

## **QUALITY MANAGEMENT**

### **Unit 1.**

Concept of Quality – Quality as customer delight – Quality as meeting standards- Actual vs perceived quality-Concept of total quality- Design, inputs, process and output-Need for quality-Function of quality-Philosophy of Quality-Old vs new –Quality as a problem and as a challenge- 6 sigma concept.

### **Units 2.**

Quality Management-Fundamentals, evolution and objectives - Planning for quality- Quality process- Statistical Process Control (SPC) and acceptance sampling – Quality assurance – Total quality management.

### **Unit 3.**

Quality and Productivity - Quality and Cost – Is quality free of cost-Benefits of quality-Competition in quality – Role of MNCs in emergence of global quality.

Quality System - Total Quality Control System Vs Total Quality Management System – Total Quality Control (TQC) in Japan, US, Europe- Elements of TQC-Just in time, SPC, quality circles, quality teams.

### **Unit 4.**

Total Quality Management (TQM)-Elements-TQM in global perspective-Global bench marketing-Business process reengineering – Global standards - ISO 9000 series - Quality Manual – Barriers to TQM.

### **Unit 5.**

Total Quality Management and Leadership - Implementing TQM-Market choices- Meeting customer requirements – Maintaining competitive advantage - Core competence and strategic alliances for ensuring quality – Quality review, recognition and reward - Quality awards.

### **REFERENCES:**

1. Armond V.Feigerbaum, Total Quality Control,Mc Graw Hill
2. Ron Collard, Total Quality, Jaico, Delhi
3. John Nark, Essence of **TQM**, Prentice Hall
4. Willborn & Cheng, Global Management of Quality Assurance Systems, Mc Graw.
5. Townsend & Gebhardt, Commit to quality, John Wiley & Sons.