



GUJARAT TECHNOLOGICAL UNIVERSITY

Master of Business Administration (IB), 4th Semester

Subject Class: Elective

Subject Name: Quality Management

Subject Code: 1549346

With effective
from academic
year 2021-22

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Explain</i> the different meanings of the quality concept and its influence. • <i>Describe, distinguish and use</i> the several techniques and quality management tools.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Predict</i> the errors in the measuring process, distinguishing its nature and the root causes. • <i>Justify</i> whether or not a measuring process fulfils the established quality requirements.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Identify</i> the elements that are part of the quality measuring process in the global industry.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Prioritize and critically analyze</i> ethical issues in quality management.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Explain</i> the regulation and the phases of a quality system certification process.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Critically evaluate</i> the practices to Lead and manage quality circles, and other quality improvement processes and systems among different industry.

2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Content	No. of Sessions	70 Marks (External Evaluation)
I	<p>Defining and Understanding Quality:</p> <ul style="list-style-type: none"> • Perspectives of defining quality <ul style="list-style-type: none"> ○ Product, User, Value, Manufacturing, Customer, Transcendental ○ Quality of design, performance and conformance • Costs of quality <ul style="list-style-type: none"> ○ Prevention, appraisal, internal and external failure, hidden failure costs • Customer Driven Quality <ul style="list-style-type: none"> ○ Meeting Customer needs and Expectations ○ Kano Model • Quality and Productivity • Quality Philosophies <ul style="list-style-type: none"> ○ W. Edward Deming's philosophy <ul style="list-style-type: none"> ▪ Deming Cycle (PDCA) ▪ 14 – point philosophy ▪ Seven deadly diseases of management 	10	18



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	<ul style="list-style-type: none"> ○ Philip B. Crosby's Philosophy <ul style="list-style-type: none"> ▪ Four absolutes of quality management ▪ 14 points for quality improvement ○ Joseph M. Juran's philosophy <ul style="list-style-type: none"> ▪ Quality trilogy 		
II	<p>Quality Improvement Tools:</p> <ul style="list-style-type: none"> ● Kaizen and Gemba Kaizen, 5S ● Quality Function Deployment <ul style="list-style-type: none"> ○ Introduction, reasons to implement QFD ○ QFD implementation (four phases) <ul style="list-style-type: none"> ▪ Product Definition ▪ Product Development ▪ Process Development ▪ Process Quality Control ○ House of Quality ● Total Productive Maintenance <ul style="list-style-type: none"> ○ Overall Equipment Effectiveness <ul style="list-style-type: none"> ▪ Six losses ▪ Underlying components – Availability, Performance, Quality ▪ Calculating OEE, OEE benchmarks ● Failure Mode and Effect Analysis <ul style="list-style-type: none"> ○ Design FMEA and Process FMEA ○ Why, When and How to perform FMEA ○ Stages of FMEA ○ Risk Priority Number (RPN) ● Taguchi Loss Function <ul style="list-style-type: none"> ○ Concept ○ Nominal, smaller-the-better, larger-the-better ○ Formula ● Benchmarking <ul style="list-style-type: none"> ○ Concept, reasons to benchmark, benchmarking process ● Pareto diagrams, flowcharts, scatter plots 	10	18
III	<p>Statistical Quality Control (theory only):</p> <ul style="list-style-type: none"> ● Statistical Process Control <ul style="list-style-type: none"> ○ Variations and causes, patterns in control charts ○ Basis for sampling, sampling size and frequency ○ Location of control limits ● Control charts for Variables <ul style="list-style-type: none"> ○ Variation between samples (X- bar chart) ○ Variation within samples (R – chart) ● Control charts for Attributes <ul style="list-style-type: none"> ○ Yes/No data <ul style="list-style-type: none"> ▪ p, np charts ○ Counting data <ul style="list-style-type: none"> ▪ c, u charts 	10	17



