Class Activities

# Chapter 5: Managing for Quality

**Activity 1: Experiential Activity**

Learning objective: Explain the importance of quality, the difficulties in measuring quality, and the differences in quality for different people or groups

Have students find a product/service of poor quality that affected them. Describe the product/service quality issue and if satisfactory attempts were made to rectify the issue. Discuss managerial implications from their experience in this matter. Select several students to share their work with the rest of the class.

**Activity 2: Activity for Small Groups**

Learning objective: Discuss the challenges of managing quality in global supply chains

Have each student find two other classmates to form a group. Discuss with each other in the group how should quality be defined and measured. Illustrate the challenges of managing quality in global supply chains with the use of a real-world example. Report back to the entire class key points of your group discussion.

**Activity 3: Online Activity**

Learning objective: Describe the ethical and legal relationship among quality, sustainability, and corporate social responsibility

Search the web for ISO standards and certifications. Summarize its history and sustainability standards. Discuss how the ISO standards and certifications facilitate U.S. companies to manage quality and sustainability issues globally. Post your findings on the discussion board. Each student will comment on three other students’ postings.