

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)**

TOTAL QUALITY MANAGEMENT (5523)

CHECKLIST

SEMESTER: AUTUMN, 2013

This packet comprises the following material:

1. Text Book (one)
2. Course Outline
3. Assignment No. 1, 2
4. Assignment Forms (2 sets)

In this packet, if you find anything missing from the above mentioned material, please contact at the address given below:

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ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)

WARNING

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

ASSIGNMENT No. 1

Course: **Total Quality Management (5523)**
Level: **MBA (2 years)**

Semester: **Autumn, 2013**
Total Marks: **100**

Note: All questions carry equal marks. Give examples with special reference to Pakistan.

- Q. 1 Explain the term total quality management and its significance. Critically discuss the history of total quality management in Pakistan.
- Q. 2 Explain strategic planning and its significance in TQM. Critically discuss various steps of strategic planning used for quality improvement.
- Q. 3 Explain the term customer's satisfaction in the philosophy of TQM. Critically discuss various tools used for obtaining customer's feedback.
- Q. 4 Explain and evaluate the term "translating need into requirements." Critically discuss the Kano Model with examples in detail.
- Q. 5 Explain team management in TQM? Critically discuss role of team members regarding the continuous improvement in manufacturing organization.

GUIDELINES FOR ASSIGNMENT No. 1

You should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think;
- How well you can reflect on your knowledge and experience;
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management;
- How professional you are, and how much care and attention you give to what you do.

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. You must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

ASSIGNMENT No. 2

Total Marks: 100

This assignment is a research-oriented activity. You are required to obtain information from a business/commercial organization and prepare a report of about 1000 words on the issue allotted to you to be submitted to your teacher for evaluation.

You are required to select one of the following issues according to the last digit of your roll number. For example, if your roll number is P-3427183 then you will select topic No. 3 (the last digit):-

Topics:

0. Total Quality Management framework
1. Ethics in Total Quality Management
2. Quality Control Management
3. Union and employee involvement in TQM
4. Kaizan Approach
5. Benchmark Planning
6. ISO Certification
7. Environmental Management System
8. Quality Function Deployment Process
9. Forced Field Analysis

The report should follow the following format:

1. Title page
2. Acknowledgements
3. An abstract (one page summary of the paper)
4. Table of contents
5. Introduction to the issue (brief history & significance of issue assigned)
6. Practical study of the organization (with respect to the issue)
7. Data collection methods
8. SWOT analysis of selected organization
9. Conclusion (one page brief covering important aspects of your report)
10. Recommendations (specific recommendations relevant to issue assigned)
11. References (as per APA format)
12. annexes (if any)

Guidelines for Assignment No. 2

- 1.5 line spacing
- Use headers and subheads throughout all sections
- Organization of ideas
- Writing skills (spelling, grammar, punctuation)
- Professionalism (readability and general appearance)
- Do more than repeat the text
- Express a point of view and defend it.

Workshops

The workshop presentations provide you opportunity to express your communication skills, knowledge and understanding of concepts learned during practical study assigned in assignment No. 2.

You should use transparencies and any other material for effective presentation. The transparencies are not the presentation, but only a tool; the presentation is the combination of the transparencies and your speech. Workshop presentation transparencies should only be in typed format.

The transparencies should follow the following format

1. Title page
2. An abstract (one page summary of the paper)
3. Introduction to the issue (brief history & significance of issue assigned)
4. Practical study of the organization (with respect to the issue)
5. Data collection methods
6. SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the issue assigned.
7. Conclusion (one page brief covering important aspects of your report)
8. Recommendations (specific recommendations relevant to issue assigned)

GUIDELINES FOR WORKSHOP PRESENTATION

- Make eye contact and react to the audience. Don't read from the transparencies or from report, and don't look too much at the transparencies (occasional glances are acceptable to help in recalling the topic to cover).
- A 15-minute presentation can be practiced several times in advance, so do that until you are confident enough. Some people also use a mirror when rehearsing as a substitute for an audience.

Weightage of Theory & Practical Aspects in Assignment No. 2 and Workshop Presentations:

Assignment No. 2 and workshop presentations are evaluated on the basis of theory and its applicability. The weightage of each aspect would be:

Theory:	60%
Applicability (practical study of the organization):	40%

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Course: **Total Quality Management**
Level: **MBA (2 years)**

Course Code: **5523**
Credit hours: **03**

Unit-1 Introduction to Total Quality Management

- 1.1 Total Quality Management: Concept and Significance
- 1.2 Basic Approaches of Total Quality Management
- 1.3 Gurus of Total Quality Management
- 1.4 TQM Framework
- 1.5 Awareness about Quality

Unit-2 Leadership and Total Quality Management

- 2.1 Leadership: Concept and Characteristics
- 2.2 Seven habits of Highly Effective People
- 2.3 Ethics and Quality
- 2.4 Deming Philosophy
- 2.5 Quality Control

Unit-3 Customer Satisfaction and Employee Involvement

- 3.1 Customer Satisfaction
- 3.2 Customer Perception of Quality and Feedback from Customer
- 3.3 Effectively using Customer Complaints
- 3.4 Transforming Needs into Requirement of Customers
- 3.5 Employee Involvement in Improving Quality.

Unit-4 Continuous Process of Improvement and Performance Measures

- 4.1 Perfection through Continuous Improving Process
- 4.2 The Juran Approach to Continuous Improvement Process
- 4.3 Improvement Strategies
- 4.4 Types of Problems
- 4.5 Problem Solving Methods

Unit-5 Benchmarking

- 5.1 Benchmarking: Concept and Significance
- 5.2 Benchmark Planning
- 5.3 Process of Benchmarking
- 5.4 Actions to close the Gap between Benchmark
- 5.5 Pitfalls and Criticisms of Benchmarking

Unit-6 Quality Management System

- 6.1 ISO: Concept and Significance
- 6.2 ISO 9000 Series of Standards
- 6.3 Implementation of Quality Management System (ISO)
- 6.4 Internal Audits
- 6.5 ISO Vs Baldrige Award

Unit-7 Environmental Management System

- 7.1 Introduction to Environmental Management Standards
- 7.2 ISO 14000 Series Standards
- 7.3 Benefits of Environmental Management System
- 7.4 Integrating ISO 14000 with ISO 9000
- 7.5 Relationship of Standards with Health and Safety

Unit-8 Quality Function Deployment and Quality by Design

- 8.1 QDF: Concept and Significance
- 8.2 Driving force behind QFD
- 8.3 House of Quality
- 8.4 Quality by Design: Concept and Significance
- 8.5 Communication Models

Unit-9 Management and Technical Tools for improving

- 9.1 Management Tools: Concept and Significance
- 9.2 Type and Applications of Management Tools
- 9.3 Technical Tools: Concept and Significance
- 9.4 Type and Applications of Management Tools

Recommended book:

Besterfield, H., D., Michna, B., C., Besterfield, H., G., and Sacre, B., M. (latest edition). *Total Quality Management*. Islamabad: National Books Foundation.

Additional Books:

Ashlay, R. and Rawline (2008). "*Total Quality Management*". Central Milton Keynes: Author Hoiuse.

Begad, V., S. (2008) "*Total Quality Management*". Pun: Technical Publications.

