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Programme: M.A.HUMAN RESOURCE MANAGEMENT

Course Title :Total Quality Management

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UNIT – I

Introduction to Total Quality Management (TQM)

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Introduction to Total Quality Management (TQM)

Agenda

- TQM: Meaning and Definition
- Fundamental Elements of TQM
- Benefits of TQM
- Total Quality Control: Meaning and Factors
- Challenges for Quality
- Dimensions of Product and Service Quality
- Cost of Quality

TQM: Meaning and Definition

- Total Quality Management (TQM):
 - - A management approach focused on quality as a primary goal.
 - - Involves all members of an organization in improving processes, products, and services.
- Definition:
 - "A system of management based on the principle that every staff member must be committed to maintaining high standards of work."

Fundamental Elements of TQM

- Key Elements:
 - - Customer Focus
 - - Total Employee Involvement
 - - Process-Centered Approach
 - - Integrated System
 - - Strategic and Systematic Approach
 - - Continuous Improvement
 - - Fact-Based Decision-Making
 - - Effective Communication

Benefits of TQM

- Organizational Benefits:
 - - Improved product quality
 - - Enhanced customer satisfaction
 - - Increased operational efficiency
 - - Stronger employee morale

- Market Benefits:
 - - Better competitive positioning
 - - Stronger brand reputation

Total Quality Control (TQC): Meaning

- Definition:
 - - A system of quality management focusing on maintaining desired quality in all stages of production.
- Key Features:
 - - Comprehensive and proactive
 - - Involves planning, implementation, and control

Factors Responsible for Quality

- Internal Factors:
 - - Employee skills and training
 - - Process design and implementation

- External Factors:
 - - Supplier reliability
 - - Customer feedback and expectations

TQM Awareness

- Importance of Awareness:
 - - Drives commitment from all levels of the organization.
 - - Encourages a culture of quality and excellence.
- Strategies:
 - - Training programs
 - - Regular communication and updates

Challenges for Quality

- Key Challenges:
 - - Resistance to change
 - - Lack of resources
 - - Difficulty in measuring quality outcomes
 - - Ensuring consistency across departments

Dimensions of Product Quality

- Key Dimensions:
 - - Performance
 - - Features
 - - Reliability
 - - Conformance
 - - Durability
 - - Serviceability
 - - Aesthetics
 - - Perceived Quality

Dimensions of Service Quality

- Key Dimensions:
 - - Tangibles
 - - Reliability
 - - Responsiveness
 - - Assurance
 - - Empathy

Cost of Quality: Overview

- Definition:
 - - The total cost of ensuring that a product or service meets quality standards.
- Categories:
 - - Prevention Costs
 - - Appraisal Costs
 - - Internal Failure Costs
 - - External Failure Costs

Prevention Costs

- Definition:
 - - Costs incurred to prevent defects in products or services.

- Examples:
 - - Employee training
 - - Quality improvement initiatives
 - - Process design optimization

Appraisal Costs

- Definition:
 - - Costs related to measuring and monitoring activities to ensure quality.
- Examples:
 - - Inspection and testing
 - - Quality audits

Internal Failure Costs

- Definition:
 - - Costs arising from defects identified before the product reaches the customer.

- Examples:
 - - Rework
 - - Scrap
 - - Downtime

External Failure Costs

- Definition:
 - - Costs due to defects found after the product is delivered to the customer.
- Examples:
 - - Warranty claims
 - - Product recalls
 - - Loss of customer goodwill

Implementing TQM: Best Practices

- Steps to Success:
 - - Top management commitment
 - - Employee involvement
 - - Clear objectives and goals
 - - Regular monitoring and feedback

Role of Leadership in TQM

- Leadership Responsibilities:
 - - Setting quality goals
 - - Providing resources
 - - Encouraging a culture of quality
 - - Recognizing and rewarding quality achievements

Future of TQM

- Emerging Trends:
 - - Integration with digital technologies
 - - Emphasis on sustainability
 - - Greater focus on customer-centric approaches

Conclusion

- Summary:
- - TQM is essential for achieving high-quality standards in products and services.
- - It benefits organizations, customers, and employees.
- - Continuous improvement and leadership are key to success.