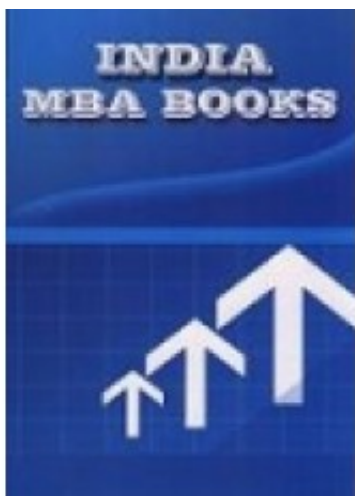


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SYLLABUS

UNIT I

Total quality management – Concepts – Quality management in retrospect – Evaluation of quality approaches – Basic elements of TQM. Accelerating use of TQM – The continuous improvement process – International trend in continuous improvement process – Service quality vs. Product quality. Total Quality: Value and Differential advantage

UNIT II

Pillars of Total quality management – Strategic thinking and planning, the starting point for total quality – Total quality policy and deployment guidelines – Total quality approaches – Leadership for TQM. Attitude and involvement of top management, Organizational implications.

UNIT III

Total quality models – Enablers for total quality – Quality responsibilities – Achieving total commitment to quality – Information and customer – Strategic information system – Strategic quality management.

UNIT IV

Quality education and training quality process, Quality system – Quality measurement system including the tools of TQM – Quality planning – Quality information feedback – Internal customer conflict – Customer retention and problems.

UNIT V

Strategic choice of markets and customers maintaining competitive advantage – Designing process and products for Quality – TQM and ISO 9000 – Auditing for TQM – TQM in service – TQM in education – The leverage of productivity and Quality – Pitfalls in operationalising Total Quality

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