

ADVANCED QUALITY MANAGEMENT

June 3-7, 2019



Executive Education
Indian Institute of Management Ahmedabad

Advanced Quality Management

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In today's world, quality is a vital determinant of business success. Business organizations need to focus on quality on a continual basis if they want to remain in business in the long run. Large scale studies have revealed that those organisations which focus on quality continually usually have larger market share, greater profits, and a happier workforce. Thus, it can be said that quality is a key ingredient for business success.

Even in the not-for-profit sector, quality is now considered a critical success factor. While many of the quality ideas originated in the manufacturing set-ups, these can be easily applied to service organisations with appropriate adaptations and modifications.

Objectives

The objectives of this programme is to provide senior managers of manufacturing and service organisations an in-depth understanding of quality concepts and technique so that they can use these to enhance the quality of their products, services and processes.

Programme Highlights

• Leadership for Quality

In this module we understand the important role played by top management of an organization in instituting a culture of high performance and excellence using the Deming's 14-points for Management as a framework. The need for employee involvement and engagement in sustaining the culture of excellence is discussed.

• Quality Improvement Methodologies

In this module we examine the two popular quality improvement methodologies PDCA and DMAIC. We examine the importance of these methodologies to implement a culture of Continuous Improvement in an organization.

• Statistical Process Control

In this module we examine some time tested methods of controlling quality of products and services at all three stages of a production system -input, process and output. The key ideas underlying sampling inspection plans and control charts are highlighted.

• Quality by Design

In this module we examine the importance of experimentation in improving the quality of products and services. The principles of designing effective experiments to identify the optimal settings of key factors that lead to better products and services are discussed. The ideas of G. Taguchi on robust product design are discussed in this context.

• Quality Systems and Risk Management

In this module we discuss the importance of Quality Systems such as ISO-9000 in management of quality. The important role played by quality systems is managing risk is highlighted.

• Big Data Analytics for Quality

In this module we discuss the exciting possibilities thrown up by the availability of Big Data for improving quality of products and services. The availability of IoT

data has made it possible for organizations to engage in predictive maintenance and social media data on service quality failures are helping organizations to redesign processes. It is widely expected that Big Data Analytics would help organizations dramatically improve their quality of offerings in the coming years.

Participants' Profile

This programme is intended for senior managers in manufacturing and service sectors who require an in-depth understanding of quality management concepts and techniques that are needed for leveraging quality as a key ingredient for business success.

Pedagogy

The pedagogy will use a combination of case studies, group discussions and lectures.

Faculty

- Agarwal, Anurag
- Dutta, Goutam
- Laha, Arnab Kumar (Faculty Chair)
Email: arnab@iima.ac.in
- Mukherjee, Saral
- Soman, Chetan
- Varkkey, Biju

Testimonials

- *"I learned to reframe problem as opportunities, to see and respond to root issues, not symptoms. This programme empowers employees to unlock innovation at deeper levels of the organisation."*
- Prateek Kapoor, Juniper Networks
- *"This was a wonderful programme, gives the inside of latest advanced quality management system which can be practiced at organization."*
- Dashrath Prasad Chouksey, Indian Rayon (A Unit of Aditya Birla Nuvo Ltd.)
- *"Programme has been designed to give full perspective of quality to participants in all facets of Industry."*
- Vikas Soni, Tata Motors Ltd.
- *"The Programme goes to great lengths to explain the necessity of looking at "Quality" not only as a function or department or activity in isolation. Quality needs to be ingrained."*
- Ashish Gupta, Rockwell Industries Ltd.

Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **May 20, 2019**. The last date for early bird discount is **May 13, 2019**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.
Phone: +91-79-6632 4461 to 69 and 4472 to 77
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)
Email: exed@iima.ac.in
Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation in a hotel nearby the campus.

IIMA norms do not allow participants to have guests staying with them during the programme.



Programme Fee and Payment

INR 1,20,000 plus 18% GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **May 20, 2019**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:

Indian Institute of Management Ahmedabad

2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad (IFSC: YESB0000007, SWIFT Code: YESBINBB)

3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)

4. Purpose of Remittance:

Advanced Quality Management

5. IIMA Permanent Account Number (PAN):

AAATI1247F

6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A

7. IIMA GST Registration Number:

24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit the respective programmes listed on our website www.iima.ac.in/exed

Discount

Early Bird Discount: Nominations received with payments on or before **May 13, 2019** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of the application.

Group Discount: Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (equivalent to MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year, e-Mode (online + campus) Post Graduate Programme in Management (ePGP)

The Institute has about 97 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation



Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

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