

MANAGING QUALITY

Rationale

Middle managers play an important role in managing quality since they are responsible for planning, implementing and monitoring quality improvement efforts at the operational level. To secure their commitment, middle managers must understand the fundamentals of quality and the need for quality improvement. Middle managers must be provided with the managerial and technical skills to manage quality effectively.

Objectives

At the end of the workshop, participants should be able to:

1. Define the concept of "Quality".
2. Identify the eight dimensions of product quality and ten dimensions of service quality.
3. State at least eight maxims of quality improvement.
4. Apply the concepts of departmental purpose analysis and process management to their functional responsibilities.
5. Explain the "Seven QC Tools" and the problem solving model.
6. State the ten commandments of effective communication.
7. State at least eight characteristics of an effective team.

Content

1. Understanding Quality
2. Dimensions of product and service quality
3. Ten maxims of quality improvement
4. Process management
5. Seven QC Tools
6. Effective communication
7. Teamwork for quality improvement

Methodology

Interactive lectures, exercises, video presentation and group discussions

Duration

3 days

Target Group

Middle managers

Facilitator

Dr. Ranjit Singh Malhi