

SARDAR PATEL UNIVERSITY
Programme & Subject: M.Sc (QPM)
Semester: III
Syllabus with effect from: June - 2015

Paper Code: QP - 301	Total Credit:
Title Of Paper: Total Quality Management	

Unit	Description in Detail	Weightage (%)
I	<p>Introduction: Word Scenerio, National Issues, Quality Education, Efficiency verses Effectiveness, Drivers of Quality.</p> <p>Principles of Quality Management: Definitions and Dimensions of Quality, Internal and External Customers, Vision and Mission Statements. Objectives, Goals, Targets and Action Plans. Philosophies of Quality Gurus. Ten Principles of Quality Management.</p> <p>Total Quality Management Philosophy: Evolution of TQM, Defining TQM, Preparing TQM, Stages in TQM Implementation and TQM Models.</p>	[10]
II	<p>Quality Planning: SWOT Analysis, Strategic Planning and Organizational Culture.</p> <p>Customer Orientation: Customer Focus, Customer Satisfaction Model, Customer Retention Model, Quality Function Deployment(QFD), Customer Satisfaction Measurement(CSM).</p> <p>Human Dimension of TQM: Top Management Commitment, Leadership for TQM, Change Management, Motivational Strategies, Quality Circle Philosophy.</p> <p>Team Development: Synergy, Team Building, Communication and Transactional Analysis.</p>	[10]
III	<p>Tools and Techniques for Quality Management</p> <p>Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) Tools. Seven new management tools, 5S tool-importance and implementation, Bench marking . Just in Time(JIT)</p>	[12]
IV	<p>Cost of Quality: Quality and Cost, Characteristic of Quality Cost, Micro Analysis of Quality Cost, Optimal Cost Relationship with Quality</p> <p>TQM Road Map: Measurement of Quality, TQM Road Map, TQM implementation strategy, Situations leading failure TQM.</p>	[08]

Basic Text & Reference Books:-

- L, Suganthi and Anand.A.Samuel (2004). Total Quality Management, Prentice Hall India.
- Subburaj,Ramasamy(2005). Total Quality Management, Tata McGraw Hill
- Logothetis, N. (1992). Managing Total Quality; Prentice Hall of India.
- Oakland J.S. (1989). Total Quality Management; Butterworth-Heinemann
- Mittag H.J. and Rinne H. (1993) Statistical Methods of Quality Assurance
- Montgomery D.C.(1985); Statistical Process Control; John Wiley.
- Montgomery D.C.(1999) Design and Analysis of Experiments; John Wiley
- Dale H.Besterfield et al(2004). Total Quality Management, Third edition, Pearson Education .
- Shridhara Bhat K(2002)Total Quality Management – Text and Cases, Himalaya Publishing House.

