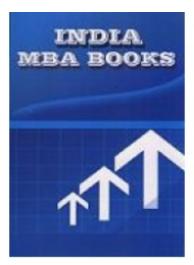
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UNIT I INTRODUCTION 9

Quality – vision, mission and policy statements. Customer Focus – customer perception of quality,

Translating needs into requirements, customer retention. Dimensions of product and service quality.

Cost of quality.

UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT 9

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio.

Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III STATISTICAL PROCESS CONTROL 9

Meaning and significance of statistical process control (SPC) – construction of control charts for

variables and attributed. Process capability – meaning, significance and measurement – Six sigma -

concepts of process capability. Reliability concepts – definitions, reliability in series and parallel,

product life characteristics curve. Total productive maintenance (TMP), Terotechnology. Business

process Improvement (BPI) – principles, applications, reengineering process, benefits and limitations.

UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT 9

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 Tools (old & new).

Bench marking and POKA YOKE.

UNIT V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION 9

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward - TQM framework, benefits, awareness and obstacles.

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