



**Mangalmay Institute of Management Technology**  
Greater Noida (U.P.)



**MANGALMAY**  
INSTITUTE OF MANAGEMENT TECHNOLOGY

Greater Noida



**ADD ON**  
**CERTIFICATION PROGRAM**  
on  
**TOTAL QUALITY MANAGEMENT**  
**BBA 1st year Students**

**Date: 31<sup>st</sup> January to 20<sup>th</sup> February 2023**

**Time: 3.00 PM-5.00 PM | Venue: Classroom**

**Coordinator:**

**Dr. Seema Pundir**

RESOURCE PERSON

MR. ROHIT SINHA (BATCH 1)

&

MR. ASHOK GUPTA (BATCH 2)

TRAINER

Toll-Free : 1800 103 3797 | [www.mangalmay.net.in](http://www.mangalmay.net.in)

Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India



## SYLLABUS

### TQM (TOTAL QUALITY MANAGEMENT)

**Duration: 30 Hours**

Session 1- Introduction to TQM Concepts

- TQM framework,
- Benefits,
- Awareness and obstacles.
- Quality–vision, mission and policy statements

Session-2 - Customer Focus

- Customer perception of quality
- Translating needs into requirements
- Customer retention

Session-3- Dimensions of quality

- Dimensions of product quality
- Dimensions of service quality
- Cost of quality

Session -4- Philosophies of Quality Management

- Overview of the contributions of Deming
- Overview of the contributions of Juran Crosby
- Overview of the contributions of Masaaki Imai

Session-5- Taguchi techniques

- Loss function
- Parameter and tolerance design
- Signal to noise ratio

Session-6- Concepts of Quality circle

- Concepts
- Process
- 8D methodology.

Session-7- Statistical Process Control



- Meaning and significance of Statistical Process Control (SPC)
- construction of control charts for variables and attributes

#### Session 8- Process capability

- Meaning, significance and measurement
- Six sigma concepts of process capability

#### Session-9- Business Process Re-engineering (BPR)

- Applications
- Reengineering process
- Benefits and limitations

#### Session-10- Techniques for Quality Management

- Quality Functions Development (QFD) process
- Voice of customer
- House of Quality process

#### Session-11- Statistical tools.

- 7 C
- Seven new management tools

#### Session-12- Benchmarking

- Concepts
- Process
- Types

#### Session 13- Quality Systems Organizing and Implementation

- Introduction to IS/ISO 9004:2000—quality management systems
- Guidelines for performance improvements
- Quality Audits

#### Session-14- TQM culture

- Leadership—quality council
- Employee involvement
- Motivation, empowerment
- Recognition and reward

#### Session 15- Introduction to software quality



- Types and Suitability in different types of organizations

### Schedule

Session	Content	Time	Date
S 1	Introduction to TQM Concepts <ul style="list-style-type: none"><li>• TQM framework,</li><li>• Benefits,</li><li>• Awareness and obstacles.</li><li>• Quality–vision, mission and policy statements</li></ul>	3PM – 5PM	31-Jan-2023
S 2	Customer Focus <ul style="list-style-type: none"><li>• Customer perception of quality</li><li>• Translating needs into requirements</li><li>• Customer retention</li></ul>	3PM – 5PM	1-Feb-2023
S 3	Dimensions of quality <ul style="list-style-type: none"><li>• Dimensions of product quality</li><li>• Dimensions of service quality</li><li>• Cost of quality</li></ul>	3PM – 5PM	02-Feb-2023
S 4	Philosophies of Quality Management <ul style="list-style-type: none"><li>• Overview of the contributions of Deming</li><li>• Overview of the contributions of Juran Crosby</li><li>• Overview of the contributions of Masaaki Imai</li></ul>	3PM – 5PM	03-Feb-2023
S 5	Taguchi techniques <ul style="list-style-type: none"><li>• Loss function</li><li>• Parameter and tolerance design</li><li>• Signal to noise ratio</li></ul>	3PM – 5PM	06-Feb-2023
S 6	Concepts of Quality circle <ul style="list-style-type: none"><li>• Concepts</li><li>• Process</li><li>• 8D methodology.</li></ul>	3PM – 5PM	07-Feb-2023
S 7	Statistical Process Control	3PM –	08-



	<ul style="list-style-type: none"><li>• Meaning and significance of Statistical Process Control (SPC)</li><li>• construction of control charts for variables and attributes</li></ul>	5PM	Feb-2023
S 8	Process capability <ul style="list-style-type: none"><li>• Meaning, significance and measurement</li><li>• Six sigma concepts of process capability</li></ul>	10AM – 12NOON	9-Feb-2023
S 9	Business Process Re-engineering (BPR) <ul style="list-style-type: none"><li>• Applications</li><li>• Reengineering process</li><li>• Benefits and limitations</li></ul>	3PM – 5PM	10-Feb-2023
S 10	Techniques for Quality Management <ul style="list-style-type: none"><li>• Quality Functions Development (QFD) process</li><li>• Voice of customer</li><li>• House of Quality process</li></ul>	3PM – 5PM	13-Feb-2023
S 11	Statistical tools. <ul style="list-style-type: none"><li>• 7 C</li><li>• Seven new management tools</li></ul>	3PM – 5PM	14-Feb-2023
S 12	Benchmarking <ul style="list-style-type: none"><li>• Concepts</li><li>• Process</li><li>• Types</li></ul>	3PM – 5PM	15-Feb-2023
S 13	Quality Systems Organizing and Implementation <ul style="list-style-type: none"><li>• Introduction to IS/ISO 9004:2000 – quality management systems</li><li>• Guidelines for performance improvements</li><li>• Quality Audits</li></ul>	3PM – 5PM	16-Feb-2023
S 14	TQM culture <ul style="list-style-type: none"><li>• Leadership – quality council</li><li>• Employee involvement</li></ul>	3PM – 5PM	17-Feb-2023



