each topic which should prove sufficient for preparing your presentation. If you wish, supplemental materials are welcome.

The eight possible presentation for topics:

- Overview of Total Quality Tools (Chapter 15)
- Problem Solving and Decision Making (Chapter 16)
- Quality Function Deployment (Chapter 17)
- Optimizing and Controlling Processes through Statistical Process Control (Chapter 18)

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\(^1\) There are 10 weeks in which Factual Review Memos, are assigned—your 8 highest grades will be counted (i.e., you may miss two weeks without any impact on your final grade).

\(^2\) Memos are graded on a scale of 1 to 5.
Presentations should be given on the appointed date with appropriate visuals (slides) and supplemental materials (video, handouts) as you deem appropriate. The presentations are intended to mirror what a corporate trainer might deliver in order to train a cohort of employees on quality and value management tools.

**Weekly Attendance and Active Participation**
We will discuss, at our first meeting, our collective criteria for seminar participation. One cannot score well in weekly attendance if one is not present for class meetings, and one cannot score well in active participation if one has not done the weekly reading assignment *in advance* of our seminar meeting. 😊 Our seminar will meet 14 times, your weekly attendance and participation scores will be based on your best 12 meetings, thus two absences for extenuating circumstances will be excused.
**Semester Schedule**

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<tr>
<th>Week</th>
<th>Topic for this Class</th>
<th>Reading Due for this Meeting</th>
<th>Assignment Due for this Meeting</th>
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<td>Tuesday, January 28</td>
<td>Course Overview, Seminar Introductions</td>
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<tr>
<td>Tuesday, February 4</td>
<td>Philosophy and Concepts</td>
<td>Chapter 1</td>
<td>Factual Review Memo 1</td>
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<td>Tuesday, February 11</td>
<td>Quality and Competitiveness</td>
<td>Chapter 2</td>
<td>Factual Review Memo 2</td>
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<td>Tuesday, February 18</td>
<td>Strategic Management</td>
<td>Chapter 3</td>
<td>Factual Review Memo 3</td>
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<td>Tuesday, February 25</td>
<td>Quality Management, Ethics, CSR</td>
<td>Chapter 4</td>
<td>Factual Review Memo 4</td>
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<td>Tuesday, March 3</td>
<td>Quality Culture</td>
<td>Chapter 6</td>
<td>Factual Review Memo 5</td>
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<td>Tuesday, March 10</td>
<td>Customer Satisfaction, Retention, Loyalty</td>
<td>Chapter 7</td>
<td>Factual Review Memo 6</td>
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<td>Tuesday, March 24</td>
<td>Employee Empowerment</td>
<td>Chapter 8</td>
<td>Factual Review Memo 7</td>
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<td>Tuesday, March 31</td>
<td>Leadership and Change</td>
<td>Chapter 9</td>
<td>Factual Review Memo 8</td>
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<td>Tuesday, April 7</td>
<td>Team Building and Teamwork</td>
<td>Chapter 10</td>
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<td>Tuesday, April 14</td>
<td>ISO 9000 and Total Quality</td>
<td>Chapter 14</td>
<td>Factual Review Memo 10</td>
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<td>Tuesday, April 21</td>
<td>Tools and Technique Presentations (15, 16, 17)</td>
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<td>Tuesday, April 28</td>
<td>Tools and Techniques Presentations (18, 19, 20)</td>
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<td>Tuesday, May 5 (Last class)</td>
<td>Tools and Techniques Presentation (21, 22)</td>
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**Tuesday, March 17– Spring Break**

Notes:

1) Readings are from “Quality Management for Organizational Excellence: Introduction to Total Quality” (Goetsch & Davis, 8th Edition). The text has been carefully selected for its breadth, depth and accessibility—the total pages assigned is significant but not excessive, it is very important you make time to master the content assigned for each week.

2) Each week’s Factual Review Memo should be brought to class, printed out, for your review during the seminar and submission at the seminar close. If you will miss a meeting, the Factual Review Memo should be submitted by email, prior to the start of the seminar, and a print copy brought to our next meeting.

3) Please do bring either your textbook or if you prefer your notes from your reading of the text, to each class meeting.
Student Accessibility Support Center Statement
If you have a physical, psychological, medical or learning disability that may impact your course work, please contact Student Accessibility Support Center, ECC (Educational Communications Center) Building, Room 128, (631)632-6748. They will determine with you what accommodations, if any, are necessary and appropriate. All information and documentation is confidential.

Students who require assistance during emergency evacuation are encouraged to discuss their needs with their professors and Student Accessibility Support Center. For procedures and information go to the following website: http://www.stonybrook.edu/ehs/fire/disabilities.

Academy Integrity Statement
Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty is required to report any suspected instances of academic dishonesty to the Academic Judiciary. Faculty in the Health Sciences Center (School of Health Technology & Management, Nursing, Social Welfare, Dental Medicine) and School of Medicine are required to follow their school-specific procedures. For more comprehensive information on academic integrity, including categories of academic dishonesty please refer to the academic judiciary website at http://www.stonybrook.edu/commcms/academic_integrity/index.html

Critical Incident Management
Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty are required to report to the Office of University Community Standards any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn. Faculty in the HSC Schools and the School of Medicine are required to follow their school-specific procedures. Further information about most academic matters can be found in the Undergraduate Bulletin, the Undergraduate Class Schedule, and the Faculty-Employee Handbook.