



Masters of Business Administration (MBA) – Semester - 4

Course Teaching Plan

Course Title: Total Quality Management
Course Code: 340039405
Course Credit: 4

1. Course Introduction:

Total Quality Management (TQM) is the set of principles driven towards continuous improvement of quality of services and products in an organisation. Managers are required to implement total quality management techniques to increase both quality and profitability of the firm. This course is designed to impart advanced learning to future managers regarding improvement of various areas in an organization by applying TQM tools. The course involves concepts of quality control standards, quality assurance, quality management systems, among other aspects of business administration

2. Course Objective:

- The objective of the course is to make the students familiar with the concept of total quality management and the tools to achieve TQM
- The course will enable students to understand and analyse the approach of statistical quality control.
- To create an understanding about quality management systems and TQM in services

3. Course Learning Outcome:

CLO 1 Understand the nature, importance and scope of total quality management and its relationship with operational excellence.

CLO 2 Develop knowledge about basic elements of TQM, the quality of design, and costs of quality.

CLO 3 Understand six sigma and the statistical process control through process capability studies

CLO 4 Understand TQM tools and apply the conceptual framework of TPM

CLO 5 Develop understanding about Customer driven quality, TQM in services and quality management systems.

4. CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1	3	2	2	3	2
CLO2	3	3	2	3	2

CLO3	3	3	2	3	2
CLO4	3	3	2	3	2
CLO5	3	2	2	3	2

Correlation levels: 3= 'High', 2= 'Medium', 1= 'Low' and - = 'No correlation'

5. Course Contents and Session Plan (40 hours):

Session No	Syllabus Content
UNIT I: Introduction to TQM	
1-4	Introduction Definition of quality, Types of quality, Levels of Quality, Product and Service Quality Dimensions, Cost of Quality (COQ), Quality Cost Indices
5-6	Total Quality Management Concepts, Total Quality System, History of TQM, Principles of TQM, Key Elements of TQM, Prerequisites of TQM, Benefits of TQM and its implementation.
UNIT II: Six Sigma & Statistical Control Charts	
7-9	Key Six Sigma concepts, Six sigma quality level, DPMO, DMAIC, DMADV
10-13	Quality improvement tools- Pareto chart, Cause and effect, scatter diagram, control charts
UNIT III: TQM Tools & Total Productive Maintenance	
14-17	TQM Tools Kaizen, lean management and 5S, Quality function deployment (QFD), Quality control circles
18-21	Total Productive Maintenance (TPM) – Concept, Improvement Needs, 8 pillars of TPM FMEA- types, procedures, benefits
UNIT IV: TQM in services and Quality Management systems	
22-24	Introduction to customer driven quality, customer Perception of Quality, customer relationship management, ladder of loyalty Customer defection and retention programs, creating relationship value,
25-28	TQM in services, Service Industry& quality, Classification of services, SERVQUAL model, improving service quality
29-31	Quality Management Systems-Development of ISO 9000 and Other Quality Systems. Elements, and Implementation of ISO 9001-2008, Benefits of ISO 9000 certification
32-40	MOOC Course: Six Sigma Tools for Improve and Control Alternatively, an immersion study can be taken up by students in an industry

6. Assessment Scheme:

Specific assessment method	% Weightage	Weightage		Theory	Practical
		Faculty	External Expert		
Exam	50%	100	0	✓	✓
Class Participation	10%	100	0	✓	✓
Quiz	10%	100	0	✓	✓
MOOC/ Internship	30%		100	✓	✓
	100%	75%	25%		

7. Educational Resources

Educational Resources	Description
i. Text Book	Total Quality Management by Poornima M. Charantimath, Pearson Publication, Latest Edition
ii. Reference Book	Total Quality Management by Dale H. Besterfield, et al., Pearson Publication, Latest Edition
iii. Journals/ Magazine/periodicals	1. TQM Journal, Emerald Publishing 2. IUP Journal of Operations Management 3. Total Quality Management & Business Excellence, Taylor and Francis Online Journal
iv. Video lecture (NPTEL, MOOC, you tube lecture)	Coursera 9 hours Course on Six Sigma Tools for Improve and Control https://www.coursera.org/learn/six-sigma-improve-control-advanced
i. Course related important Web links	https://www.tandfonline.com/doi/abs/10.1080/09544129550035279 https://www.analyticssteps.com/blogs/total-quality-management-importance-components-pros-cons https://efaidnbmnnnibpcajpcglclefindmkaj/http://www.diva-portal.org/smash/get/diva2:999931/FULLTEXT01.pdf