

*Suitable for
Managers and
Professionals in
Service or
Manufacturing
Industry*

Master of Science (MSc) in Strategic Quality Management

by distance-learning



in association with

HK THE HONG KONG
MA MANAGEMENT ASSOCIATION

Programme Benefits

This programme allows you:

- ✓ to make a promising career in QM
- ✓ to advance to positions of general management
- ✓ to add QM to your existing skills
- ✓ to obtain a postgraduate degree from a prestigious UK university
- ✓ to be qualified for full membership of the Institute of Quality Assurance
- ✓ to study flexibly through distance mode and forget all attendance commitment

Welcome



Welcome to the University of Portsmouth Business School - the place for quality business education, research and consultancy.

At the Business School we offer innovative and flexibly delivered masters programmes, designed to give you the edge in today's highly competitive marketplace. Our courses attract a variety of students including practising managers, consultants, government researchers and recent graduates. We cover a wide range of disciplines, including Accounting, Business Studies, Economics, Human Resource Management, Marine Resource Management, Law, Marketing and Sales.

If you are interested in postgraduate research, the breadth of our teaching provision is also reflected in our research output. In the latest (2001) national Research Assessment Exercise, we achieved a grade 4 out of a possible 5 in Business and Management, indicating that we conduct research of national and international quality. Our staff are at the cutting edge of their subjects - many have written leading textbooks - and have a wide range of research interests across all business disciplines.

We maintain close links with industry and leading professions. Two areas of our work are recognised as National Centres of Excellence: Human Resource Management, recognised by the Chartered Institute of Personnel and Development, and Quality Management, which is recognised by the Institute of Quality Assurance. Many of our staff conduct consultancy work for regional, national and international companies and government organisations.

I hope you will find the right course here in Portsmouth, but whatever your decision, I wish you well with your studies and your future career.



Ann Ridley

Dean

What is Strategic Quality Management?

To maintain their competitive edge, organisations increasingly need to achieve customer focused sustainable improvements across all aspects of the business. This requires general management to have a sound understanding of modern quality methodology as well as quality specialists with a broad understanding of the role of quality within the overall business.



MSc in Strategic Quality Management

Quality management is seen as an integral part of overall management strategy. The MSc in Strategic Quality Management is therefore designed to meet the needs of professionals who wish to extend their academic qualifications, and also experienced executives and managers who wish to add Strategic Quality Management to their careers in quality or improve their portfolio of skills before entering general management. The course is suitable for professionals and managers in service or manufacturing industry.

The programme seeks to provide students with appropriate knowledge and understanding to enable them to make an effective contribution to the implementation of policies for achieving excellence in customer focus and continuous improvement. Those contributions are developed in respect of operational, functional and strategic management of Quality and Excellence.



Is this the right course for me?

The course will be of interest to:

- Recent graduates who plan to make a career in quality management or want to improve their skills portfolio before entering general management.
- Experienced managers/senior personnel who want to add quality to their existing skills
- Quality practitioners who want to obtain academic and professional qualifications.

What will I study?

On successful completion of the Strategic Quality Management course, students will be able to:

- Understand the principles of quality management systems and their application to all aspects of business.
- Demonstrate an understanding of the theories, concepts and the basic principles of TQM and its role within the context of operations management and the overall business environment.
- Understand the requirements of the interpersonal and personal skills and attitudes in effective team building as a key element in implementing quality improvements initiatives such as Total Quality Management, Self Assessment Models and Continuous Improvement.
- Demonstrate an understanding of the range of quality tools and techniques and their uses in quality improvement and performance evaluation.
- Understand how TQM principles can be extended into Strategic Quality Management.
- Demonstrate an understanding of the skills needed to promote and enable the development of a culture conducive to quality throughout an organisation and so to attain its quality vision.
- Evaluate an organisation's capability to maintain quality products, services and processes and to improve its performance.
- Analyse data, plan critically and objectively and present results and conclusions in the form of coherent arguments and assessment of needs and consequences. To make appropriate strategic recommendations to the organisation to achieve business objectives.

Professional Recognition

The course is one of a small number in the UK recognised by the Chartered Quality Institute. Upon completion of the MSc degree, graduates will have met the academic requirements for full membership of the Institute.



Course Structure

This is a two-year part-time course which is arranged in two stages consisting of themed units of study with each unit attracting a specific number of course credits. This has been designed to give students the maximum flexibility to gain a valuable postgraduate qualification within two years part-time study by distance-learning. You and your organisation start getting benefit from the very start of the course as each assignment will be related to work based projects.



Stage 1

Stage 1 consists of coursework subjects of a pre-course reading unit and eight 15-credit units:

- Business Environment and Operations Management
This is a non-credit rated introductory / pre-course reading unit to help understand the context of the main study units that follow.
- The 8 credit rated units are:
 - Management Systems: standards of ISO:9000, ISO14001 and OHS&S 18001, quality design, planning and innovation, standards integration and quality awards
 - Total Quality Management and Organisational Behaviour: the concepts of TQM - customer focus, results orientation, partnership development, continuous improvement, corporate social responsibility, management by processes and facts, leadership, people involvement and development
 - Quantitative Methods: probability, acceptance sampling, reliability, the design of experiments, the Taguchi methodology and SPC
 - Business Systems: systems concepts, quality in software development, management and quality, knowledge management, kaizen and six sigma, soft systems methodology and financial management systems
 - Performance Evaluation: auditing, benchmarking, self-assessment, failure mode and effects analysis, SERVQUAL and quality function deployment
 - Research Methods: research philosophy and approaches, literature reviews, trustworthiness, sampling, questionnaires and interviews etc
 - Change Management: organisational change, technical change, project management and business process re-engineering
 - Strategic Quality Management: the evolution of quality, competing through quality, customer value and value through the supply chain

Stage 2

The Master of Science (MSc) dissertation research project, to be completed following completion of Stage 1.

