



ANNA UNIVERSITY

AU TVS CENTRE FOR QUALITY MANAGEMENT



STUDENTS QUALITY CLUB

YOUR DREAMS OUR COMMITMENT



Lucas-TVS Limited



Sundaram-Clayton Limited



Sundram Fasteners Limited

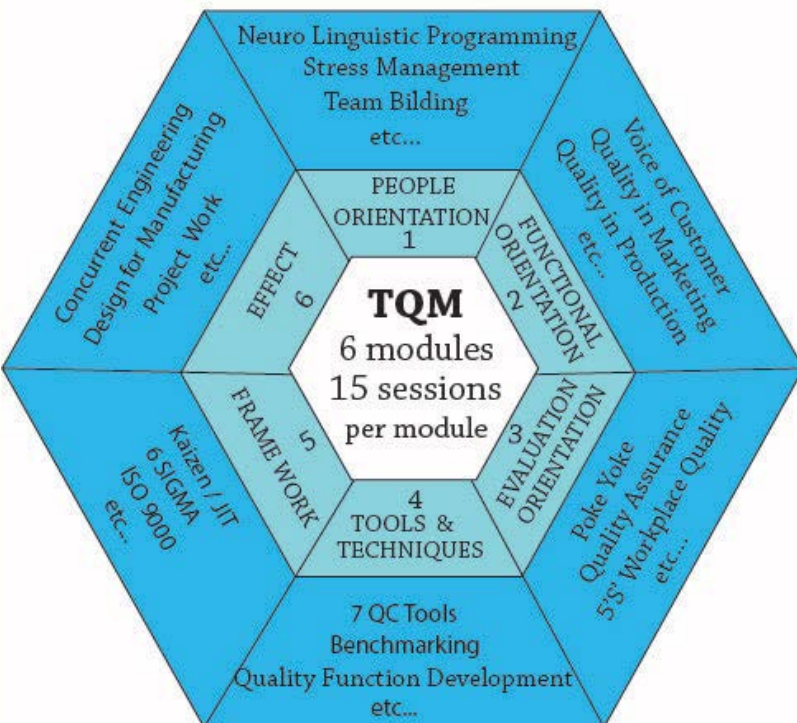


# TQM CERTIFICATE COURSE for STUDENTS

## Two Weekend Program - 2 Saturdays & Sundays

Registration Open for  
Module 1 Batch 3

Classes commence on  
September 28<sup>th</sup> 2013



## **PREAMBLE:**

Though the computers were commercially available from 1950's, it became a vital part of our lives only in 1995, i.e., about four decades later. Similarly, 1980's has seen the birth of quality concepts, which became an integral part of our lives.

**Total quality management** is an integrative philosophy of management for continuously improving the quality of products and processes. TQM functions on the premise that the quality of products and processes is the responsibility of everyone who is involved with the creation or consumption of the products or services offered by an organization. In other words, TQM capitalizes on the involvement of management, workforce, suppliers, and even customers, in order to meet or exceed customer expectations

It is a proven technique to guarantee survival in world-class competition. TQM is elemental for all sizes and types of organizations such as service, manufacturing, government, military, construction, small business, health care, and non-profit entities. TQM gains its importance for various reasons like Increasing customer consciousness, Intense competitive environment, need for earning profit instead of making profit, Crucial role played by organizational issues, such as leadership, human resource, revolution in information technology, etc., in Quality management.

This TQM Certificate Course provides these quality concepts in a nutshell which will improve our personal Quality as well as our society.

## **OBJECTIVE**

- ❖ To transform a novice engineer to understand the management of the company.
- ❖ To build self-confidence and to understand what is happening in the industry.
- ❖ To impart quality among the people.
- ❖ To form a society in a well-organised manner.

**RESOURCE FACULTY** : A highly Specialized Unique Panel will provide rich knowledge from Academia & deployment skills from Companies.

