



# KV INSTITUTE OF MANAGEMENT AND INFORMATION STUDIES - COIMBATORE

Approved by AICTE - New Delhi, Affiliated to Anna University - Chennai

**A Nationally Ranked B School for MBA**

No. 545, Sathy Main Road, Kurumbapalayam Post, Coimbatore - 641 107

## LESSON PLAN

<b>DEGREE - MBA (2018-2020 BATCH)</b>	<b>SEMESTER I</b>	<b>TARGET SESSIONS - 30 Hrs</b>
<b>COURSE CODE – BA 5107</b>	<b>COURSE TITLE – TOTAL QUALITY MANAGAEMENT</b>	
<b>FACILITATOR – Dr.M.YASOTHA</b>		

### AIM:

To make the students should be able to participate in all kind of TQM activates in their own company and at home.

### COURSE OBJECTIVE

- To learn the quality philosophies and tools in the managerial perspective.

### LEARNING OUTCOMES:

- The student would possess good knowledge of international trade and the documentation involved in it.

### COURSE DELIVERY:

Quality issues are of increasing importance in an increasing number of business sectors. The development of TQM started in the products industry ( i.e. cars), it then spread to the private service sectors and is today an issue also in the public sector. Improved quality in products and services is necessary to compete for the customers in a globalized market and it is also a venue to better profitability for most industries and service companies. With this course, the students should be able to not only participate in all kind of TQM activities in their own company or institution, but also supervise TQM development in selected areas. The course draws heavily on practical cases and the professors own industrial experience to illustrate the theories taught.

### GRADING PATTERN

No.	Component	Unit Score	Times	Total Score	Weight
1	Attendance*			05	05
2	Internal Assessment Tests	50	3	100	10
3	Assignments	-	3	5	05
4	End Semester Examination	100	1	100	80
	<b>Total</b>				100

## ATTENDANCE MARKS

Percentage of Attendance	Weight
96-100	5
91-95	4
86-90	3
81-85	2
76-80	1

### CODE OF CONDUCT:

Any form of cheating, plagiarism, impersonation, falsification of a document as well as any other form of dishonest behavior related to the obtaining of academic gain or the avoidance of evaluative exercises committed by a student is judged as an academic offence.

### CLASS PARTICIPATION:

It means physical, mental and intellectual participation in class. Students are expected to read well in advance for active participation in class. They need to contribute to the academic discussion in every session and quality of such contribution must be appreciable. They are welcome to share their practical experiences, provided those are relevant and related to topic.

### IMPORTANT INFORMATION:

1. Students are required to be present in class at scheduled time.
2. They must carry their subject note book and lesson plan to the class.
3. If a student fails to attend the class within 05 minutes of its scheduled time, he will be marked absent.
4. Students are required to take consent from the course faculty for any kind of permission.

**NO. OF STUDENTS ENROLLED IN THE CLASS: 120**

### COURSE PLAN/SCHEDULE

SESSION	CONTENT	PEDAGOGY	DELIVERABLES (ONLINE - VIDEOS / CASE STUDY)	RESOURCE	DATE OF CLASS HANDLED	NO OF STUDENTS PRESENT IN THE CLASS
<b>Pre Course Video:</b> <ul style="list-style-type: none"><li>➤ <a href="https://www.youtube.com/watch?v=0GIaHNdYen4">https://www.youtube.com/watch?v=0GIaHNdYen4</a> = Concept &amp; Definition of TQM</li><li>➤ <a href="https://www.youtube.com/watch?v=y00tFpC7yag">https://www.youtube.com/watch?v=y00tFpC7yag</a> = Strategies for Customer Retention, Customer Loyalty</li><li>➤ <a href="https://www.youtube.com/watch?v=lPbFVzs3syQ">https://www.youtube.com/watch?v=lPbFVzs3syQ</a> = Cost of Quality</li></ul>						
<b>UNIT I – INTRODUCTION</b>						
1	Introduction: Total Quality	PPT	<a href="https://www.youtube.com/watch?v">https://www.youtube.com/watch?v</a>			

	Management statements. Customer Focus – customer perception of quality.		=OSoGb7QA Bso		
2	Quality – vision, mission and policy statements	PPT		TB -1,Pg. No.: 35-37	
3	Customer Focus	PPT		TB - 1 , Pg. No.: 48	
4	Customer perception of Quality	PPT		TB - 1 , Pg. No.: 48 – 50	
5	Translating needs into requirements , Customer retention	PPT		TB - 1 , Pg. No.: 68, TB - 1, Pg. No.: 69	
6	Dimensions of product quality, Service Quality & cost of Quality	PPT		TB - 2 , Pg. No.: 12, TB - 1 , Pg. No.: 144	

