

Total Quality Management and Six Sigma

Post Graduate Program 2014-15

Session 1

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09/11/2014

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Agenda

- Introductions
- About the course
- Quality definitions
- A brief history of performance excellence

Introductions

- Me
- You
 - Introduction
 - Previous exposure to quality management
 - Motivation to take this course

Course management

- Course website where details of all readings, PPTs could be accessed anytime.
 - <http://vkteaching.weebly.com/>
- Availability
 - On prior appointment only
- Textbook and Course pack
 - Shall be provided by the PGP office shortly

Opening question?

- Good quality service/product experience?
- Bad service service/product experience?

Journal of Personality and Social Psychology
1998, Vol. 75, No. 4, 887–900

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0022-3514/98/\$3.00

Negative Information Weighs More Heavily on the Brain: The Negativity Bias in Evaluative Categorizations

Tiffany A. Ito, Jeff T. Larsen, N. Kyle Smith, and John T. Cacioppo
Ohio State University

Negative information tends to influence evaluations more strongly than comparably extreme positive information. To test whether this negativity bias operates at the evaluative categorization stage, the authors recorded event-related brain potentials (ERPs), which are more sensitive to the evaluative categorization than the response output stage, as participants viewed positive, negative, and neutral pictures. Results revealed larger amplitude late positive brain potentials during the evaluative categorization of (a) positive and negative stimuli as compared with neutral stimuli and (b) negative as compared with positive stimuli, even though both were equally probable, evaluatively extreme, and arousing. These results provide support for the hypothesis that the negativity bias in affective processing occurs as early as the initial categorization into valence classes.

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Quality definitions

- Transcendent
 - You cannot define quality but you know when you can see it
- Product-based
 - Rely on measurable quantities
- User-based
 - Fitness for use; quality is in the hands of the beholder
- Manufacturing based
 - Conformance to requirements
- Value-based
 - Balance between conformance or performance and an acceptable price

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Quality definitions

- The totality of features and characteristics of a product or a service that bears on its ability to satisfy given needs
- When there is competition
 - Merely satisfying not enough

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Importance of Quality

- Business
- Government
- Society

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Brief history

- Craft Production era
- Mass production era
 - Quality inspection, QC movement
 - Statistical quality control
 - Quality circles
- Lean production era
 - Japanese production systems, TQC
 - JIT, Pull systems, zero waste

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Brief history

- Western reaction era
 - TQM (Q,q), JIT/TQC merger
 - Six sigma, awards and certifications, BPR
- Technology era
 - Agile manufacturing, DFMA, VMI, VSM,
 - WORLD CLASS MANUFACTURING

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Present

- The present era
 - Globalization
 - Social Responsibility
 - Non-profit
 - Environmental concerns

THANK YOU