

# Management Development Programme



## Total Quality Management (TQM)

February 06-08, 2017  
MDI Campus, Gurgaon



**MDI**  
GURGAON

Management  
Development  
Institute

## Background

High-quality goods and services can give an organization a considerable competitive edge. Good quality reduces the costs of rework, waste, complaints and returns and, most importantly, generates satisfied customers. Some operations managers believe that, in the long run, quality is the most important single factor affecting an organization's performance relative to its competitors. Quality products and services are known to add value and generate stakeholders' confidence.

Total Quality Management (TQM) holds the ace for effective and efficient product and service output. Commitment to TQM can enable an organization to achieve zero defects, low percentage customer rejects and improved productivity and performance. Therefore, TQM is the art of managing the whole to achieve excellence. TQM is defined as both a philosophy and a set of guiding principles that represent the foundation of a continuously improving organization. It is the application of quantitative methods and human resources to improve all the processes within an organization and exceed customer needs now and in the future. TQM integrates fundamental management techniques, existing improvement efforts, and technical tools under a disciplined approach.

The programme is designed to provide TQM value orientation in organizations and equip participants with TQM techniques, tools and skills.

## Objectives

This programme would assist participants

- To understand TQM and its importance in the current business environment
- To understand how to design quality into product and services
- To understand various statistically-based quality improvement for variables
- To understand significance of customer-driven quality
- To learn to use TQM improvement tools to enhance customer satisfaction
- To continuously improving business and production process

## Contents

- Concept of Quality and Total Quality Management.
- Popular TQM approaches (Deming, Crosby, Juran etc.)
- Listening Voice of the Customer: Quality Function Deployment
- Quality improvement Practices, Tools and Techniques
- Quality Standards and Systems (ISO 9000, Baldrige, EFQM)
- Statistical Quality Control
- Quality Robustness: Taguchi's Quality Loss Function

## For Whom

This programme is designed for executives in charge of creating and/or coordinating a quality management strategy to bring their company performance to world-class standards.

## Faculty

Core faculty of MDI and experts in this field will facilitate discussions and share their experience.

## Venue & Duration

The programme is scheduled during February 06-08, 2017 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurgaon. Accommodation for participants would be available at MDI campus from the afternoon of February 05, 2017 to the forenoon of February 09, 2017.

## Discount Policy

With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:

1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

## Registration & Fee

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is Rs. 36,000/- (Rupees Thirty Six Thousand only) per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. Service Tax as applicable will be charged extra in addition to the programme fee. Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of "Management Development Institute, Gurgaon (Haryana)", and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurgaon 122001, Haryana, INDIA.

## Important Dates

The last date for receipt of nominations is January 30, 2017 and the last date for withdrawal of nominations is February 02, 2017. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

**Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.**

## Enquiry

For any Additional information / enquiry, please write to:

Chief Administrative Officer (Programmes),  
Management Development Institute,  
Post Box No. 60, MDI Campus, Mehrauli Road, Sector – 17, Gurgaon – 122 001, Haryana, INDIA  
E-mail : caomdp@mdi.ac.in  
Tel No. : +91-124-4560004

## Campus

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Website : <http://www.mdi.ac.in>

## Faculty Profile:

### **Prof. (Dr.) Manoj K Srivastava**

**email: [mks@mdi.ac.in](mailto:mks@mdi.ac.in)**

**Tel: 0124-4560377**

Prof. (Dr.) Manoj K. Srivastava is Area Chairperson and Associate Professor of Operations Management at Management Development Institute, Gurgaon. He obtained his B.E. (Mechanical Engineering) from IIT-Roorkee in 1993 and M.Tech. (Management and Systems) from IIT-Delhi in 1995. He received his Ph.D. in Supply Chain Management from BITS-Pilani. Prior to join MDI-Gurgaon, he was faculty in Management Department at BITS-Pilani. He has handled various positions at MDI like Chairman of Executive Management Programme, Chairman of Alumni Affairs and Placement Coordinator for Executive Programmes. He has been recipient of FIVE excellence awards at MDI, namely Best Trainer (2008-09), Best Teacher (2009-10), Best Teacher (2011-12), Best Trainer (2012-13) and Best Teacher (2014-15) in last six years.

He is having 19 years rich experience in management teaching, training, consulting and research. His research interests are in Supply Chain Performance Management, Supply Chain Resilience, e-SCM, Project Management, Operations Strategy, Decision Sciences and Service Operations Management. He offers courses and sessions on topics like Operations Management, Logistics & Supply Chain Management, Project Management, Strategic Sourcing, Lean Manufacturing, Performance Measurement Systems, Emerging Technologies, Disruptive Innovation, New Product Development, Creative Problem Solving, Managing Services, Balanced Scorecard, Best Practice Benchmarking, Smart Warehouse & Inventory Management, Operations Excellence, Kaizen & 5S for Visual Workplace and Strategic Decision Making in various long and short term programmes, both in academic and training mode.