**Pre Course Video:**

- <https://www.youtube.com/watch?v=42UgAS-U1-o> = Deming, Juran & Crosby: Contributors to TQM
- [https://www.youtube.com/watch?v=8gKJ3\\_Hm3dM](https://www.youtube.com/watch?v=8gKJ3_Hm3dM) = 5S Principles
- <https://www.youtube.com/watch?v=dzOoF4gptVQ> = 8D Methodology

**UNIT II – RESEARCH DESIGN AND MEASUREMENT**

7	Overview of the contributions : Deming contribution	PPT		TB - 1, Pg. No.: 24 – 27	
8	Juran Crosby and Masaaki Imai’s, contribution	PPT		TB - 1, Pg. No.: 106	
9	Feigenbaum and Ishikawa’s contribution	PPT		TB - 1, Pg. No.: 106	
10	Taguchi techniques – introduction, Loss function, Parameter and Tolerance design, Signal to noise ratio	PPT		TB - 2, Pg. No.:258, 102 TB - 2, Pg. No.: 241, 259	
11	Concepts of Quality circle	Online video	<a href="https://www.youtube.com/watch?v=TjLC1kMUYeg">https://www.youtube.com/watch?v=TjLC1kMUYeg</a>		
12	Japanese 5S principles, 8D methodology	PPT / Online video	<a href="https://www.youtube.com/watch?v=c0QxaYior0">https://www.youtube.com/watch?v=c0QxaYior0</a>	TB - 2, Pg. No.: 241, 259	

**Pre Course Video:**

- <https://www.youtube.com/watch?v=0GfBSuwhUwI> = Concept of Statistical Process Control.
- <https://www.youtube.com/watch?v=SAfCxubyipk> = 6 Sigma
- [https://www.youtube.com/watch?v=nb031\\_LQIHQ&t=95s](https://www.youtube.com/watch?v=nb031_LQIHQ&t=95s) = Four Principles of TPM

**UNIT III – DATA COLLECTION**

13	Meaning and significance of statistical process control (SPC)	PPT		TB - 2 , Pg. No.: 452	
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14	construction of control charts for variables and attributed	PPT		TB - 2, Pg. No.: 284, 455, 468		
15	Six sigma - concepts of process Control	PPT	<a href="https://www.youtube.com/watch?v=wEBPV_Q7W2wg">https://www.youtube.com/watch?v=wEBPV_Q7W2wg</a>			
16	Reliability concepts – definitions, reliability in series and parallel	PPT		TB - 2 , Pg. No.: 20, 153, 649, 488		
17	Product life characteristic s curve, Total Productive Maintenance (TMP), Terotechnology	Online video	<a href="https://www.youtube.com/watch?v=A60tmExrS_ZM">https://www.youtube.com/watch?v=A60tmExrS_ZM</a> <a href="https://www.youtube.com/watch?v=_fQ3BydzM_z8">https://www.youtube.com/watch?v=_fQ3BydzM_z8</a>			
18	Business process Improvement (BPI) - principles, applications & Reengineering process, benefits and limitations.	PPT / Online video	<a href="https://www.youtube.com/watch?v=WiBmxkA7YU">https://www.youtube.com/watch?v=WiBmxkA7YU</a> <a href="https://www.youtube.com/watch?v=_fQ3BydzM_z8">https://www.youtube.com/watch?v=_fQ3BydzM_z8</a>	SRM – 1, Pg. No.: 8.51		

**Pre Course Video:**

- <https://www.youtube.com/watch?v=kW79CcSkoeo> = Quality Function Deployment
- [https://www.youtube.com/watch?v=3S2rat6\\_Zh8&t=22s](https://www.youtube.com/watch?v=3S2rat6_Zh8&t=22s) = Building HOQ
- <https://www.youtube.com/watch?v=3TV4xFGleEE> = 7 Quality Tools
- [https://www.youtube.com/watch?v=FG3mMQ\\_n3w4&t=72s](https://www.youtube.com/watch?v=FG3mMQ_n3w4&t=72s) = POKA YOKE

**UNIT IV DATA PREPARATION AND ANALYSIS**

19	Quality functions development (QFD) – Benefits, Voice of customer, information organization	Online video		TB - 2, Pg. No.: 112, 260, 113,148, 260		
20	House of quality (HOQ), building a HOQ, QFD process	PPT / Online video	<a href="https://www.youtube.com/watch?v=4ZfLPit0aSE">https://www.youtube.com/watch?v=4ZfLPit0aSE</a>	SRM - 1,Pg. No.: 16.4,		
21	Failure mode effect analysis (FMEA) ,requirements of reliability, failure rate	PPT / Online video	<a href="https://www.youtube.com/watch?v=YZuLFe93YJo">https://www.youtube.com/watch?v=YZuLFe93YJo</a>	TB - 1, Pg. No.:542 TB - 2, Pg. No.:205 – 238		
22	FMEA stages, design, process and documentation	Online video		TB - 2, Pg. No.: 112, 260,		
23	Seven Tools (old & new)	PPT / Online video	<a href="https://www.youtube.com/watch?v=7Kc1reo8NU0">https://www.youtube.com/watch?v=7Kc1reo8NU0</a>	TB - 2, Pg. No.: 237, 238		
24	Bench marking and POKA YOKE	PPT		TB - 1, Pg. No.: 165 – 175		

