



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Customer requirements and satisfaction survey

### Course

Field of study

Management and Production Engineering

Area of study (specialization)

Quality management

Level of study

Second-cycle studies

Form of study

part-time

Year/Semester

2/4

Profile of study

general academic

Course offered in

Polish

Requirements

elective

### Number of hours

Lecture

10

Laboratory classes

10

Other (e.g. online)

Tutorials

Projects/seminars

### Number of credit points

2

### Lecturers

Responsible for the course/lecturer:

PhD Beata Starzyńska

Responsible for the course/lecturer:

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### Prerequisites

Knowledge of business management fundamentals (including marketing basics), the concept of quality management and basic knowledge of managerial techniques.

### Course objective

The aim of the course is to learn by students how to recognize the needs and expectations of customers and how to translate (transform) them into the characteristics of the product idea. The aim of the course is also to learn the methods and tools for customer satisfaction surveys, to acquire skills in their selection and application, as well as to make students aware of the importance of market information obtained in this way for the improvement and development of the enterprise.



### Course-related learning outcomes

#### Knowledge

The student has knowledge of methods of testing the needs and expectations of customers (selected aspects of marketing research), methods of design for quality and methods of innovative product design based on a deep understanding of the problems and expectations of customers.

The student has knowledge of the methods and tools for testing customer satisfaction of the company and other stakeholders in the company's environment.

#### Skills

The student is able to choose and put into practice methods of researching customer needs, methods of transforming customer needs into product characteristics in conjunction with methods of creating innovative solutions. The student is able also to select and put into practice the methods and tools of customer satisfaction surveys and apply the knowledge thus acquired to control quality in the company.

#### Social competences

The student understands the need for thorough understanding of customer needs in the context of the entire PLC. The student understands the need to obtain feedback from the customer as a valuable resource of enterprise knowledge.

The student is aware of the role and importance of the quality category in engineering activities.

The student actively participates in pro-quality, innovative and team activities.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: based on final test (once).

Design part: based on the result of the project.

### Programme content

Lecture part:

The essence and the need to understand the client - his needs, expectations and requirements in the context of product quality categories, achievements of social and economic sciences, and in normative terms (here: the Kano model); product idea (concept) as a compromise between the customer and the producer. Marketing methods of researching clients' needs and expectations. Design methods for quality - translation (transformation) of needs and expectations for product characteristics (QFD, VoC, requirements matrix, Critical to Quality Product Features, Kansei, other). Method of innovative design thinking products. The essence and necessity of obtaining information from the enterprise environment. Company Clients. Their needs, expectations, requirements for products, the specifics of providing services. Quality management models in the context of the Company's clients' satisfaction. Customer satisfaction measurement methods (CSI, Sevqual method, other). Tools for measuring improvement



potential in the organization (PGCV index and others). The importance of information obtained from the market as an element of closing the information loop in control and quality assurance in the enterprise.

Project part: based on the implementation of the design consisting in the selection of the selected method.

### Teaching methods

Lecture: a form of conventional lectures combined with active discussion of students.

Project: work on progress in the implementation of project tasks.

### Bibliography

Basic

1. Kelley T., Kelley D., Creative Confidence, Harper Collins Publishers 20151.
2. Cochran C., Customer satisfaction: tools, techniques and formulas for success, Paton Professional, Chico California, 2011
3. Hill N., Brierley J., MacDougall R., How to measure customer satisfaction, Routledge Taylor & Francis Group, London and New York, 2017

Additional

### Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	20	1,0
Student's own work (literature studies, preparation for workshops, preparation for tests/exam, project preparation) <sup>1</sup>	30	1,0

<sup>1</sup> delete or add other activities as appropriate