



DEPARTMENT OF MANAGEMENT STUDIES
NATIONAL INSTITUTE OF TECHNOLOGY
 TIRUCHIRAPPALLI-620015, TAMILNADU, INDIA

Phone: +91-431-2503700(O), +91-431-2503714(Direct), Fax: +91-431-2500133(O/o Director), E-Mail: 415120051@nitt.edu

COURSE PLAN-PART I

Course Title	Strategic Total Quality Management		
Course Code	MB 742	No. of Credits	2
Course Code of Pre-requisite subject(s)	NIL		
Session	Oct 2023 – Feb 2024	Section	
Name of Faculty	G. Citybabu (Scholar)	Department	MBA
Email	415120051@nitt.edu	Telephone No.	0431-2503700
Name of Course Coordinator(s) (if applicable)	NIL		
Course Type	v	Core course	Elective course

SYLLABUS

Unit 1 Introduction

Principles and Concepts of Quality - Dimensions of Quality - The Deming Philosophy - Quality Management System - Quality Planning - Functional planning deployment from Strategic plans - Benefits of TQM.

Unit 2 Continuous Improvement

Benchmarking - Quality Audits - Quality Costs - Supplier Evaluation - Continuous Process Improvements - Innovation Management - 5S Concepts.

Unit 3 Process Capability

Six Sigma concepts - New Seven tools of Quality, Business Process Reengineering, Quality Function Deployment - Failure Mode and Effect Analysis.

Unit 4 Business Excellence

Business Excellence (EFQM, Deming, Malcolm Balridge Awards), Indian Quality Awards and Case Studies - Human Resource Management in TQM environment.

Unit 5 HR Aspects

Employee Involvement - Motivation - Teams, Quality circles - Organizational culture - Building and Sustaining Total Quality Organizations - Introductory aspects of ISO 9000 series Standards and ISO 14000.

COURSE OBJECTIVES

To understand the various aspects of quality concepts, tools and techniques to enhance the productivity, TQM system and culture of an organization.

MAPPING OF COs with POs

Course Outcomes	Aligned Programme Outcomes (PO)
1. To understand the importance of quality and its dimensions and relationship with management	1,3,9
2. To gain an understanding of continuous improvement tools and techniques, focus on enhancing your knowledge in this area.	2, 8,9
3. To gain deeper knowledge of Six Sigma and its tools, Reengineering concepts,	3,4,5,6
4. To explore Quality Awards and HRM within a TQM environment	1,3,7,8

COURSE TEACHING AND LEARNING ACTIVITIES

Sl. No.	Week	Topic	Mode of Delivery
1.	4 th week of Oct 2023 Class –1 st week of Nov (3 Contact Hours)	Principles and Concepts of Quality - Dimensions of Quality - The Deming Philosophy	Lecture- Chalk and Talk; Power Point Presentation
2.	Class- 2 nd week (3 Contact Hours)	Quality Management System - Quality Planning - Functional planning deployment from Strategic plans - Benefits of TQM	Lecture-Power Point Presentation
3.	Class- 3 rd week (3 Contact Hours)	Benchmarking - Quality Audits - Quality Costs - Supplier Evaluation	Lecture- Chalk and Talk; Power Point Presentation
4.	Class- 4 th week (3 Contact Hours)	Continuous Process Improvements - Innovation Management - 5S Concepts	Lecture-Power Point Presentation
5.	Class- 5 th week (3 Contact Hours)	Six Sigma concepts - New Seven tools of Quality	Lecture- Chalk and Talk; Power Point Presentation
6.	Class- 6 th week (3 Contact Hours)	Six Sigma tools- Business Process Reengineering	Lecture-Power Point Presentation
7.	7 th week (3 Contact Hours)	Quality Function Deployment - Failure Mode and Effect Analysis	Lecture-Power Point Presentation
9.	Class-8 th week (3 Contact Hours)	Business Excellence (EFQM, Deming, Malcolm Balridge Awards)	Lecture-Power Point Presentation
10.	Class– 9 th week (3 Contact Hours)	Indian Quality Awards and Case Studies - Human Resource Management in TQM environment	Lecture- Chalk and Talk; Power Point Presentation
11.	Class -10 th week (3 Contact Hours)	Employee Involvement - Motivation - Teams, Quality circles - Organizational culture	Lecture-Power Point Presentation
12.	Class–11 th week (3 Contact Hours)	Building and Sustaining Total Quality Organizations - Introductory aspects of ISO 9000 series Standards and ISO 14000	Lecture- Chalk and Talk; Power Point Presentation
13.	Feb 24	Trimester Exam Begins	

Text and Reference books
Text Books

1. Dale H. Besterfield, Carol Besterfield, Glen H Besterfield and Mary Besterfield, Total Quality Management, Pearson, New Delhi.
2. Subburaj Ramasamy, Total Quality Management, Tata McGraw Hill, New Delhi. Janakiraman and Gopal, Total Quality Management, PHI, New Delhi.

References

1. Juran, Gryna and Bingham, Quality Control Hand Book, McGraw Hill, New Delhi. Howard, Alan, Rosa and David, Quality Management, Tata McGraw Hill, New Delhi.
2. Poornima M.Charantimath, Total Quality management, Pearson Education, New Delhi.

Sl. No.	Mode of Assessment	Week/Date	Remarks	% Weightage
1.	Cycle test	6 th week	90 minutes	25%
2.	Quiz	9 th week	15 minutes	15%
3.	Presentation and participation	Course time	5 – 10 minutes (presentation)	10%
4.	End Semester Exam	Feb 2024	180 minutes	50%

Note:

1. Attending all the assessments (Assessment 1 to 4) is MANDATORY for every student.
2. Every student is expected to score minimum 30% (i.e., 15 marks) to pass the course. Otherwise, the student would be declared fail and 'F' grade will be awarded.

COURSE EXIT SURVEY

- Feedbacks are collected before final examination through MIS or any other standard format followed by the institute
- Students, through their Class Representatives, may give their feedback at any time to the course faculty which will be duly addressed.

The students may also give their feedback during Class Committee Meeting.

ATTENDANCE:

- Minimum 75% is mandatory to write the trimester examination. Students having attendance 65% to 74% are eligible for the end trimester exam only after submitting Medical Certificate / On Duty Certificate.
- Medical Certificate / On Duty Certificate should be submitted immediately after rejoining.
- Attendance will be taken in the first 5 minutes of the class during live lectures.

COMPENSATION ASSESSMENT:

- Only one compensation assessment will be given for Assessments for the students those who are absent for any genuine reason for classroom assessment.
- The prior permission and required documents must be submitted for absence.

ACADEMIC HONESTY & PLAGIARISM:

- Possessing a mobile phone, carrying bits of paper, talking to other students, copying from others during an assessment will be treated as punishable dishonesty.
- Zero mark to be awarded for the offenders. For copying from another student, both students get the same penalty of zero mark.
- The departmental disciplinary committee including the course faculty member, PAC chairperson and the HoD, as members shall verify the facts of the malpractice and award the punishment if the student is found guilty. The report shall be submitted to the Academic office.
- The above policy against academic dishonesty shall be applicable for all the programmes.

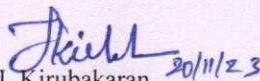
ADDITIONAL INFORMATION

- The students can get their doubts clarified at any time with their faculty member with prior appointment.

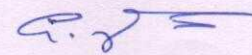
FOR APPROVAL



G. Citybabu
Course Faculty



Dr. J. Kirubakaran 20/11/23
Chairman (Class Committee)



Dr. G. Muruganatham
HoD