



Total Quality Management

Unleash the Power of Strategic
Training Analysis and Resource
Management



Introduction



This course is designed to equip you with the knowledge and skills necessary to optimize quality, efficiency, and customer satisfaction in any organizational setting. Through a blend of theory, real-life examples, and interactive exercises, you'll gain a comprehensive understanding of TQM concepts and learn how to apply them effectively.

Course Objectives



- 1** Understand the core principles and philosophies of Total Quality Management.
- 2** Implement TQM tools and techniques to improve processes and outcomes.
- 3** Foster a culture of continuous improvement within your organization.
- 4** Enhance customer satisfaction and loyalty through quality management practices.
- 5** Identify and mitigate common challenges and barriers to TQM implementation.
- 6** Develop strategies for sustaining quality improvement initiatives in the long term.

Course Benefits

- Gain practical skills to enhance your career prospects in quality management roles.
- Improve organizational efficiency and effectiveness.
- Enhance customer trust and loyalty through superior product and service quality.
- Contribute to a culture of excellence and innovation within your organization.
- Learn from real-world examples and case studies to contextualize theoretical concepts.

Course Modules

1

Introduction to Total Quality Management

- Understanding the concept of quality and its significance in organizations
- Historical background and evolution of Total Quality Management (TQM)
- Key principles and objectives of TQM
- The role of leadership in fostering a culture of quality
- Introduction to quality management frameworks and standards

2

TQM Principles and Philosophies

- Deming's 14 Points and their application in modern organizations
- Juran's Trilogy: Quality Planning, Quality Control, and Quality Improvement
- Crosby's Absolutes of Quality Management: Prevention over Inspection
- Ishikawa's Fishbone Diagram and the concept of root cause analysis
- Understanding customer focus and the importance of meeting customer needs

3

TQM Tools and Techniques

- Statistical process control (SPC) methods such as control charts and process capability analysis
- Quality management tools: Pareto analysis, cause-and-effect diagrams, and scatter plots
- Six Sigma methodology and its DMAIC (Define, Measure, Analyze, Improve, Control) approach
- Lean principles and techniques for waste reduction and process optimization
- Benchmarking and best practices for performance improvement

4

Quality Control and Assurance

- Distinction between quality control and quality assurance
- Developing quality control plans and inspection procedures
- Total Quality Control (TQC) and the role of frontline employees in quality management
- Quality audits and their importance in assessing compliance with standards
- Implementing quality assurance systems and certification processes

5

Continuous Improvement and Kaizen

- Understanding the concept of continuous improvement
- Kaizen philosophy: small, incremental changes for sustainable improvement
- Tools and techniques for continuous improvement: Plan-Do-Check-Act (PDCA) cycle, 5 Whys analysis
- Employee involvement and empowerment in the improvement process
- Creating a culture of innovation and learning within the organization

6

Implementing TQM: Challenges and Best Practices

- Common challenges in TQM implementation and strategies for overcoming them
- Change management principles and techniques for successful TQM adoption
- Building cross-functional teams and fostering collaboration for quality improvement
- Case studies of successful TQM implementations in various industries
- Sustaining quality improvement initiatives and measuring their impact over time

Who Should Join This Course

→ Professionals seeking to enhance their understanding of quality management principles and practices.

→ Managers and supervisors responsible for ensuring quality standards within their teams or departments.

→ Individuals interested in pursuing careers in quality assurance, quality control, or process improvement.

→ Entrepreneurs and business owners aiming to implement quality management systems in their organizations



Module 1

Introduction to Total Quality Management

Lesson 1: Understanding the Concept of Quality

Objective :

- The objective of this lesson is to introduce learners to the fundamental concept of quality and its importance in organizational settings.

Content :

- Quality is a multifaceted concept that encompasses various aspects of products, services, processes, and experiences. At its core, quality refers to the degree of excellence or superiority of something. In the context of business and management, quality extends beyond mere product features to include factors such as reliability, performance, durability, and customer satisfaction.
- This lesson will explore the significance of quality in achieving organizational goals and gaining competitive advantage. Learners will gain an understanding of how quality impacts various stakeholders, including customers, employees, shareholders, and society at large. Real-world examples and case studies will be used to illustrate the tangible benefits of prioritizing quality in business operations.