The dissertation research project requires students to complete a dissertation which focuses on applying the knowledge gained in the course to a project of the student's choice. The dissertation, the required length of around 15,000 words, requires at least an additional six months of supervised study and successful completion gains the coveted award of the MSc..

Teaching Methods

The course is conducted in distance-learning using comprehensive notes for each unit; contact methods include assignment feedback and emails / phone. Students will be required to spend time on additional reading and undertaking self-directed learning. All learning materials are available online.

Assessment

The units are assessed in a variety of methods to reflect the needs of the individual unit. Some units are assessed by coursework only (mainly work based assignments); others include an examination as well as an assignment.

Entry Requirements

- A degree awarded by a recognised body, OR Informal qualifications¹ supplemented by relevant working experience²;
- A good standard or level of business English (particularly reading and writing) is required.

¹ Informal qualifications that may be acceptable for admission include tertiary qualifications such as a DMS or DBM, or a Professional Diploma awarded by recognised bodies such as the Hong Kong Management Association.

² Relevant working experience refers to a minimum of 3 years of working experience in quality assurance/control environment, preferably in managerial role.

Degree Awarded

The Master of Science in Strategic Quality Management awarded by University of Portsmouth through part-time distance learning in Hong Kong carries equivalent academic status and recognition to a Master's Degree conferred by the University to home full-time and part-time students attending classroom teaching.



About The Hong Kong Management Association (HKMA)

**HK
MA**

The Hong Kong Management Association (HKMA) is a non-profit-making incorporated body established in 1960. Over the past 49 years, the Association, with a mission to train and develop human resources, has been actively taking part in training tens of thousands of management personnel and professionals, thereby raising the standard of management and improving its quality in Hong Kong.

Some 2,200 integrated and well-balanced courses are offered by the Association and attended by some 46,000 participants annually. As part of HKMA's deep commitment to providing opportunities to local executives and professionals for continuing development, the Association, in partnership with a number of overseas universities, offers a series of programmes leading to Diplomas, Bachelor's, Master's and Doctor's Degrees in various areas of studies.

The Programme Local Secretariat at HKMA will take care of overall organisation of the programmes, and will work with students to answer their questions as well as help solve their problems, throughout the learning process.

HKMA Information
www.hkma.org.hk



How to Apply

For details, please refer to attached

APPLICATION INFORMATION FOR NEW APPLICANTS.

To apply for a place in the MSc in Strategic Quality Management, an application must be completed and lodged with The Hong Kong Management Association. Applications are assessed by, and admission decisions are made at the discretion of, University of Portsmouth.

Enquiries

For enquiries, please call the HKMA Customer Service Department on 2774 8500 during normal office hours. For course details, please contact Mr Michael Kwok on 2774 8559, or Ms Xenia Wong on 2774 8565.



About University of Portsmouth and Portsmouth Business School



The University of Portsmouth, formerly Portsmouth Polytechnic, has a history of 140 years of higher education. The

former Portsmouth Polytechnic, one of the largest and most successful in the UK, itself grew from the Portsmouth and Gosport School of Science and Arts, founded in 1869. It was granted university status in 1992.

The University is now at the forefront of a rapidly changing, thriving city, with a modern diverse campus, taking pride in its reputation among students for the friendliness and approachability of staff, and for the provision of a well structured and supportive learning environment.

The University of Portsmouth has 29 academic departments, each offering a wide range of courses, catering to some 18,000 students, some 1900 are international students from overseas helping to make the University a cosmopolitan community.

The MSc in Strategic Quality Management is offered by the University of Portsmouth Business School which received great acclaim as “a strong tradition of quality in business education, research and consultancy”.



The School was awarded a Grade 4 in the 2001 national Research Assessment Exercise, making it the only ‘new’ university in the UK to reach this grade in business and management research.

University Information
www.port.ac.uk

Portsmouth Business School Information
www.port.ac.uk/pbs



Further Information and Enquiries

For unit specifications, costs and administrative details of the programme, please refer to the individual section of the brochure. For application details, please refer to attached ENROLMENT INFORMATION FOR APPLICANTS.

For enquiries, please contact:

The HKMA Customer Service Section on 2774 8500

For course details, please contact:

Mr Michael Kwok on 2774 8559.

Ms Xenia Wong on 2774 8565.



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- *"It is a matter of discretion for individual employers to recognise any qualification to which this course may lead."*
- *Admission is on a competitive and individual basis entirely at the discretion of the respective universities. Admission criteria and procedures are set by them and are subject to change without prior notice. The Association does not give any warranty and will not accept any liability regarding the above.*