



Course: **Fundamentals of Total Quality Management: Building a Culture of Organizational Excellence**

Contact hours: **18**

Prerequisite: **None**

Abstract

Managing for Total Quality Management (TQM) is an introductory course to the management approach used to achieve long-term success through customer satisfaction. This course will help learners understand total quality concepts and techniques for managing, controlling, and improving quality. This course exposes participants to contemporary knowledge and techniques of TQM applied to classroom activities. This would in turn enable the participants to guide quality improvement processes in their workplace, in line with the philosophy of Total Quality Management. At the end of this course, learners should be able to implement key principles and concepts of the Total Quality Management (TQM) approach within a manufacturing or service organization.

Target Audience

Quality practitioners and Customer Service Representatives responsible for ensuring adherence to quality standards in the operations, persons new to the field of quality management who are interested in obtaining an understanding of this field, and any professional who would like to know more about total quality management and improved customer focus and satisfaction.

Learning Outcomes

On completion of this course, learners will be able to gain:

1. Increased knowledge and understanding of total quality management principles and its importance to an organisation.
2. Increased confidence and knowledge to manage customer relations to enable an improved customer focus.
3. Develop an understanding and knowledge of key quality management tools and its practical application in the workplace.
4. Increased awareness of international quality standards and key professional quality management international organisations that will allow participants to keep abreast of changes in the field of Total Quality Management.

Course Content

Learning Outcome 1: Principles of Total Quality Management

- History
- Quality Management Success Factors
- Introduction to the quality gurus and key principles
- Commitment from management and employee empowerment
- Quality culture organisation-wide
- Continuous Quality improvement

Learning Outcome 2: Customer Relationship and Focus

- Customer satisfaction
- Customer loyalty
- Customer focus and use of KANO model
- Effective communication
- Special emphasis on teamwork and quality circles
- Cost of Poor Quality and defect reduction

Learning Outcome 3: Tools for Quality Management

- Benchmarking
- PDCA (Plan–do–check–act) cycle
- Statistical process control
- Pareto analysis
- Cause and Effect (Ishikawa)

Learning Outcome 4: Quality Standards

- ISO 9000
- Quality Awards- Baldrige
- Quality Assurance and use of standards
- Maintaining standards
- International Quality Associations