	<ul style="list-style-type: none"><li>• Motivation,empowerment</li><li>• Recognitionandreward</li></ul>		
S 15	Introductiontosoftwarequality <ul style="list-style-type: none"><li>• Types</li><li>• Suitability in different types of organizations</li></ul>	3PM – 5PM	20- Feb- 2023



	<b>Report</b>
Name of Activity	Certification Course “Total Quality Management”
Date	31 <sup>st</sup> January – 20 <sup>th</sup> February, 2023
Venue	Classroom, MIMT
Organized by	Management Department
Name of Expert	Mr. Ashok Gupta (Trainer)
Beneficiary	BBA I year students (120)
Activity Convener	Ms Sonali
Objective	The aim of this certification course is: <ul style="list-style-type: none"><li>• To facilitate the understanding of Total Quality Management process</li><li>• To facilitate the understanding of Total Quality Management tools and techniques</li></ul>
Content	<p>In present global scenario if the students have to be competitive and thus to increase their employability and productivity we cannot afford to prepare workforce without the thorough understanding of Total Quality Management. With the focus of imparting total quality management concepts, process and its application in industry and widening job opportunities to students, IQAC Cell, MIMT conducted a 30-hours Certification Course titled “Total Quality Management” at Department of Management Studies for BBA 1<sup>st</sup> Year students. The main aim is to educate, train and make students ready for any job role in manufacturing and service industry.</p> <p><b>Day 1:</b> The resource person started with explaining the concept of Total Quality Management. He narrated the TQM Framework and its benefit and challenges in implementing the Total Quality Management. He also discussed about the key concepts and key words which would make easy to understand the Total Quality Management</p> <p><b>Day 2:</b> The resource person discussed about the customer perception of quality and how their requirement can be translated in product or services. He emphasized the importance of understanding customer perception and remaining customer focused in order to retain customers.</p> <p><b>Day 3:</b> The resource person explained dimensions of product quality and dimensions of service quality. He discussed the cost of quality and cost not following the quality also.</p>





**Day 4:** Philosophies of Quality Management were discussed by the resource person. He explained the different views of the contributors in quality management.

**Day 5:** The resource person made familiar Taguchi techniques. He narrated how to compute signal to noise ratio. He also explained the concept of loss function, parameter and tolerance design its applications in the techniques.

**Day 6:** The resource person talked about concepts of Quality circle and its process. 8D methodology was also explained by the resource person.

**Day 7:** The resource person discussed about how Statistical Process Control can be used effectively in quality control. He explained about the control chart and how it can help in monitoring the quality.

**Day 8:** Process capability analysis were discussed. The resource person discussed how to measure process capability besides narrating its significance. Six sigma concepts of process capability was also discussed.

**Day 9:** The resource person discussed about Business Process Re-engineering (BPR). He explained its applications. Detail process was explained by the resource person. Benefits and limitations of BPR were also discussed.

**Day 10:** The resource person discussed about Techniques for Quality Management. Quality Function Development (QFD) process was discussed by the resource person in detail. Voice of Customer and House of quality process were also narrated.

**Day 11:** The main focus was on statistical tools. 7C tools and seven new management tools explained. He also discussed about how to use these tools and take necessary measures to keep the quality management system on the right track.

**Day 12:** The resource person explained benchmarking. He discussed the different types of benchmarking and how to benchmark.

**Day 13:** Quality Systems Organizing and Implementation was elaborated by the resource person. IS/ISO 9004:2000 – quality management systems were also discussed. He also provided guidelines for performance improvements. Quality Audits process was also discussed by the resource person.

**Day 14:** The resource person explained about TQM culture and how Leadership – quality council can increase employee engagement and motivation.





	<p><b>Day 15:</b> Software quality and its types were explained by the resource person. He also explained the suitability and applicability of these software in the different industries.</p> <p>During the session, the expert went through the important aspects such as TQM fundamentals, Statistical Process Control (SPC), Quality Circle, Statistical Tools and Techniques emphasizing its importance in the today's competitive global environment. In future, IQAC Cell has planned to conduct more TQM seminars or certification courses in the institute to aware students about the job opportunities available in the manufacturing and service industry.</p>
Outcome of Activity	The students will be competent to understand Total Quality Management Process. They will be able to implement the tools and techniques in the organization they would join.



