



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University
Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE		Total Quality Management
Course Learning Outcomes: On successful completion of the module students will be able to: <ul style="list-style-type: none">To get familiarized with the basic concept and framework of Total Quality managementTo Understand the contribution of Quality Gurus in TQM JourneyTo grasp the nature and importance of various components that constitute TQMTo describe and discuss the role of techniques used in TQM		
Gist of this course in maximum 3 to 4 lines	Over the years Total Quality Management has become very important for improving firm's processing capabilities in order to sustain competitive advantages. This course provides a fundamental yet comprehensive coverage of TQM. The course contents sufficient theory to ensure the sound understanding of the basic concepts. At the same time, practical approach is stressed throughout.	
Detailed syllabus		
Unit	CONTENTS OF THE COURSE	No. of Lectures
1 Introduction to TQM	1.1 What is Quality? - What is Total Quality? 1.2 Difference between Quality Management and Total Quality Management 1.3 Indian perspective of quality (value for money) 1.4 Need for TQM- 1.5 Principles of TQM	10
2. Philosophy of TQM	2.1 Gurus of TQM- Quality Management Philosophy of Deming and Juran 2.2 Deming's Fourteen Points of Quality Management- 2.3 Ten steps of quality Management of Juran 2.4 Crosby's "Absolutes of Quality" and his Fourteen Steps of Quality Management 2.5 Integration of Deming, Juran and Crosby's Quality Management Philosophies to TQM 2.6 Taguchi's Philosophy of Quality Engineering	14
3. Components of TQM	3.1 Internal Components: Leadership Quality Policy and Statements Organizational Structure Role of HR in TQM 3.2 External Components:	12

	Customers' Satisfaction Impact on/of- Suppliers, Investors and Society 3.3 Contextual application of TQM	
4 Introduction to techniques used in TQM	4.1 Six Sigma 4.2 Kaizen 4.3 7 Habits of Highly Effective People	10
5. Case Studies in TQM	TQM Applications : Successful implications and Failures	8
		54
Teaching Methodology :	1. Case study discussion 2. Flipped Class room for study of books prescribed in syllabus 3. Games and simulations	
Suggested Reference Books: <ol style="list-style-type: none"> 1. Total Quality Management - By Besterfield Dale H. 2. Out of Crisis W. Edwards Deming 3. Total Quality Management – Principles and Practice – By S. k. Mandal 4. The seven habits of highly effective people – By Stephen Covey 5. Getting started and achieving results with TQM – by William Winchell 		