

UNIVERSITY OF MADRAS

B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
350E5F	Total Quality Management	Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	To understand the concept of Quality										
CLO2	To understand the Implication of Quality on Business										
CLO3	To Implement Quality Implementation Programs										
CLO4	To have exposure to challenges in Quality Improvement Programs										
CLO5	To understand the need of ISO										
UNIT	Details							No. of Hours	Learning Objectives		
I	Definition of Quality, Dimensions of Quality, Quality costs,TopManagementCommitment,QualityCouncil,Quality Statements,BarrierstoTQMImplementation,Contributionsof Deming,JuranandCrosby,TeamBalancing							15	CLO1		
II	Customer satisfaction–Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Continuous Process Improvement,5S, Kaizen, Just-In-Time and TPS							15	CLO2		
III	The seven tools of quality, New seven Manage menttools, Statistical Fundamentals – Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts forvariables and attributes, Concept of six sigma							15	CLO3		
IV	Quality Policy Deployment (QPD), Quality Function Deployment (QFD), Bench marking, Taguchi Quality Loss Function, Total Productive Maintenance (TPM), FMEA							15	CLO4		
V	Need for ISO 9000 and Other Quality Systems, ISO 9001:2008 Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, ISO14001:2004							15	CLO5		
	Total							75			

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To understand the concept of Quality	PO1,PO2,PO4,PO5, PO7
CO2	To understand the Implication of Quality on Business	PO1,PO2,PO4,PO5, PO7,PO8
CO3	To Implement Quality Implementation Programs	PO1,PO2,PO4,PO5, PO7,PO8
CO4	to have exposure to challenges in Quality Improvement Programs	PO1,PO2,PO4,PO5, PO6,PO7,PO8
CO5	To understand the need of ISO	PO4,PO5,PO6,PO7, PO8
Reading list		
1.	Dale H. Besterfield et al, Total Quality Management, Third edition, Pearson Education (First Indian Reprints 2004).	
2.	ShridharaBhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002	
3	Poornima m Charantimath , Total Quality Management, Pearson	
4	Dr.S. Rajaram and Dr. M.Sivakumar, Total Quality Management, Dream tech	
5	Joel E. Ross,Total Quality Management, Text, Cases and Readings, third edition, Taylor & Francis Ltd.	
Reference Books		
1.	Vijayan V and Ramakrishnan H, Total Quality Management, S.Chand	
2.	Suganthi L, Samuel A Anand , Total quality management, PHI Learning	
3.	Dr.Kiran, Total Quality Management: An Integrated Approach, B S Publica	
4.	KiritharanGana, Total Quality Management, A system to implement	
5.	Mitra, A. (2016). Fundamentals of quality control and improvement. John Wiley & Sons.	
Web Resources		
1	https://www.investopedia.com/terms/t/total-quality-management-tqm.asp	
2	https://www.google.com/search?q=total+quality+management+syllabus+aktu&rlz=1C1RXQR_enIN973IN973&oq=TOTAL+QUALITY+MANAGEMENT+SYLLABUS&aqs=chrome.1.0i512l4j0i20i263i512j0i512l2j0i22i30l3.21161j0j7&sourceid=chrome&ie=UTF-8#fpstate=ive&vld=cid:bab8469f,vid:3sdKmMhvBi4	
3	https://kanchiuniv.ac.in/coursematerials/ECE_COURSE_MATERIAL_ODD%20SEMESTER/ECE_COURSE%20MATERIAL_ODD%20SEMESTER/Mrs.V.UMA_TOTAL%20QUALITY%20MANAGEMENT.pdf	
4	https://oms.bdu.ac.in/ec/admin/contents/160_P16MBA18_2020051812512021.pdf	
5	http://ebooks.lpude.in/management/mba/term_4/DMGT524_TOTAL_QUALITY_MANAGEMENT.pdf	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	S	M	S	M
CO2	S	S	M	S	S	M	S	S
CO3	S	S	M	S	S	M	S	M
CO4	S	S	M	S	S	M	S	M
CO5	M	M	M	S	S	S	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0