Module 1 : Introduction to Total Quality Management

Lesson 2: Historical Background and Evolution of TQM

Objective :

- The objective of this lesson is to provide learners with a historical overview of Total Quality Management (TQM) and its evolution over time.

Content :

- Total Quality Management has its roots in the early 20th century, with pioneers such as Walter A. Shewhart, W. Edwards Deming, Joseph M. Juran, and Kaoru Ishikawa laying the groundwork for modern quality management practices. This lesson will examine the key contributions of these individuals and trace the development of TQM principles and philosophies.
- Learners will explore significant milestones in the evolution of TQM, including the post-World War II quality revolution in Japan and its subsequent spread to the Western world. The lesson will highlight the role of quality gurus like Deming and Juran in popularizing TQM concepts and fostering a culture of continuous improvement.



Module 1 :

Introduction to Total Quality Management

Lesson 3: Key Principles and Objectives of TQM

Objective :

- The objective of this lesson is to familiarize learners with the core principles and objectives of Total Quality Management.

Content :

- Total Quality Management is based on several fundamental principles that guide organizational efforts to achieve excellence in quality and performance. In this lesson, learners will delve into key TQM principles such as customer focus, continuous improvement, employee involvement, and process management.
- Additionally, the lesson will outline the primary objectives of TQM, which include enhancing customer satisfaction, improving organizational efficiency, reducing waste and defects, and fostering innovation. Through interactive discussions and case studies, learners will gain insights into how these principles and objectives translate into practical strategies for quality improvement.



Module 2 : TQM Principles and Philosophies

Lesson 1: Deming's 14 Points

Objective :

- The objective of this lesson is to explore W. Edwards Deming's 14 Points and understand their significance in Total Quality Management.

Content :

- W. Edwards Deming, a prominent figure in the quality management field, outlined a set of 14 management principles aimed at improving organizational effectiveness and quality. In this lesson, learners will examine each of Deming's 14 Points in detail, understanding their underlying philosophy and practical implications for quality management.
- The lesson will cover concepts such as adopting a systems approach, focusing on continuous improvement, driving out fear from the workplace, and building long-term relationships with suppliers. Real-life examples and case studies will be used to illustrate how organizations have successfully applied Deming's principles to achieve sustainable quality improvements.



Module 2 : TQM Principles and Philosophies

Lesson 2: Juran's Trilogy

Objective :

- The objective of this lesson is to introduce learners to Joseph M. Juran's Trilogy and its relevance to Total Quality Management.

Content :

- Joseph M. Juran, another influential quality management expert, proposed the concept of Juran's Trilogy, which consists of three key processes: Quality Planning, Quality Control, and Quality Improvement. This lesson will explore each component of the Trilogy and its role in achieving and maintaining high levels of quality.
- Learners will gain an understanding of the importance of proactive quality planning, effective quality control measures, and ongoing quality improvement initiatives. Practical examples and case studies will be used to demonstrate how organizations can implement Juran's Trilogy to achieve their quality objectives and meet customer expectations.



Module 2 :

TQM Principles and Philosophies

Lesson 3: Crosby's Absolutes of Quality Management

Objective :

- The objective of this lesson is to familiarize learners with Philip B. Crosby's Absolutes of Quality Management and their implications for TQM.

Content :

- Philip B. Crosby emphasized the importance of prevention over inspection in quality management, advocating for a zero-defects mindset. In this lesson, learners will explore Crosby's Absolutes, which include concepts such as the definition of quality as conformance to requirements, the system of prevention, and the performance standard of zero defects.
- The lesson will delve into the practical implications of Crosby's Absolutes for organizations seeking to implement Total Quality Management. Through case studies and interactive discussions, learners will gain insights into how adherence to Crosby's principles can lead to significant improvements in product and service quality.



Module 3 :

TQM Tools and Techniques.

