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**TEQIP II Sponsored Short Term Course on
QUALITY MANAGEMENT: HARD AND SOFT ELEMENTS
(Under TEQIP II)**

7th September, 2016 – 9th September 2016

A Continuing Education Programme

**Organized by
Vinod Gupta School of Management
Indian Institute of Technology, Kharagpur
West Bengal - 721 302.**

Venue: VGSOM, IIT Kharagpur



Course Coordinators

Principal Coordinator: Dr. Sangeeta Sahney, VGSOM

Coordinator: Dr. Jitesh Thakkar, Deptt. of Industrial and Systems Engineering

QUALITY MANAGEMENT: HARD AND SOFT ELEMENTS

7th September, 2016 – 9th September 2016

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I Overview:

Quality Management is a customer-focused process, which seeks for continuous improvement and meeting customers' perceptions. Quality starts with the customers and is defined by the customers. The customer's definition of quality in fact, identifies and establishes relevant bases and measurement criteria to use in evaluating quality. The growing popularity of quality, its impact on the customer psychology and the resultant behavior exhibited in terms of an attitude towards consumption behavior has led researchers and analysts to regard 'quality' as the single most important factor for long-term success and survival. The study of quality management is of utmost importance for organizations. While business organizations understand the importance of quality, the conceptualization and implementation is often a tedious task. It involves the application of tools and techniques backed by strong human resource support. The course on "Quality Management: Hard and Soft Elements" would provide an ideal platform to blend the conceptual and theoretical knowledge base with an empirical and application oriented perspective.

II Objectives of the Course:

Quality Management has varying perspectives and orientations that we can relate to the conceptualization, measurement and control. With this premise as a foundation, the course is aimed at introducing to the participants the study of Quality Management, with an emphasis on both the hard and the soft elements. The objectives of the programme include the application of both hard and soft elements, and both quantitative and non-quantitative tools in the adoption and implementation of Quality Management. The Objectives of the Course are listed as follows:

- To discuss the theoretical aspects of Quality Management.
- To discuss the tools and techniques of Quality Management: Hard elements
- To discuss the role of management in Quality Management: Soft elements
- To enhance the knowledge of the participants on the various hard and soft elements.

III Course Contents:

Part I: Quality Management:

- Introduction to Quality Management: Fundamentals of Quality Management, Evolution of Quality and the various Stages of the Quality Movement, Quality Gurus
- Customer satisfaction, service quality, customer retention

- Service Quality
- Accreditation

Part II: Hard Elements of TQM:

- Cost of Quality: Conformance versus Non-Conformance
- Tools of Quality Management
- Techniques of Quality Management
- Management tools of Quality Management
- Quality Function Deployment
- Six Sigma

Part III: Soft Elements of TQM:

- Management issues in Quality: Leadership, Strategic planning and decision making, Team work, Motivation and its tools, performance appraisal and benefits of employee involvement
- Organizational culture
- Role of Human Resource Management

IV Faculty:

Experienced faculty from various departments of IIT Kharagpur, including VGSOM, Humanities and Social Sciences and Industrial Engineering and Management, along with guest faculty from reputed institutes/universities will deliver lectures, and, coordinate exercises in interactive sessions, spanning approximately twenty hours.

V Pedagogy:

Lectures through Audio-Visual presentation, structured exercises, and Discussion. They would also be provided with a kit and course material.

VI Accommodation

Only local hospitality will be provided by IIT Kharagpur. Lodging and boarding will be provided at one of the guest houses on twin-sharing basis from the 6th of September, 2016 afternoon – 10th of September, 2016 morning.

VII Course Fee:

No course fee shall be charged from faculty of TEQIP-II Project Institutions. However a security deposit of Rs. 1000 each in the form of a Demand Draft should be attached with the Registration Form of the course. This amount will be refunded in cases where (i) the candidate is not selected for the Course; (ii) if the selected

candidate joins the Course. The amount will be forfeited if the selected candidate does not join the Course. The bank Draft should be payable to CEP-STC, IIT Kharagpur at Kharagpur.

VIII Who can participate?

Faculty from TEQIP-II Project Institutions are eligible to participate in this course.

IX How to Apply?

Interested participants can fill-up the enclosed form and send it to the Course Coordinators.

X Important Dates:

Last date for receiving application: 20th August, 2016.

Intimation to Participants: 24th August, 2016.

Course Dates: 7th September-9th September, 2016.

XI Contact Information:

Dr. S. Sahney (Principal Coordinator)

Associate Professor,

Vinod Gupta School of Management

IIT Kharagpur-721302.

Ph. No.: 03222-283866 (O), 283867 (R), 9434704688 (Mob.)

Email: sahney@vgsom.iitkgp.ernet.in

Dr. Jitesh Thakkar (Co-Coordinator)

Associate Professor,

Department of Industrial and Systems Engineering

IIT Kharagpur-721302.

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7th September, 2016 – 9th September 2016**

Organised by IIT Kharagpur

1. Name: _____

2. Designation: _____

3. Academic Qualification: _____

4. Experience: _____

5. Name of the Institution /Organization: _____

6. Address for communication: _____

Ph: _____

Fax: _____

Email: _____

7. Bank Draft Details: _____

Amount: _____

Number: _____

Drawn on: _____

Date: _____ **Signature of Applicant**

Certification from concerned authority from college or institute:

I certify that Mr. / Ms . _____ is a bona fide faculty of our college or institute and our college or institute is covered under the list of TEQIP-II Project Institution.

Date _____ **Signature of concerned authority (with seal)**

Approval for Candidates/Sponsorship

We approve the above applicant as a candidate/ sponsor for the short-term course on “Consumer Behaviour: Role of Market Research” being organized by IIT Kharagpur at Kharagpur during 7th September-9^h September, 2016.

Date: _____ **Signature and seal of approving/sponsoring Authority**