**College of Administrative and Financial Sciences**

**Assignment 2**

**Deadline: 03/04/2021 @ 23:59**

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| Course Name:Quality management | Student’s Name |
| Course Code: 424 | Student’s ID Number: |
| Semester: II | CRN: |
| Academic Year: 1441/1442 H | |

**For Instructor’s Use only**

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| --- | --- |
| Instructor’s Name: | |
| Students’ Grade: Marks Obtained/Out of 5 | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

1. The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
2. Assignments submitted through email will not be accepted.
3. Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
4. Students must mention question number clearly in their answer.
5. Late submission will NOT be accepted.
6. Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
7. All answered must be typed using**Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
8. Submissions without this cover pagewill NOT be accepted.
9. Assignment 2 - should be submitted on or before the end of Week-11.

***Learning Outcome:***

1. Recognize the importance of quality management theory, principles, and practices applied in businesses on national and international levels. (1.1)
2. Develop analytical skills of identifying pitfalls, or quality concerns through assimilated and strategic planning (2.3).

**• Instructions to access theArticle:**

Use the below link to access the article: “Big or Little Quality: Quality Control vs. Business Culture”

<https://www.qualitymag.com/articles/96314-big-or-little-quality-quality-control-vs-business-culture>

This aforementioned article “Big or Little Quality: Quality Control vs. Business Culture”, the author discussed the view of the quality as tool into the operational improvement as a part of the corporate culture.

**Read the article and answer the following questions:**

1- To which extent do you agree with the author view in term of leaders’ critical role in reinforcing the quality culture and gaining its payback on companies` operations? Clarify your thoughts with acceptable reasons.(Marks2 )

2- The author indicates the importance of using appropriate language among quality professionals and business management. Discuss this notion from your own point of view. (Marks -1.5)

3- Explain how do leaders and quality professionals can ease the process of changing the corporate culture and emphasize that quality is everyone`s job? (Marks- 1.5)

Answer:

1. …..
2. …..
3. …..