Structure of the course:
Lecture: 3 hrs/ Week Credits: 3
Internal Assessment : 40 Marks
End Semester Examination : 60 Marks

Course objectives:
To provide the students the basic concepts of quality and its relevance in modern world.
To provide the students with the evolution of total quality management
To get in depth idea regarding various problem solving tools
To provide the students with various quality systems.

Course outcome:
After the completion of the course one should be able to know:
- Basic concepts of quality and its relevance
- Cost of poor quality
- Evolution of quality management
- Customer satisfaction and its importance
- Various problem solving tools
- Product development and its importance in modern world
- Various quality standards

Module I
Introduction to the concept of quality – Dimensions of quality – Small ‘q’ & Big ‘Q’ – Evolution of TQM- Principles of TQM- Total quality model- TQM wheel- internal and external customer- customer segmentation
Cost of quality - Barriers to TQM Implementation.
Philosophies: Major contributions of Deming, Juran and Crossby to quality management- Juran Trilogy, PDCA Cycle, Kaizen, Kaizen vs. innovation

Module II
Quality planning: SWOT analysis-Strategic planning- Customer orientation: Customer focus- customer satisfaction model-customer retention

Module III

REFERENCES

Structure of the Question paper
For the End Semester Examination the question paper will consist of three questions from each module out of which two questions are to be answered by the students