



BBA

Semester VI

Calicut University

Total Quality Management

Course Code: BBA6CJ305 • Module 2 Notes

1. Leadership and Quality Strategic Planning

Top management leadership is the primary driver of TQM success. Leaders must formulate vision statements, quality policies, and establish Quality Councils.

Core TQM Leadership Elements

- **Quality Vision & Mission Statements:** Defining clear long-term quality aspirations and customer satisfaction goals.
- **Quality Councils:** Establishing executive committees to oversee quality improvement projects and resource allocation.
- **Strategic Quality Deployment (Hoshin Kanri):** Aligning corporate strategic goals directly with shop-floor quality targets.

2. Continuous Process Improvement Frameworks

Continuous process improvement is a fundamental tenet of TQM, utilizing structured methodologies to eliminate waste and variability.

Kaizen (Incremental Improvement)

Japanese philosophy of continuous, small, incremental improvements involving every employee from executives to assembly workers.

5S Workplace Organization

Sort (Seiri), Set in Order (Seiton), Shine (Seiso), Standardize (Seiketsu), and Sustain (Shitsuke) for operational safety and efficiency.

3. Employee Involvement and Empowerment

Fostering teamwork, self-directed quality circles, recognition programs, and performance appraisal systems tied to quality metrics.

4. Supplier Partnership and Rating

Building long-term collaborative vendor relationships, joint quality planning, supplier selection criteria, and performance rating scorecards.

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