Lesson 1: Statistical Process Control (SPC) Methods

Objective :

- The objective of this lesson is to introduce learners to Statistical Process Control (SPC) methods and their role in Total Quality Management.

Content :

- Statistical Process Control (SPC) methods are essential tools for monitoring and controlling process variability, identifying trends, and detecting deviations from desired performance levels. In this lesson, learners will explore various SPC techniques, including control charts, histograms, and scatter plots.
- Through practical examples and case studies, learners will understand how SPC methods can help organizations identify sources of variation, make data-driven decisions, and improve process stability and capability. Additionally, the lesson will cover topics such as process control limits, common cause variation, and special cause variation.



Module 3 :

TQM Tools and Techniques.

Lesson 2: Quality Management Tools

Objective :

- The objective of this lesson is to familiarize learners with common quality management tools used in Total Quality Management.

Content :

- Quality management tools are practical instruments used to analyze data, identify problems, and facilitate decision-making in quality improvement efforts. In this lesson, learners will be introduced to a variety of quality management tools, including Pareto analysis, cause-and-effect diagrams (Ishikawa or fishbone diagrams), and scatter diagrams.
- Through interactive exercises and case studies, learners will learn how to apply these tools to prioritize issues, identify root causes of quality problems, and develop effective solutions. Additionally, the lesson will highlight the importance of selecting the right tool for the specific problem or situation at hand.



Module 3 :

TQM Tools and Techniques.

Lesson 3: Six Sigma Methodology

Objective :

- The objective of this lesson is to provide learners with an overview of Six Sigma methodology and its application in Total Quality Management.

Content :

- Six Sigma is a data-driven methodology aimed at reducing defects and improving process efficiency and effectiveness. In this lesson, learners will explore the key principles of Six Sigma, including its DMAIC (Define, Measure, Analyze, Improve, Control) approach to problem-solving and process improvement.
- Through case studies and examples, learners will understand how Six Sigma projects are executed, from defining project goals and measuring current performance to analyzing data, implementing solutions, and sustaining improvements over time. Additionally, the lesson will cover concepts such as sigma levels, process capability, and the roles of Six Sigma professionals within organizations.



Module 4 :

Quality Control and Assurance

Lesson 1: Understanding Quality Control and Quality Assurance

Objective :

- The objective of this lesson is to differentiate between quality control and quality assurance and understand their significance in Total Quality Management.

Content :

- Quality control and quality assurance are two essential components of Total Quality Management that focus on ensuring product and service quality. In this lesson, learners will explore the differences between quality control (QC), which involves the operational techniques and activities used to fulfill requirements for quality, and quality assurance (QA), which encompasses the planned and systematic activities implemented to provide confidence that quality requirements will be fulfilled.
- Through real-life examples and case studies, learners will understand how quality control measures such as inspections, testing, and corrective actions are used to identify and address deviations from quality standards. Additionally, the lesson will cover topics such as quality assurance planning, quality audits, and the role of documentation in maintaining consistency and compliance with quality requirements.



Module 4 : Quality Control and Assurance

Lesson 2: Total Quality Control (TQC)

Objective :

- The objective of this lesson is to introduce learners to Total Quality Control (TQC) and its application in Total Quality Management.

Content :

- Total Quality Control (TQC) is an approach to quality management that emphasizes the involvement of all employees in the quality improvement process. In this lesson, learners will explore the principles of TQC, which include a focus on prevention, continuous improvement, and employee empowerment.
- Through case studies and examples, learners will understand how organizations can implement TQC initiatives to promote a culture of quality excellence and accountability at all levels. The lesson will cover topics such as quality circles, suggestion systems, and the role of frontline employees in identifying and resolving quality issues proactively.



Module 4 :

Quality Control and Assurance

Lesson 3: Quality Audits and Certification

Objective :

- The objective of this lesson is to familiarize learners with quality audits and certification processes in Total Quality Management.