**Photograph**





## **Resource Person's Profile**

### **Mr Ashok Gupta**

Mr.Ashok Gupta is a Total Quality Management expert. He has significant experience in industry. His core areas are Total Quality Management, Production and Operations Management,

Academically He is Post Graduate in Business Administration. He has earned certificates in various workshops, National and International conferences. He has been also part of various conventions, FDPs and MDPs.

### **Mr. Rohit Sinha**

Rohit Sinha brings a wealth of practical experience to his role as a Total Quality Management (TQM) trainer, backed by five years of invaluable experience as a Business Analyst at TCS (Tata Consultancy Services). Armed with a Bachelor's degree in Technology (B.Tech) and a Master's in Business Administration (MBA), Rohit's educational background complements his professional journey, providing him with a solid foundation in both technical and managerial aspects crucial for effective TQM implementation.



His tenure at TCS has equipped him with firsthand insights into the complexities of business processes and the critical role quality management plays in enhancing organizational performance.

**ADD ON CERTIFICATION QUIZ**

**Course Name: Total Quality Management**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Father's Name: \_\_\_\_\_ Duration: 30 Minutes

Roll No.-----

Attempt all questions: 20\*1 =20 Marks

Tick the correct answer

1. What is the primary objective of Total Quality Management (TQM)?

A) Maximizing profits B) Reducing costs

C) Customer satisfaction D) Increasing production speed



2. Which of the following is NOT a principle of TQM?  
A) Continuous improvement B) Employee empowerment  
C) Mass production D) Customer focus
3. Which of the following is NOT a key element of TQM?  
A) Leadership B) Supplier relations  
C) Waste reduction D) Employee isolation
4. Who is often credited with popularizing the concept of Total Quality Management?  
A) Henry Ford B) W. Edwards Deming  
C) Frederick Taylor D) Adam Smith
5. TQM focuses on \_\_\_\_\_.  
A) Meeting production quotas B) Continuous improvement  
C) Maximizing shareholder wealth D) Isolating employees from decision-making
6. Which of the following tools is commonly used in TQM for problem-solving and decision-making?  
A) SWOT analysis B) Pareto chart  
C) Inventory turnover ratio D) Breakeven analysis
7. The Deming Cycle consists of which four stages?  
A) Plan, Do, Check, Act B) Analyse, Implement, Evaluate, Adjust  
C) Initiate, Execute, Monitor, Control D) Design, Develop, Deliver, Document
8. Which of the following is NOT a cost associated with poor quality, according to TQM principles?  
A) Inspection costs B) Prevention costs  
C) Appraisal costs D) Production costs
9. Which of the following is NOT one of the 14 points for management by W. Edwards Deming?  
A) Cease dependence on mass inspection B) Institute job rotation  
C) Encourage education and self-improvement D) Eliminate slogans
10. Which of the following is a key aspect of TQM implementation?



- A) Short-term focus B) Departmental isolation  
C) Customer feedback D) Hierarchy reinforcement
11. What does the acronym "ISO" stand for in the context of quality management?  
A) Internal Standardization Organization B) International Society of Organizations  
C) International Standards Organization D) Integrated System Organization
12. What is the purpose of a "Fishbone diagram" in TQM?  
A) To measure financial performance B) To identify potential causes of a problem  
C) To calculate production costs D) To forecast future demand
13. Which of the following is a technique used in TQM to encourage employee involvement and generate improvement ideas?  
A) Root cause analysis B) Benchmarking  
C) Brainstorming D) Value stream mapping
14. Which of the following is NOT a dimension of quality according to the "Juran Trilogy"?  
A) Quality of design B) Quality of production  
C) Quality of personnel D) Quality of conformance
15. In TQM, what does "Kaizen" refer to?  
A) Continuous improvement B) Employee layoffs  
C) Cost-cutting measures D) Strategic planning
16. Which of the following is NOT one of the seven basic tools of quality?  
A) Histogram B) Scatter plot  
C) Control chart D) Flowchart
17. Which of the following statements about customer focus in TQM is true?  
A) Customer focus is only important for marketing purposes  
B) Customer feedback is irrelevant to quality improvement efforts  
C) Customer needs and expectations should drive all organizational activities



D) Customer satisfaction is secondary to cost reduction

18. What is the main purpose of a "Quality Function Deployment" (QFD) in TQM?

A) To reduce employee turnover

B) To improve communication between departments

C) To translate customer requirements into product specifications

D) To increase raw material procurement

19. Which of the following is a common barrier to successful TQM implementation?

A) Employee empowerment B) Customer involvement

C) Resistance to change D) Continuous improvement

20. Which of the following statements about benchmarking in TQM is true?

A) Benchmarking involves comparing an organization's performance with industry averages

B) Benchmarking is not useful for identifying best practices

C) Benchmarking is primarily focused on internal processes

D) Benchmarking is unrelated to quality improvement





ADD ON CERTIFICATION QUIZ

Course Name: Total Quality Management

Name: Rohit Sharma

Date: 24/02/2023

Father's Name: Rakesh Sharma

Duration: 30 Minutes

Roll No. 220992105324

20\*1 = 20 Marks

Attempt all questions:

Tick the correct answer

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18/20 A



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