

School of Business, Public Policy and Social Entrepreneurship
Ambedkar University, Delhi
MBA Batch 2015-2017

Time slot: _____

Course Code: SBP2MB835

Title: Total Quality Management

Type of Course: Discipline (MBA (Operations & Decision Sciences))

Cohort for which it is Compulsory: NA

Cohort for which it is Elective: MBA

No of Credits: 2

Attendance: 80% attendance is mandatory

Semester and Year Offered: Semester I (Slot II) October 3, 2018 to December 7, 2018

Course Coordinator and Team: Anshu Gupta

Email of Course Coordinator: anshu@aud.ac.in

Pre-requisites: Foundation course in statistics at graduate level

Aim: Objective of this course is to introduce the principles of business excellence, generate knowledge and skills to use models and techniques for the implementation of total quality management. The course focuses on prerequisites to TQM, higher management role in quality management, quality management methods and significance of quality gurus' contribution to the management of modern organizations and quality standards.

Brief Description of Modules/ Main Modules:

Unit 1: Introduction and philosophies of TQM (3 hours)

Unit 2: Prerequisites of TQM (1.5 hours)

Unit 3: Customer Focus and Satisfaction (3 hours)

Unit 4: Total Employee Involvement (1.5 hours)

Unit 5: Continuous Process Improvement (CPI) (3 hours)

Unit 6: SPC, SQC Techniques and Acceptance Sampling (9 hours)

Unit 7: Quality Function Deployment (QFD) (3 hours)

Unit 8: Benchmarking and Strategic TQM (3 hours)

Unit 9: Quality Management Systems and Standards (3 hours)

Assessment details with Weights:

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| 1. Case Analysis | 15% (throughout semester) |
| 2. Research paper review | 15% (throughout semester) |
| 3. Project | 10% (throughout semester) |

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| 4. Quiz | 20% (5 th Week) |
| 5. End semester | 40% (9 th Week) |

Suggested Readings

1. Besterfield, D.H., Besterfield, C., Besterfield, G.H., Besterfield, M.S., Urdhwareshe, H. and Urdhwareshe, R. (2011). Total Quality Management, 3rd Edition, Pearson Education
2. Charantimath, P.M. (2011). Total Quality Management, Pearson Education
3. Raju, N.V.S. (2014), Total Quality Management, 1st Edition, Cengage Learning.

Additional Readings

1. Evans, J.R., and Lindsay, W.M. (2005). The Management and Control of Quality, 6th Edition, South-Western (Thomson Learning)
2. Gryna, F.M., Chua, R.C.H., and Defeo, J.A., (2006). Juran's Quality Planning and Analysis for Enterprise Quality, Tata McGraw-Hill Education
3. Oakland, J.S. (2003). TQM – Text with Cases, 3rd Edition, Butterworth – Heinemann Ltd., Oxford.