He has taken training sessions in on-campus and in-company MDPs conducted for executives of various companies like Nestle India Ltd., Wipro, ACC Limited, ABB, EXL Service, Perfetti Van Melle, Jones Lang LaSalle, Religare, Areva, Samsung, SAS-India, Hewitt International, Jindal Steel, Bajaj Auto Ltd., Hindustan Zinc Ltd., Punj Lloyd, Chambal Fertilizers, Petronet LNG Limited, NK Minda Group, DCM Shriram, Roche Pharma, Fortis Healthcare, Eli Lilly, Corporation Bank, Canara Bank, Punjab National Bank, Bank of Rajasthan, Oriental Bank of Commerce, IndianOil Corporation Ltd. (IOCL), Oil and Natural Gas Corporation (ONGC), National Thermal Power Corporation, (NTPC), Punjab State Electricity Board (PSEB), Bharat Electronics Limited (BEL), LIC of India, Indian Armed Forces, Food Corporation of India (FCI), JSW Energy Ltd., Pernod Ricard-India, Electronics Corporation of India Limited (ECIL), Central Warehouse Corporation (CWC), Department of Atomic Energy (DAE), Assam Civil Services, Department of Science and Technology (DST), Department of Posts (Ministry of Communications & Information Technology, Government of India), Geological Survey of India (GSI), Confederation of Indian Industry (CII), Border Security Force (BSF), Central Public Works Department (CPWD, Ministry of Urban Development, Government of India), Defence Research & Development Organization (DRDO, Ministry of Defence, Government of India), National Cooperative Development Corporation (NCDC), Airports Authority of India (AAI), AGI Glaspac, Avon Cosmetics, National Buildings Construction Corporation Ltd. (NBCC), Pernod Ricard-India, Genpact-India, Mahindra & Mahindra, Indian Statistical Services (ISS), Indian Railway Personnel Service (IRPS), Mid-Career Training Programme (Level IV for SAG) of Indian Ordnance Factories and Advanced mid-career training programme for IRS officers (Additional and Joint Commissioners of Income Tax).

He has been Programme Director for more than 135 MDPs as well, namely Bharat Electronics Limited (BEL), Advanced mid-career training programme (Overseas, Duke University-USA) for IRS officers, Indian Armed Forces, ONGC (Overseas, Groningen, Antwerp, Paris and Frankfurt), Corporation Bank, Central Warehouse Corporation (CWC), NK Minda Group, Punj Lloyd, Defence Research & Development Organization (DRDO), Airports Authority of India (AAI) and Global Executive MBA Programme, India Module (in partnership with HHL Leipzig Graduate School of Management, Germany and EADA, Spain). He has also designed and delivered customized training programme as resource person for companies like Petronet LNG Limited, Jones Lang LaSalle, Samsung, SAS-India, Hewitt International, Perfetti Van Melle, Eli Lilly, IndianOil Corporation Ltd. (IOCL), JSW Energy Ltd., Genpact-India and Bajaj Auto Ltd.

He is visiting professor at IIM-Ranchi, IIM-Kashipur, Centre for Organization Development (COD)- Hyderabad and Haryana Institute of Public Administration (HIPA)- Gurgaon for Supply Chain Management and Operations Management courses. He is also associated with many consulting assignments in the area of Operations and Supply Chain Management and developing training modules for the client by assessing their training needs. He has guided more than 195 dissertations in management field for the students of various post-graduate programmes. He has published research papers in supply chain field and authored study material on World Class Manufacturing.

He can be reached through these coordinates: +91-124-4560377 | <http://www.mks507.890m.com> | [mks@mdi.ac.in](mailto:mks@mdi.ac.in)

### **Prof. (Dr.) Anupama Prashar**

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**Tel: 0124-4560292**

Prof. (Dr.) Anupama Prashar is the Professor of Quality Management in the area of Operations Management at MDI, Gurgaon. She is a certified Lean Six Sigma Black Belt and has been a leading practitioner and academician on Lean Six Sigma topics. She has coached and mentored many Quality and Productivity Improvement Projects in manufacturing and service industries. Of her cumulative 13 years of experience as a researcher, academician and consultant, she has mentored engineers as well as quality control managers across industries viz. Automobile, Textile, Electrical & Electronics. As a quality enthusiast, she conducts MDPs with various industrial forums such as PHDCCI. She has co-authored books on Industrial Safety and Operations management. She has published real time cases on Six Sigma Implementation in International Journals of repute (such as The International Journal of Lean Six Sigma, The TQM Journal)



## About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW, West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP-HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private). Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of experience

having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

### MDI's International Partners

MDI has active linkages with McGill University, Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University, USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University, Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University, Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University, Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universitat Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Unlversua Carlo Cattaneo. (LIUC), Italy, Bocconi University, Milano, Warsaw School of Economics, Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University, London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology, Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University, Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (HUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



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