

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

ELECTIVE SUBJECTS

Subject Name: QUALITY MANAGEMENT (QM)

Subject Code: 2830008

1. Course Objective:

The objective of the course is to:

Understand the role of quality management function in the functioning of an organization and how the quality managed at various levels in the organisation.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	Concept of quality and quality management, Types of Quality , Dimensions of Product & Service quality, Cost of Quality, Concepts from various quality gurus, Statistical concepts in Quality Management: Variations; process capability; quality assurance, Quality Improvementtools.	7	17
II	Total Quality Management - concept and evolution, Principles of TQM, key elements of TQM , TQM in services, Six Sigma – Concepts and role in quality management.	7	17
III	Concept of Kaizen and Lean Manufacturing , QFD and QCC, Poka-yoke philosophy, Breakthrough Improvement - Invention and Innovation , Creativity , Brainstorming, Value analysis and value engineering; Benchmarking. Business Process Re-engineering - key concepts of BPR,	7	18

	Emergence of BPR , Benefits of BPR, Rules of BPR, BPR methodologies,		
IV	Total Productive Maintenance (TPM), Failure Mode and Effect Analysis (FMEA), Customer-driven Quality, customer relationship management. Various Quality Standards – Development of standards, ISO series, Quality Audit – Audit standards, Objectives and types, Audit checklist, Internal audit. Cost of Quality, Quality strategy for Indian industry	7	18
V	Select any organisation that adopted any quality standard (i.e. ISO 9000 / 14000 / 18000/ 27000 etc.) and prepare a report on how the quality is managed in organisation. Take guidance from your subject teacher / Quality Manager from Industry.	8	Internal Evaluation (20 Marks of CEC)

4. Teaching Method:

- (a) Case discussion
- (b) Projects/ Assignments/ Quizzes/ Class participation etc
- (c) Compulsory class presentation with live experiences of world class quality management.

5. Evaluation:

A	CEC- Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	50 marks (Internal Assessment)
B	Mid-Semester examination	Weightage 30% (Internal Assessment)
C	End –Semester Examination	Weightage 70% (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Charantimath Poornima M.	Total Quality Management	Pearson	Second Edition
T2	Bedi Kanishka	Quality Management	Oxford	Latest edition

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. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	Tapan K. Bose	Total Quality Management	Pearson	Second edition
R2	BhatShridhara K.	Total Quality Management Text & Cases	Himalaya	Latest edition
R3	Frank M Garya Richard C.H.Chua	Jurans's Quality Planning & Analysis for Enterprise Quality	TMH	Fifth Edition
R4	Howard S Gitlow, Alan J Oppenheim Rosa Oppenheim David M Levine	Quality Management	TMH	Third Edition
R5	Howard S Gitlow, Oppenheim and Levine	Quality Management	McGraw - Hill	Third or later edition
R6	BhatShridhara K.	Total Quality Management – Text & cases	Himalaya	Latest edition
R7	Dale H. Besterfield& et al.	Total Quality Management	Pearson	Third or later edition
R8	Rajaram S. and Sivakumar M.	Total Quality Management	Biztantra	Indian text edition

8. List of Journals/Periodicals/Magazines/Newspapers, etc. (Same as old syllabus)

- Various Journals of Quality management and Total Quality Management and online Resources, Quality Policies of Corporates, SMEs and International / Global Companies.

9. Session Plan:

Session Nos.	Topics to be covered
1-2	Concept of quality and quality management, Types of Quality , Dimensions of Product & Service quality, Cost of Quality,.
3	Contribution of various quality gurus,
4-5	Statistical concepts in Quality Management: Variations; process capability; quality assurance
6-7	Quality Improvementtools
8-10	Total Quality Management - concept and evolution, Principles of TQM, key elements of TQM

11	TQM in services
12-14	Six Sigma – Concepts and role in quality management, Practical case study related to first two modules.
15 – 16	Concept of Kaizen and lean manufacturing, QFD and QCC, Poka-yoke philosophy, Breakthrough Improvement - Invention and Innovation , Creativity
17 – 18	Brainstorming, Value analysis and value engineering;. Benchmarking
19-21	Business Process Re-engineering - key concepts of BPR, Emergence of BPR , Benefits of BPR, Rules of BPR, BPR methodologies, ,
22-24	Total Productive Maintenance (TPM), Failure Mode and Effect Analysis (FEMA), Customer-driven Quality,customer relationship management.
25-26	Various Quality Standards – Development of standards, ISO series, Various quality standards adopted by Indian companies
27-28	Quality Audit – Audit standards, Objectives and types, Audit checklist, Internal audit. Cost of Quality, Quality strategy for Indian industry
29-36	Select any organization that adopted any quality standard (i.e. ISO 9000 / 14000 / 18000/ 27000 etc.) and prepare a report on how the quality is managed in organization. Take guidance from your subject teacher / Quality Manager from Industry.