1. Dr. N.Ravichandran, CEO, Lucas TVS
2. Dr.ArshinderKaur,Professor, Dept of Management Studies, IIT-M.
3. Mr.Balakrishnan.N, President, Sundaram Fasteners Ltd.
4. Mr.Charles J Rajiv, Vice President, Work out & Quality, RBS
5. Mrs.GowriKailasham, Senior Vice President, TQM, RANE (Madras) Ltd.
6. Mrs.HaseenTaj, Vice president, Citi bank, Chennai
7. Mrs.LakshmiMurali.V, Principal Consultant, Tata Consultancy Services.
8. Dr.Narashiman.K, Director, AU TVS CQM, Anna University.
9. Mr.Palaniappan.B, Country Training Manager, Michelin India Tamilnadu Tyres Pvt. Ltd.
10. Dr.PrakashSai, Professor,Dept of Management Studies, IIT-M.
11. Mr.PremKumar.T.K, General Manager, Corporate Planning, ThiruArooram Sugar Industries.
12. Mr.Ragunathan.N, Advisor, Sundaram Clayton.
13. Dr.RajKumar.S, President, Apollo Tyres.
14. Mr.Ramesh Prasad, CEO, Onefluencer.
15. Mr.SathyaNarayanan.P.S, Advisor, Sundaram Clayton.
16. Mr.Sekar.V, President, SRF Ltd.
17. Mrs.ShymalaDharmar, Director, Vael's Academy.
18. Mr.SridharanN.C., Chairman, TIME Foundation, Chennai
19. Mr.Subramanian.V.K, Vice President, Wheels India.
20. Mr.Sundravavelu.C, General Manger, TQM, Carborandum Universal Ltd.
21. Mr. SureshNarain.E.R, Vice President, Quality & Performance Excellence.
22. Mr.Vasu.R, Vice President, TQM and OHSE, Brakes India Ltd.

**CONTENTS:**

| <b>1. People Orientation</b>                 | <b>2.Functional orientation</b>                    | <b>3.Evaluation Orientation</b> | <b>4. Tools and Techniques</b>      | <b>5.Framework</b>                 | <b>6.Effect</b>                 |
|--|--|---------------------------------|-------------------------------------|------------------------------------|---------------------------------|
| Industry/ Organization                       | Voice of customer                                  | Product standards               | Problem solving approach            | Quality Awards                     | Market Research                 |
| People-Roles                                 | Quality in product development                     | Standardization                 | 7 QC Tools                          | Kaizen/ Just in Time               | Rapid Prototyping               |
| Self Confidence and Positive Mental Attitude | Quality in inbound logistics                       | Product certification           | Business Process Reengineering      | ISO 9000                           | Reliability Testing             |
| Time Management                              | Quality in production                              | Inspection and testing          | Statistical Process Control         | Suggestion Scheme                  | Computer Aided Design           |
| 7 Habits / Acting                            | Quality in marketing                               | Metrology                       | 7 New QC Tools                      | ISO/TS 16949:2009                  | Design for Manufacture/Assembly |
| Motivation                                   | Quality in outbound logistics and customer service | Quality control                 | Quality Function Deployment         | ISO 14000                          | Concurrent Engineering          |
| Thinking                                     | Quality in Support operations                      | Quality assurance               | Failure Mode Effect Analysis        | Six Sigma                          | Design Standards                |
| Communication and Listening                  | Quality in manufacturing industries                | Quality planning                | Design of Experiment/Robust Design  | Total Productive Maintenance       | Design Reviews                  |
| Leading                                      | Quality in process industries                      | Organization for quality        | Value Engineering                   | Total Cost Management              | Project work                    |
| Planning                                     | Quality in electronic industries                   | Quality management              | Visual Control And Daily Management | Total Employee Involvement         |                                 |
| Interview skills                             | Quality in job shop industries                     | Poka yoke                       | Cellular Manufacturing              | SEI-CMM                            |                                 |
| Neuro Linguistic programming                 | Quality in assembly industries                     | New product introduction        | Bench Marking                       | EFQM Model For Business Excellence |                                 |
| Stress management                            | Quality in service industries                      | 5'S' Work Place Quality         | Policy Deployment                   | Total Quality Person               |                                 |
| Team building                                | Quality in software industries                     | Project management              | Factory Visit                       | Faculty Visit                      |                                 |
| Evaluation Test                              | Evaluation Test                                    | Evaluation Test                 | Evaluation Test                     | Evaluation Test                    |                                 |

## COURSE FEE (in Rupees)

| Categories   | For CEG/ACT/SAP/MIT | For Other Colleges | All Others |
|--------------|---------------------|--------------------|------------|
| Per Module   | 1500                | 2000               | 5000       |
| All 6 Module | 7500                | 10000              | 25000      |

- Course fee includes lunch, refreshments & certificates etc.
- **Fee paid will not be refunded under any circumstances.**
- The Fee is Exclusive of any tax. i.e., Payable taxes will be over for the course fee. The amount payable to AU TVS Centre for Quality Management is only the course fee.