Content :

- Quality audits are systematic examinations of an organization's quality management system to assess its effectiveness and compliance with established standards and requirements. In this lesson, learners will explore the purpose, types, and methodologies of quality audits, including internal audits, external audits, and supplier audits.
- Through practical examples and case studies, learners will understand how quality audits are conducted, including the roles and responsibilities of auditors, the audit process from planning to reporting, and the importance of corrective actions in addressing audit findings. Additionally, the lesson will cover certification processes such as ISO 9001 and other industry-specific quality management standards.



Module 5 : Continuous Improvement and Kaizen.

Lesson 1: Understanding Continuous Improvement

Objective :

- The objective of this lesson is to introduce learners to the concept of continuous improvement and its importance in Total Quality Management.

Content :

- Continuous improvement, also known as continuous process improvement or incremental improvement, is the ongoing effort to enhance products, services, processes, or systems over time. In this lesson, learners will explore the principles of continuous improvement, including the PDCA (Plan-Do-Check-Act) cycle and the concept of small, incremental changes.
- Through real-life examples and case studies, learners will understand how organizations can embrace continuous improvement as a fundamental aspect of their culture and operations. The lesson will cover topics such as the benefits of continuous improvement, common barriers and challenges, and strategies for fostering a mindset of continuous learning and innovation.



Module 5 : Continuous Improvement and Kaizen.

Lesson 2: Kaizen Philosophy

Objective :

- The objective of this lesson is to familiarize learners with the Kaizen philosophy and its application in Total Quality Management.

Content :

- Kaizen, which translates to "change for the better" or "continuous improvement" in Japanese, is a philosophy and methodology that emphasizes the importance of making small, incremental improvements in all aspects of an organization. In this lesson, learners will explore the principles of Kaizen, including the importance of standardization, waste reduction, and employee involvement.
- Through case studies and examples, learners will understand how Kaizen principles can be applied to various processes and activities within an organization to achieve higher levels of efficiency, quality, and customer satisfaction. The lesson will cover topics such as Kaizen events, Gemba walks, and the role of leadership in driving Kaizen initiatives.



Module 5 :

Continuous Improvement and Kaizen.

Lesson 3: Employee Involvement and Empowerment

Objective :

- The objective of this lesson is to highlight the importance of employee involvement and empowerment in continuous improvement efforts.

Content :

- Employees are often the frontline experts who possess valuable insights into process inefficiencies and opportunities for improvement. In this lesson, learners will explore the role of employee involvement and empowerment in driving continuous improvement initiatives.
- Through real-life examples and case studies, learners will understand how organizations can engage employees at all levels in identifying problems, generating ideas, and implementing solutions. The lesson will cover topics such as suggestion systems, cross-functional teams, and the importance of creating a supportive and collaborative work environment conducive to innovation and experimentation.



Module 6 : Implementing TQM: Challenges and Best Practices.

Lesson 1: Common Challenges in TQM Implementation

Objective :

- The objective of this lesson is to identify and understand the common challenges organizations face when implementing Total Quality Management (TQM).

Content :

- Despite its potential benefits, implementing TQM can be challenging due to various factors such as resistance to change, lack of leadership support, inadequate resources, and organizational culture barriers. In this lesson, learners will explore these common challenges in TQM implementation and understand their root causes.
- Through case studies and examples, learners will gain insights into how organizations have addressed and overcome these challenges. The lesson will also provide strategies and best practices for mitigating potential obstacles and ensuring successful TQM adoption within an organization.



Module 6 : Implementing TQM: Challenges and Best Practices.

Lesson 2: Change Management Principles

Objective :

- The objective of this lesson is to introduce learners to change management principles and their application in TQM implementation.

Content :

- Effective change management is crucial for the successful implementation of TQM initiatives within an organization. In this lesson, learners will explore key change management principles, including the importance of clear communication, stakeholder engagement, and creating a sense of urgency.
- Through practical examples and case studies, learners will understand how organizations can navigate the complexities of organizational change and minimize resistance to TQM implementation. The lesson will cover topics such as creating a compelling vision for change, building a coalition of supporters, and providing the necessary resources and support to facilitate the transition to a TQM culture.



