



## The Evolution of Quality, TQM, and Business Excellence Models: Theory and Practice (cases)

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### Short description of the lecture:

The lectures will start with what is quality?:

Shewhart's definition (1931) – the subjective and the objective definitions of quality. After that the well-known quality gurus' definitions (Deming, Juran, Crosby, Ishikawa and Feigenbaum) will be presented and discussed. After that Garvin's quality definitions (1992) will be presented, and his definition of transcendence quality will lead to quality of experiences – the latest challenge in the experience economy. A new developed framework/ model – the Diamond Model - about the different kinds of experiences and their potential affections will then be presented and discussed.

The next part of this 15 hours course will present the principles, tools, methods and implementation of TQM and a special focus will be on presenting case studies and answering the question does it pay to implement TQM?.

Last part of the course will present and discuss the evolution of Business Excellence Models with a special focus on the EFQM Excellence Model, and a simplified model called the 4P Excellence Model

### Contents:

1. Quality – from quality of attributes to quality of experiences (4h)
2. TQM – principles, tools, methods, implementation (7 hours)
3. Business Excellence Models (4 hours)

<b>Terminy wykładów</b>			
<b>Data</b>	<b>Dzień tyg.</b>	<b>Godzina</b>	<b>Sala</b>
2015-03-04	Śr	16.15-21.00	GG 300
2015-03-05	Cz	16.15-21.00	ZiE 401
2015-03-06	Pt	16.15-21.00	ZiE 202