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	<p>Quality Management Systems:</p> <ul style="list-style-type: none"> • Concept, obstacles to QMS and overcoming them • Standardized systems (in brief – most important feature) <ul style="list-style-type: none"> ○ ISO certifications, such as ISO 9000/9001, ISO 13485, ISO 14000/14001, ISO 14971, ISO 17025, ISO 22000, HACCP, TS 16949; TL 9000; AS9100; cGxP, 21 CFR Part 11, QSR Title 21 Part 820, A2LA, or OHSAS 18001 Capability Maturity Model (CMM). • Six Sigma (in brief) <ul style="list-style-type: none"> ○ Principles of six sigma, meaning of DMAIC • Quality Circles • TQM <p>International Quality Excellence Programs:</p> <ul style="list-style-type: none"> • Balridge Excellence Framework and Award • Deming Award (for TQM) • Rajiv Gandhi National Quality Award • China Quality Award • Kitemarks 		
IV	<p>Total Quality Management:</p> <ul style="list-style-type: none"> • History, Concept, Benefits • Eight Principles of TQM • Quality training and education • Quality engineering & quality control • Quality culture <ul style="list-style-type: none"> ○ Quality in design ○ Quality in procurement ○ safety aspect in Quality (specially petroleum industries) ○ Quality in service ○ Quality in manufacturing ○ Quality in marketing ○ Quality in after sales service • Generic strategy model for implementing TQM • TQM strategies <ul style="list-style-type: none"> ○ TQM element approach ○ Guru approach ○ Organization model approach ○ Japanese total quality approach ○ Award criteria approach ○ Business Process Reengineering (BPR) 	10	17
V	<p>Practical:</p> <ul style="list-style-type: none"> • Analyze quality department procedure and tests conducted for product of any manufacturing industry. 	---	(30 marks CEC)



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	<ul style="list-style-type: none"> • Prepare a documentation and requirement report for ISO 9000 for any retail / manufacturing industry, already having ISO certification. • Study and benchmarking of customer satisfaction for any four life insurance industry/ Banking companies. • Prepare a report suggesting an zero defect program by use of quality tools for any industry • Prepare a report with parameters study (for quality assurance in manufacturing process / raw materials) for a company suggesting necessary implementation of TQM approach with procedure indicating practical benefits. 		
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4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	R. Paneerselvam, P. Sivasankaran	Quality Management	PHI	2014
2	James R. Evans, William M. Lindsay	Managing for Quality and Performance Excellence	South Western	2015 / 9 th
3	James R. Evans	Quality and Performance Excellence	Cengage	2012 / 6 th
4	Kanishka Bedi	Quality Management	Oxford University Press	2006
5	Rajesh K. Jain, Himanshu M. Trivedi	Quality Management for Zero Defect and Zero Effect : A Compendium of Case Studies and Best	ASQ India	2018 / 1 st



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		Practices		
6	Howard Gitlow, Rosa Oppenheim, Alan Oppenheim, David Levine	Quality Management	McGraw Hill	2017 / 3 rd
7	James R. Evans	Total Quality Management	Cengage	2007
8	Sunil Sharma	Total Quality Management: Concepts, Strategy and Implementation for Operational Excellence	Sage	2018 / 1 st
9	Dale H. Besterfield, Carol Besterfield, Glen H. Besterfield, Mary Besterfield, Hemant Urdhwareshe, Rashmi Urdhwareshe	Total Quality Management	Pearson	2018 / 5 th
10	Poornima M. Charantimath	Total Quality Management	Pearson	2017 / 3 rd
11	Amitava Mitra	Fundamentals of Quality Control and Improvement	Wiley	2013 / 3 rd

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.

1. International Journal of Productivity and Quality Management
2. Quality Management Journal
3. The TQM Journal
4. International Journal for Quality Research
5. Quality Management Magazine
6. Quality India Magazine
7. Quality Council of India - <https://www.qcin.org/>
8. National Quality / Business Excellence Awards in different countries: <https://www.nist.gov/document/nationalqualitybusinessexcellenceawardsindifferentcountriesxls>