**Pre Course Video:**

- <https://www.youtube.com/watch?v=YBx8Nw0GxtQ> = ISO Standards
- <https://www.youtube.com/watch?v=QHKyAf8HO7Y> = Steps in Quality Audit
- [https://www.youtube.com/watch?v=0\\_AnIaxaX0o](https://www.youtube.com/watch?v=0_AnIaxaX0o) = Employee Motivation, Reward & Recognition

**UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH**

25	Introduction to IS/ISO 9004:2000, Quality management systems	PPT		TB - 1, Pg. No.: 205, TB - 1, Pg. No.: 206		
26	Guidelines for performance improvements	Online video	<a href="https://www.youtube.com/watch?v=wUIY40ZxbrY">https://www.youtube.com/watch?v=wUIY40ZxbrY</a>			
27	Quality Audits, TQM culture, Leadership – quality council	PPT / Online video	<a href="https://www.youtube.com/watch?v=fSGgrpYdfYs">https://www.youtube.com/watch?v=fSGgrpYdfYs</a> <a href="https://www.youtube.com/watch?v=KkUvJ2Ui3As">https://www.youtube.com/watch?v=KkUvJ2Ui3As</a>	TB - 1, Pg. No.: 15 – 22		
28	Employee involvement, motivation, Empowerment, recognition and reward	PPT		TB - 1, Pg. No.: 75 – 100, 76 – 77		
29	TQM framework	PPT		TB - 1, Pg. No.: 5, 8, 11		
30	Benefits, awareness and obstacles	PPT		TB - 1, Pg. No.: 5, 8, 11		

**LEARNING RESOURCES:**

S.NO.	RESOURCES	PARTICULARS
1	TEXT BOOKS	TB - 1: Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011
		TB - 2: Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002.
		TB - 3: Paneerselvam R, Operations Research, Eastern Economy Edition
2	REFERENCE BOOKS	RB – 1: Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4th Edition, Wiley India Pvt Limited, 2008.
		RB – 2: James R. Evans and William M. Lindsay, The Management and Control of Quality, Sixth Edition, Thomson, 2005.
		RB – 3: Poornima M.Charantimath, Total Quality Management, Pearson Education, First Indian Reprint 2003.
		RB – 4: Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.
3	SUPPLEMENTARY READING MATERIALS	SRM -1: Subburaj Ramasamy, Total Quality Management, Tata McGraw-Hill Publishing Company Limited, Second reprint 2006.
4	JOURNALS	Emerald Insight

5	WEBSITES	<a href="http://www.asq.org/learn-about-quality/total-quality-management/overview/overview.html">www.asq.org/learn-about-quality/total-quality-management/overview/overview.html</a>
6	VIDEOS	<a href="https://www.youtube.com/watch?v=0GlaHNdYen4">https://www.youtube.com/watch?v=0GlaHNdYen4</a>
		<a href="https://www.youtube.com/watch?v=7Pjniu1_Pdw">https://www.youtube.com/watch?v=7Pjniu1_Pdw</a>
		<a href="https://www.youtube.com/watch?v=bITeXd8iCes">https://www.youtube.com/watch?v=bITeXd8iCes</a>
		<a href="https://www.youtube.com/watch?v=0Nv30nUE5PY">https://www.youtube.com/watch?v=0Nv30nUE5PY</a>
		<a href="https://www.youtube.com/watch?v=b9GGbEpVuxA">https://www.youtube.com/watch?v=b9GGbEpVuxA</a>

**INTERNAL ASSESSMENT TESTS DATES AND PORTIONS**

TEST	PORTIONS	DATE OF EXAM	PAPER CORRECTION COMPLETION DATE	NO.OF STUDENTS REGISTERED	NO.OF STUDENTS APPEARED	NO.OF STUDENTS PASSED	NO.OF STUDENTS FAILED
IA TEST-1	UNIT-1 & 2						
IA TEST-2	UNIT 3 & 4						
IA TEST-3	ALL UNITS						

**END SEMESTER EXAMS: ASSESSMENT OF RESULTS BY FACULTY**

Total No. of Students Registered		Total No. of Students Appeared	
Expected Pass%:		Secured Pass%:	
Expected O Grade		Secured O Grade	
Expected A+ Grade		Secured A+ Grade	
Expected A Grade		Secured A Grade	
Expected B+ Grade		Secured B+ Grade	
Expected B Grade		Secured B Grade	
Expected RA (Re-appear)		Secured RA (Re-appear)	

**Lessons Learned:**

**Corrective Actions:**

**Dr. M. YASOTHA**

**COURSE FACILITATOR**

**PRINCIPAL/DIRECTOR**