



COURSE DATA

DATA SUBJECT

Code: 43393

Name: Customer orientation and satisfaction

Cycle: Master's Degree

ECTS Credits: 2

Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2154 - Master's degree in Quality Management	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2154 - Master's degree in Quality Management	Methodologies and tools for quality	COMPULSORY

COORDINATION

BERENGUER CONTRI GLORIA

SUMMARY

The subject **Methodologies and tools for quality**, has a MANDATORY character and is composed of six subjects: *Economic dimension of quality (EQD)*; *Methodologies of continuous improvement (CM)*; *Statistical control of quality (SQC)*; *6 Sigma (6S)*; *Customer orientation and satisfaction* and *5 S's (5S)*.

The subject **Orientation and Customer Satisfaction**, whose program is described in this document, is considered basic in the training of a quality specialist, and there is a large volume of theoretical and empirical research that supports this topic within the discipline of marketing.

Service experiences are the result of interactions between organizations, related processes and systems, employees who provide the service and customers. Academics and practitioners have recognized since the mid-1980s the importance of quality in the development of such relationships. In this direction, marketing research has focused particularly on the analysis of service quality.

The interest in service quality has been parallel to the interest in quality management and satisfaction in companies, with the understanding that a marketing strategy focused on service quality delivery can be a way to compete successfully in the current business context.

The **generic objective** is for the student to identify the customer as the most important element for the approach of the quality management system of the organizations and, in the same way, to be able to design instruments that allow him to measure customer satisfaction in different environments.

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

The previous knowledge required to take this course is the same as the general knowledge required to pass the selection process prior to the completion of these studies.

COMPETENCES / LEARNING OUTCOMES

2154 - Master's degree in Quality Management

Aplicar el trabajo en equipo como mecanismo básico para la mejora continua del sistema de gestión de la calidad.

Aplicar la gestión basada en procesos usando el diseño de indicadores, el análisis de la información, y herramientas para la toma de decisiones y mejora continua.

Be able to integrate new technologies in their professional and/or research work.

Capacidad para desarrollar una actitud de crítica constructiva y de mejora continua hacia las prácticas y el funcionamiento de la organización.

Capacidad para diseñar, implantar y mejorar continuamente un sistema de gestión de la calidad, ya sea en una empresa de producción como en una organización del sector servicios.

Capacidad para poder aplicar y utilizar de manera eficaz y eficiente el control estadístico de procesos.

Conocer y comprender la aplicación de algunas metodologías organizativas como las 5S o el 6Sigma y su vinculación con la gestión de la calidad.

Construir e interpretar herramientas para la medición de la satisfacción del cliente de una organización.

Construir una actitud proactiva ante los posibles cambios que se produzcan en su labor profesional y/o investigadora.

Critically analyze both his/her work and that of the colleagues.

Know how to write and prepare presentations to present and defend them later.

Medir y estimar los costes de calidad y no calidad de una organización, así como proponer estrategias para su mejora.

Saber identificar y traducir a especificaciones de producto o servicio, según el caso, las necesidades y expectativas de los clientes de una organización.

Saber trabajar en equipo con eficacia y eficiencia.

Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.



Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

1.

2.

3.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	12,00
Seminar	8,00
Total hours	20,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00



Individual or group project	0,00
Independent study and work	0,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	0,00

TEACHING METHODOLOGY

- Theoretical classes. Participative master class
- Discussion of articles (readings)
- Case studies
- Expert Conference

EVALUATION

The evaluation of the subject is in accordance with article 6.4 of the University of Valencia's evaluation and grading regulations for Bachelor's and Master's degrees, which states that: *"The overall evaluation of the students may be obtained as a result of a combination of the evaluation obtained in a final test together with that obtained in the different continuous evaluation activities carried out, in accordance with that which is set out in the teaching guide"*.

The subject is evaluated in the following way:

FIRST CALL

1- PART A: Exams/Questionnaires 30% of the grade is obtained from the score on online and/or face-to-face quizzes/examinations. The minimum grade to pass this part of the evaluation is 1.5 points. This activity is RECOVERABLE. PART B: Activities developed by the student in group and/or individually during the course. These activities represent 70% of the final grade. The minimum score to pass this part of the course is 3.5. Only the score of PART B will be kept for the second call of the 2020-21 academic year. These activities are NOT RECOVERABLE since *"by their nature, it is not possible to design a test that values the acquisition of learning results in the second call (article 6.5 of the mentioned regulation)"*.

SECOND CALL

-If the student suspends PART A (grade lower than 1.5) and passes PART B (grade equal to or higher than 3.5), to pass the course he must take a second exam (weighted over 30% of the final grade); the student must obtain a minimum score of 1.5.

-If the student suspends PART B (grade lower than 3.5) and passes PART A (grade equal to or higher than 1.5), to pass the course he must take an exam (weighted over 70% of the final grade) and obtain a minimum grade of 3.5.



In both calls the subject is passed with a 5.

REFERENCES

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- Molino Cortés, J.P. (2010) *Modelo Q+4D: cómo medir la satisfacción del cliente más allá de la calidad percibida*. Ed. AENOR internacional. SAU.
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- Eiglier, P. y Langeard, E. (1989). *SERVUCCIÓN. El marketing de servicios*. McGraw-Hill. Madrid
- Gil, I.; Berenguer, G.; Gallarza, M.; Moliner, B. (2004). *Calidad, satisfacción y valor del servicio. Una revisión*. Quaderns de Treball. Universitat de Valencia. Facultat dEconomia. Núm. 152. Año 2004.
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- Iniesta, F. y Agustín, A. (2001) *Fidelización de consumidores*. Ediciones Gestión 2000. Barcelona
- Ruiz de Maya, S. y Grande, I. (2006) *Comportamientos de compra del consumidor*, ESIC. Madrid.