

## Aca Item No. 51.16

INTERNATIONAL AGRI-BUSINESS MANAGEMENT INSTITUTE  
ANAND AGRICULTURAL UNIVERSITY

ANAND – 388 110  
GUJARAT, INDIA



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Read: Resolution of 51<sup>st</sup> meeting of the Academic Council held on 08/03/2019, Anand Agricultural University, Anand vide Item No.51.16 has resolved as under

Revision in the Syllabus of 3<sup>rd</sup> Semester "Quality Management" (ABM-536) (2+0).

### Notification

It is hereby notified to all concerned that vide Item No.51.16 of the 51<sup>st</sup> meeting held on 08/03/2019, the Academic Council of the Anand Agricultural University, has resolved as under.

"It is resolved that the Academic Council approves the revised syllabus of "Quality Management" (ABM-536) (2+0) (Annexure-E), as per the recommendation of Board of P.G. Studies vide item no.17.14"

No. AAU/IABMI/PG/ 1450 /2019  
Date: 26/03/2019

  
Principal & Dean

Copy F.W.Cs.to:

1. All Members of Academic Council of this University
2. All Officers of this University
3. All Deans and Principals, AAU, Anand

Copy to:

1. P.S. to Vice Chancellor, Anand Agricultural University, Anand
2. P.A. to Registrar, Anand Agricultural University, Anand
3. Office of Registrar Examination and Academic Branch (10 Copies)
4. Academic File

"Healthy Soils for a Healthy Life"

ABM 536 QUALITY MANAGEMENT (2+0) (Proposed Revised Syllabus)

**Objective:** This course is designed with an objective to create awareness for quality in students. This will help the students to understand the concepts of Quality and Tools for Implementation of Quality in different business enterprise and service sector.

UNIT - I

Quality Management Principles and Practices – Quality Concept, Quality Gurus, Quality Circle, Philosophy of TQM, Leadership and Strategic Planning & implementing TQM Frame work, TQM kitemarks

UNIT - II

Quality Improvement Tools- Old and New (7 QC tools), six sigma, Kaizen, Benchmarking, Breakthrough Improvement, Business Process Reengineering, Business Process Management, FMEA and Total Productive Maintenance

UNIT - III

Customer Driven Quality- Customer Satisfaction, Employee Involvement, Continuous Improvement tools, PDSA cycle, QFD

UNIT - IV

TQM in Services, Supplier partnership, Performance Measurement, Statistical concept in Quality Management

UNIT - V

Quality Management System, Environment Management Systems, Quality Audits, Barriers and Challenges in Quality management, Global quality in 21<sup>st</sup> century.

Suggested Reading:

1. Total Quality Management: Poornima M. Charantimath. Pearson Publication
2. Total Quality Management: Dale H. Besterfield, Carol Besterfield, Glen Besterfield, Mary Besterfield, Hemant Urdhwareshe, Rashmi Urdhwareshe. Pearson Publication
3. Quality Management: R. Panneerselvam, P. Sivasankaran. PHI learning Private Limited