



BBA

Semester VI

Calicut University

Total Quality Management

Course Code: BBA6CJ305 • Module SYLLABUS Notes

Course Syllabus

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Module I: Overview of Total Quality Management

- Unit 1: Concept, Meaning, Definition of Quality.
- Unit 2: Need for Quality, Evolution of Quality.
- Unit 3: Dimensions of Product and Service Quality (Garvin & SERVQUAL).
- Unit 4: Basic Concepts of TQM & TQM Framework.
- Unit 5: Contributions of Deming, Juran, and Crosby.
- Unit 6: Barriers to TQM.
- Unit 7: Customer Focus, Customer Orientation, Customer Satisfaction, Customer Complaints, Customer Retention.

Module II: TQM Principles

- Unit 8: Leadership – Quality Statements, Strategic quality planning, Quality Councils.
- Unit 9: Employee Involvement, Motivation, Empowerment, Team and Teamwork, Recognition and Reward.
- Unit 10: Performance Appraisal in TQM Environment.
- Unit 11: Continuous Process Improvement, PDCA Cycle, 5S, Kaizen.
- Unit 12: Supplier Partnership, Partnering, Supplier Selection, Supplier Rating.

Module III: TQM Tools and Techniques

- Unit 13: The Seven Traditional Tools of Quality (Ishikawa 7 QC Tools).
- Unit 14: New Management Tools & Six Sigma Concepts (DMAIC).
- Unit 15: Benchmarking Concepts, Reasons to Benchmark.
- Unit 16: Failure Mode and Effects Analysis (FMEA & RPN).
- Unit 17: Quality Circles, Cost of Quality (PAF Model), Quality Function Deployment (QFD).
- Unit 18: Taguchi Quality Loss Function, Total Productive Maintenance (TPM).

Module IV: Quality Management System

- Unit 19: Introduction, Benefits of ISO Registration & ISO 9000 Series of Standards.
- Unit 20: Sector-Specific Standards: AS 9100, TS16949, TL 9000, ISO 9001 Requirements.
- Unit 21: Implementation, Documentation, Audits, Registration Process.
- Unit 22: Environmental Management System (EMS): ISO 14000 Series & ISO 14001 Benefits.

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