



<b>PROGRAM</b>	<b>Master of Business Administration</b>
<b>SEMESTER</b>	<b>03</b>
<b>COURSE TITLE</b>	<b>Total Quality Management</b>
<b>COURSE CODE</b>	<b>04MB0346</b>
<b>COURSE CREDITS</b>	<b>03</b>
<b>COURSE DURATION</b>	<b>42 Hrs (42 sessions of 60 minutes each)</b>

**COURSE OUTCOMES:**

- \* Overview of quality and TQM and explain the salient contributions of Quality. General barriers in implementing TQM.
- \* Interpret the meaning of TQM concepts like customer Focus, Employee Focus and their involvement, continuous process improvement and Supplier Management.
- \* Explain the analytical skills required for investigating and analyzing quality management issues.
- \* Illustrate the in-depth knowledge on various tools and techniques of quality management.
- \* Review the ISO 14000 Principles and implementation of the same in Industries.

**COURSE CONTENTS:**

<b>Unit No</b>	<b>Unit / Sub Unit</b>	<b>Sessions</b>
<b>I</b>	Introduction - Need for quality - Evolution of quality - Definitions of quality - Dimensions of product and service quality - Basic concepts of TQM	06
<b>II</b>	TQM Framework - Contributions of Deming,- Barriers to TQM - Quality statements - Customer focus - Customer orientation, Customer satisfaction, Customer complaints, and Customer retention - Costs of quality.	08
<b>III</b>	Continuous process improvement - PDCA cycle, 5S, Kaizen - Supplier partnership - Partnering, Supplier selection, Supplier Rating, <b>TQM TOOLS &amp; TECHNIQUES</b> the seven traditional tools of quality- New management tools - Control Charts - Process Capability	12
<b>IV</b>	TPM - Concepts, improvement needs- Performance measures. <b>QUALITY SYSTEMS:</b> Need for ISO 9000 - ISO 9001-2008 Quality System - Elements, Documentation, Quality Auditing - QS 9000 - ISO 14000 - Concepts, Requirements and Benefits	10
<b>V</b>	<b>TQM Principles-</b> Leadership - Strategic quality planning, Quality Councils - Employee involvement - Motivation, Empowerment, Team and Teamwork, Quality circles Recognition and Reward, Performance appraisal	6

**EVALUATION:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	<b>Component</b>	<b>Weightage</b>
A	Continuous Evaluation Component (Assignments / Quizzes / Class Participation etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

**SUGGESTED READINGS:**
**Text Books:**

<b>Sr. No</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition and Year</b>
<b>T-01</b>	Er. V. Mohanavel Er. S. Suresh Kumar Er. T. Sathish Er. M. Balamurugan Er. G. Balamurugan	A text book on Total Quality Management	<b>International research publication house</b>	Latest edition
<b>T-02</b>	John s. oakland	Total Quality Management and Operational Excellence: Text with Cases	Taylor and francis	4 <sup>th</sup> edition
<b>T-03</b>	B. Jankiraman, R.K. Gopal	The total quality management: text and cases	PHI learning	Latest edition

**Reference Books:**

<b>Sr. No</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition and Year</b>
R-01	Paul James	Total quality management: an introductory text	Prentice Hall, 1996	Latest edition
R-02	Joel E. Ross	Total quality management	Taylor & Francis, 2017	3 <sup>rd</sup> edition