

**GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**

**OPEN ELECTIVE COURSES - 6**

**BBA(Digital Marketing) Semester III**

**UGOE302: Total Quality Management**

**Course objective:** - The objective of the course is to acquaint the students about the knowledge of basic and modern concepts of quality and TQM.

**Syllabus & Detailed Contents**

<b>L</b>	<b>T</b>	<b>P</b>	<b>CR</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

<b>Unit</b>	<b>Content</b>	<b>Hrs./ Weightage</b>
<b>Unit 1:</b>	Quality Concepts: Introduction; Meaning; Quality characteristics of goods and services; Evolution of Quality control, Basic concepts of quality; Dimensions of quality; Juran's quality trilogy; Deming's 14 principles; PDCA cycle; Total quality management (TQM) models.	<b>12/25%</b>
<b>Unit 2:</b>	Quality Management: Organizational structure and design; Quality function; Decentralization; Human Factor in Quality: Attitude of top management; Co-operation of groups; Operator's attitude, responsibility; Causes of operator's error and corrective methods; Quality circles.	<b>11/25%</b>
<b>Unit 3:</b>	Quality improvement: 7 QC tools and new 7 QC tools. Economics of quality value and contribution; Quality cost.	<b>11/25%</b>
<b>Unit 4:</b>	ISO-9000, Six sigma and TPM: ISO 9000 series; Concept of Six Sigma and its application; Total Productive Maintenance (TPM)	<b>11/25%</b>

**Course Learning Outcomes (CLO)**

On completion of this course, the students will be able to:

<b>CO No.</b>	<b>Cognitive Abilities</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO1</b>	<b>Understanding</b>	Understanding evolution of quality concept and basic as well as modern concepts of Quality and TQM.	2
<b>CO2</b>	<b>Understanding</b>	Understand the contribution of Quality gurus: W. Edward Deming and Joseph M. Juran.	2
<b>CO3</b>	<b>Understanding</b>	Understand the role of organizational structure, Top management's and operator's attitude in quality management.	2
<b>CO4</b>	<b>Applying</b>	Apply 7 QC and new seven Quality control tools in solving quality related problems.	3
<b>CO5</b>	<b>Applying</b>	Apply concepts of ISO 9000, Six sigma and TPM.	3

**SUGGESTED READINGS**

**Text Books:**

1. Lal H., Total Quality Management, Wiley Eastern Limited

**REFERENCE BOOKS:**

1. Sharma D. D Total Quality Management, S. Chand.
2. Greg Bounds, Beyond Total Quality Management, McGraw Hill.
3. Menon, H.G., TQM in New Product Manufacturing, McGraw Hill.

*v. ching*

*Mahdhi*

*Shukla*

*SLR*