

# USM30G - Quality Management Principles

## Présentation

### Prérequis

Master in Management MIM M2 group: Sustainable Development and Global Quality Management

### Objectifs pédagogiques

The idea of " Quality " is far larger than business.

We talk about quality in all parts of our lives - in judging art, in evaluating the things that we make, in describing our experience. We even talk about quality time and quality relationships. In the broadest sense, quality is that which adds value, that which makes our lives better.

Then the industrial revolution came and changed the way we live our lives, especially the relationship between science and industry. For the first time the question was asked to make technology and business work better: the scientific method was applied to the world of engineering.

**The key element of the scientific method is that the experiment and its results are written down precisely;** that allows others to repeat the experiments so that they can be verified, or so that they can be challenged.

**That is the fundamental of Quality Management.**

The lectures will help apprehending quality management and intend to provide participants with the **basics of a quality process, an understanding of principles, tools** and main elements to apply in their own business environment.

## Programme

### Contenu

#### Philosophy & Concepts

- Quality Definitions & Historic Development (pioneers contribution)
- Key Elements of Total Quality
- Relationship between Quality & Competitiveness

#### Quality Culture

- Quality Culture vs. Traditional Cultures
- Activating and Facilitating the Change
- Establishing and Maintaining a Quality Culture

#### The Customer Focus

- Understanding Customer-Defined Quality
- Identifying Customer Needs
- Communicating with Customers
- Customer Satisfaction Process
- Customer Loyalty Model

#### ISO9000

- Definition & Principles
- The Benefits for the organization
- ISO9000 vs. Total Quality

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**Code : USM30G**

4 crédits

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## Tools & Techniques

- The 7 Basic Tools
- The Quality Circle Methodology

## Bibliographie

<b>Titre</b>	<b>Auteur(s)</b>
Quality Management for Organizational Excellence	GOETSCH L.; DAVIS B.S.
The Quality Toolbox	TANGUE R.N.