Total Quality Management (TQM)

January 22-24, 2018
MDI Campus, Gurugram
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 and Duration
The programme is scheduled during January 22-24, 2018 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI campus from the noon of January 21, 2018 to the forenoon of January 25, 2018.

Registration & Fees
Participants may be nominated by their organizations. The enclosed nomination form should be completed and returned to the Chief Administrative Officer (Programmes), Management Development Institute. The fee for the program is Rs. 36,000/- (Rupees Thirty Six Thousand only) per participant which includes professional fee & all charges for lodging and boarding and supply of course material.

GST as applicable will be charged extra in addition to the programme fee. Payment should be made by a crossed demand draft in favour of “Management Development Institute, Gurugram (Haryana),” and sent to the Chief Administrative Officer (Programmes), Management Development Institute, MDI Campus, Mehrauli Road, Sukhrali, Gurugram 122 007 (Haryana), INDIA.

Last Date
The last date for receipt of nominations is January 10, 2018. The last date for withdrawal of nominations is January 12, 2018. 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, Gurugram – 122 007, Haryana, INDIA
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Prof. (Dr.) Anupama Prashar is the Professor of Quality Management in the area of Operations Management at MDI, Gurugram. 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 TOM Journal).
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 have 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), IAEAix-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, Universita Carlo Cattaneo. (LIUC), Italy, Bocconi University, Milan, Warsaw School of Economics. Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSiFWM), 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 (RUST), 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.