

## TOTAL QUALITY MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
III		Core paper –XI	90	6	90	6	5

### Course Objective:

1. On successful completion of course, students will be having a knowledge on Total Quality Management.
2. The subject explains on customer focus, quality product and reliability aspects.

### Course outcomes:

**On Successful completion Of the Course the student will be able:**

CO Number	CO Statement	Knowledge level(K1-K4)
<b>CO1</b>	To understand perspective on quality and its philosophy	<b>K1</b>
<b>CO2</b>	It provides to understand the quality circle and its requirements.	<b>K2</b>
<b>CO3</b>	To discuss the leadership is oriented in TQM and techniques.	<b>K2</b>
<b>CO4</b>	It makes clear attention and its need for quality control and its benefits.	<b>K4</b>
<b>CO5</b>	Organization are focusing on quality in ISO	<b>K3</b>

**K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze**

**Mapping with programme outcomes:**

<b>COS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>
<b>CO1</b>	S	S	M	S	S	S
<b>CO2</b>	S	S	S	S	S	M
<b>CO3</b>	S	M	S	S	S	S
<b>CO4</b>	S	S	S	S	M	S
<b>CO5</b>	M	S	M	S	S	S

**S – Strong;****M – Medium;****L – Low****UNIT – I INTRODUCTION OF TOTAL QUALITY MANAGEMENT 18 hrs**

**Introduction** : Elements of total quality management - Strategic Planning and leadership - A Customer Focus – Fact based Management -Teamwork and Participation - Benefits of Total Quality Management - The Deming management Philosophy - Deming 14 points of Management – The Juran Philosophy – The Juran trilogy.

**UNIT – II CUSTOMER FOCUS****18 hrs**

**The customer driven quality circle** : Identifying customer needs - Achieving customer Requirements in Production - Implication of customer driven quality circle - Quality function development - The quality function development process Building the house of quality - Implementing quality function development designing quality into service - Service Needs identifications - Service system design - Customer satisfaction Measurement Techniques - CRM (Customer Relationship Management ) techniques.

**UNIT - III: QUALITY STRATEGIC PLANNING AND  
COMPETITIVE ADVANTAGES**

**18 hrs**

**Brief history of modern development in Quality:** A race without a finish line - Definition of Quality - Quality manufacturing and service system. Economic Issues - Quality and Price - Quality and Market Share - Quality and cost - The Taguchi loss function - Quality and competitive Advantage - Perspective on Leadership For Quality -The Baldrige view of Leadership.

**UNIT - IV QUALITY CONTROL AND ASSURANCE**

**18 hrs**

**Concept of Quality :** concept of process variation - Acceptance Sampling inspection vs 100 percent inspection - Attributes and Variable Sampling Plans - Statistical process control; Control charts - Benefits of control charts and application, Ishikawa Fish bone diagram - Nominal Group Technique - Quality circle - Pokka yoke.

**UNIT - V RELIABILITY**

**18 hrs**

**Concept and component :** Concept of Failure - Reliability of System - Success and Failure Models in Series and Parallel - Methods of Achieving Higher reliability - Concept of maintain ability and availability - Comparison with Reliability Quality Policy - ISO 9001:2000 .

**Distribution of marks: Theory 100% and problem 0%**

**Text Books:**

<b>S.NO</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of publication</b>
1	SENDHIL ARASU	Total quality management	Scitech publication	2015
2	SUNDAR RAJAN	Total quality management	Margam Publication	2012
3	DALE	Managing quality	Blackwell	2008

<b>4</b>	BARRIE	Managing quality	Blackwell	2011
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### **Reference Books:**

<b>S.NO</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of publication</b>
1	Pandi Rao & Jayathilagar	Total Quality Management	Vrinda	2009
2	Mandal S.K	Total Quality Management	Vikas	2001
3	Wazir Khan	Total Quality Management	Kindle	2011

### **Teaching Methodology**

- Class room teaching
- Assignments
- Discussions
- Home Test
- PPT Presentation
- Seminar

### **SYLLABUS DESIGNER:**

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