**ADMISSION** : Candidates can select any module except Sixth Module which requires completion of 3rd, 4th and 5th Modules. Admission is open for all modules. Candidates desiring to register for **individual module** can do so. The date for commencing the course will be intimated on registration.

**METHODOLOGY** : Lectures, Case studies, Discussions, Presentations, Team activities etc.

**CERTIFICATE\*** : Module certificate will be awarded on successful completion of each module.  
TQM Course certificate will be awarded on successful completion of all modules.

**DURATION** : Each module will have 15 sessions each of 2 hours duration-Total 30 hours

**SCHEDULE** : 2 WEEKEND PROGRAMME - 2 Saturdays & Sundays

| Module 1  | Module 2   | Module 3   | Module 4 | Module 5 | Module 6 |
|---|--|--|----------|----------|----------|
| Sep 28, 19 <sup>th</sup><br>& Oct 5, 6 <sup>th</sup> 2013 | Oct 19, 20 <sup>th</sup><br>& Dec 21, 22 <sup>nd</sup><br>2013 | Dec 28, 29 <sup>th</sup> 2013<br>& Jan 4, 5 <sup>th</sup> 2014 | Jan 2014 | Feb 2014 | Mar 2014 |

| SESSION | I          |           | II         |       | III       |           | IV        |
|---------|------------|-----------|------------|-------|-----------|-----------|-----------|
| TIMINGS | 9.00-11.00 | Tea Break | 11.15-1.15 | Lunch | 1.45-3.45 | Tea Break | 4.00-6.00 |

\*Minimum 75% attendance is mandatory for attending the final exam.

**CONTACT** : 8903040919, 9047436787  
[tqmcourse@sqc.org.in](mailto:tqmcourse@sqc.org.in)



**ANNA UNIVERSITY**  
**AU TVS CENTRE FOR QUALITY MANAGEMENT**  
**STUDENTS QUALITY CLUB**  
**TQM CERTIFICATE COURSE FOR STUDENTS**  
**REGISTRATION FORM**



**PERSONAL DETAILS**

Name (Mr. /Ms.): \_\_\_\_\_ Roll number: \_\_\_\_\_  
 Degree/ Branch: \_\_\_\_\_ Year: \_\_\_\_\_ Sem: \_\_\_\_\_  
 College/ Organization: \_\_\_\_\_  
 Contact Address: \_\_\_\_\_  
 \_\_\_\_\_ Pin code: \_\_\_\_\_  
 Phone number: \_\_\_\_\_ Email: \_\_\_\_\_

AFFIX PASSPORT  
 SIZE PHOTO  
 Also mail the  
 same

**COURSE DETAILS** (Tick in the appropriate box)

| MODULE | I | II | III | IV | V | VI | All six modules |
|--------|---|----|-----|----|---|----|-----------------|
|        |   |    |     |    |   |    |                 |

- Completion of third, fourth and fifth module is mandatory to opt for the sixth module.

**PAYMENT DETAILS**

Amount: ₹ \_\_\_\_\_ (in words) \_\_\_\_\_

Bank/ Branch: \_\_\_\_\_

Course fee by DD/Cheque (local) should be drawn in favor of "AU-TVS Centre for Quality Management"

Date: \_\_\_\_\_

**Signature of Candidate**

**FOR OFFICE USE ONLY**

**Receipt number:** \_\_\_\_\_

**Student ID:** \_\_\_\_\_

**Batch:** \_\_\_\_\_ **Signature**

**RECEIPT**

We acknowledge with thanks the Receipt of Rs. \_\_\_\_\_ (in words \_\_\_\_\_  
 \_\_\_\_\_) from \_\_\_\_\_ vide

Cheque No. \_\_\_\_\_ dated \_\_\_\_\_ drawn from \_\_\_\_\_

DD No. \_\_\_\_\_ dated \_\_\_\_\_ drawn from \_\_\_\_\_

Challan dated \_\_\_\_\_

Paid towards professional fees for TQM CERTIFICATE COURSE to be commenced on \_\_\_\_\_ in

AU TVS Centre for Quality Management.

For AU TVS CQM

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_