Module 6 :

Implementing TQM: Challenges and Best Practices.

Lesson 3: Sustaining Quality Improvement Initiatives

Objective :

- The objective of this lesson is to provide learners with strategies for sustaining quality improvement initiatives in the long term.

Content :

- Sustaining quality improvement initiatives requires ongoing commitment, vigilance, and reinforcement of TQM principles and practices. In this lesson, learners will explore strategies for sustaining quality improvement initiatives beyond the initial implementation phase.
- Through real-life examples and case studies, learners will understand the importance of leadership continuity, performance measurement, and continuous learning in maintaining momentum and ensuring the long-term success of TQM efforts. The lesson will also cover topics such as recognizing and celebrating successes, adapting to changing circumstances, and embedding TQM principles into the organizational culture for lasting impact.



BASIC PRINCIPLES FOR COURSE IMPLEMENTATION



Clear Objectives

- Ensure that the course objectives are well-defined and aligned with the desired outcomes of learners, providing a clear roadmap for what they will achieve.



Engaging Content

- Develop content that is informative, interactive, and relevant to learners' needs, incorporating a variety of learning resources such as text, visuals, case studies, and interactive exercises.



Progressive Learning

- Structure the course in a progressive manner, building upon foundational concepts and gradually introducing more complex topics to facilitate learning comprehension and retention.



Active Participation

- Encourage active participation and engagement from learners through discussions, group activities, and hands-on exercises to enhance learning effectiveness and application.



Feedback Mechanism

- Establish a feedback mechanism to solicit input from learners throughout the course, allowing for continuous improvement and adaptation to learners' needs and preferences.

PRACTICAL TIPS FOR IMPLEMENTING THE COURSE



Clear Communication

- Clearly communicate course objectives, expectations, and requirements to learners at the beginning of the course to set the stage for a successful learning experience.



Interactive Learning

- Incorporate interactive elements such as quizzes, discussions, case studies, and simulations to keep learners engaged and facilitate active participation throughout the course.



Varied Content Delivery

- Utilize a variety of content delivery methods, including written text, videos, podcasts, and interactive presentations, to accommodate different learning styles and preferences.



Regular Feedback

- Provide timely and constructive feedback to learners on their progress, assignments, and assessments to help them understand their strengths and areas for improvement.



Peer Collaboration

- Foster opportunities for peer collaboration and discussion through group projects, online forums, and collaborative activities to encourage knowledge sharing and social learning.

READING MATERIAL AND CASE STUDIES

The Toyota Way

- This book offers insights into the principles and practices of lean manufacturing and continuous improvement, which are closely aligned with Total Quality Management (TQM) principles.

Quality Management

- This textbook provides a comprehensive overview of quality management principles, tools, and techniques, including Total Quality Management (TQM) concepts.

Case Study 1:Toyota Production System (TPS)

- Explore case studies and articles about Toyota's renowned production system, which embodies principles of lean manufacturing and continuous improvement and serves as a benchmark for excellence in quality management.

Case Study 2:Motorola Six Sigma Initiative

- Learn about Motorola's successful implementation of Six Sigma methodology to improve product quality, reduce defects, and enhance customer satisfaction,

Case Study 3:Ford Quality Improvement Program

- Examine case studies and reports on Ford's quality improvement initiatives, including its efforts to address product defects, enhance manufacturing processes, and regain consumer trust through a commitment to quality excellence.



Who We Are



KLCC ACADEMY an Accredited Education Centre in Malaysia - provides an enriched learning environment that has helped countless students get ahead. Founded in 2013, the Academy is in heart of Kuala Lumpur near the iconic KLCC - Petronas Twin Towers (distance of 500m) and reflects the diverse backgrounds and cultures of the area.

We believe that education is a fundamental right, and everyone should have access to quality higher education. With this view in mind, we strive to create opportunities for those who have genuine aspiration and honest intention, who seek high-quality education, great academic experience, unparalleled student services, globally recognizable qualifications, and career prospects post qualification after studying in their chosen destination countries.

Contact Information



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