



Calcutta Business School

MANAGEMENT

DEVELOPMENT

PROGRAMME

**“Organizational Excellence
through
Quality Management”**

Dates: 15 – 16 January, 2010

Venue:

**Management Development Centre
Calcutta Business School, Bishnupur, West Bengal**

Programme Director

Dr. Goutam Sengupta
Adjunct Professor
Calcutta Business School

Programme Coverage

Quality is the most competitive element in managing today's organizations both in manufacturing and the service sectors. It has been the most important pillar of many of the sustainable business models that the world has seen in recent times. Quality again is not only the product or service quality which an organization delivers but also the total quality of the enterprise which influences the consistent customer delight. This competitive element takes an organization to its level of excellence in today's furiously competitive business. Today's business managers must be equipped with these techniques of enterprise quality to lead their organizations to the levels of excellence.

Programme Content

This 2-day MDP shall provide all the requisite tools and techniques to the participants covering behavioral, statistical and technical aspects of a high quality organization. The program would evolve around a framework to provide a deep insight into all facets of enterprise quality.

Following topics shall be addressed:

- Identification of causes and development of solutions
- Use of Deming Wheel
- Concepts of Right First Time
- Statistical Quality Control
- Kaizen Technique
- 5-S – Workspace Management
- 6-Sigma Practices
- Taguchi Techniques
- Design of Experiments (DOE)
- Total Productive Maintenance
- Quality Circles
- Quality for Reliability
- Building up Quality Culture
- Quality of Work Life
- Quality through HRM
- Spirituality in Management – Building vision for a quality enterprise

Pedagogy

Lectures will be delivered to give overview of the subject and review key areas in depth. Several case studies will be undertaken followed by interactive discussions. Participants will break into groups, , to conduct background research on any of the topics selected, using Internet resources, and write a brief position paper as part of this executive seminar session.

Programme Director

Goutam Sengupta

BE, PGDM (XLRI), Ph.D in Management having industrial exposure spanning more than three decades in organizations such as Tata motors, Phillips and currently Vice President and COO of KAIL limited (Videocon Group). Presently Dr. Sengupta is the chairman of Quality Circle Forum of India (QCFI), Kolkata chapter and adjunct professor at CBS in the area of Quality Management.

Who should attend

Senior and Middle level executives of organizations involved in the management of business processes in manufacturing and service industries.

Participation Fee & Payment

Rs 15,000/- (Rupees fifteen thousand only) per participant, which includes pick-up and drop-off at airport/railway station (if necessary), boarding and lodging, necessary course materials and refreshments during the programme. Participation fees to be paid by DD/ Cheque drawn in favour of "Calcutta Business School" and payable on any Bank in Kolkata and sent to the address mentioned in the Contact Details below.

Discount on Programme Fees:

A 10% Corporate Discount will be given to two or more participants nominated from the same organization.

The Campus and the Management Development Center

The campus is located 7 km south of IIM-Calcutta on a sprawling 15 acres of land. The residential campus has specialized state-of-the-art classrooms, conference halls and lecture galleries with modern audio-visual aids, which have already hosted a number of business luminaries from within India as well as distinguished educationists from abroad. The "intelligent" campus is equipped with full networking facilities with wireless access providing connectivity to classrooms, hostels, administrative buildings, among others. The Management Development Center, located within the campus has a 3-star residential facility with all air-conditioned comfortable rooms (50 single and 10 double) with attached bathrooms equipped with hot water and Wi-fi facilities, and a dining hall with adjacent kitchen. In addition, there is a separate Management Academic Center for lectures and workshops designed specifically for corporate participants.

Reaching CBS Campus

The Campus is approximately 55 km from Netaji Subhash Chandra Bose International Airport; and about 40 km from Sealdah or Howrah Railway station.

Contact:

Coordinator – MDP,
Management Development Centre,
Calcutta Business School,
Diamond Harbour Road,
P.O. Bishnupur 743503
24 Parganas South

Tel: 033-24809610/12

Fax: 033-24809612

Email: mdp@calcuttabusinessschool.org

Organizational Excellence through Quality Management	
ENROLLMENT FORM	
Name of Participant (Dr/Mr/Ms)	
Designation	
<i>Academic Qualifications</i>	
Residential Address:	
Phone:	
Fax:	
Email	
Name of Sponsoring Organization	
Address:	
Phone:	
Email:	
Fax:	
Website:	
Name of Sponsoring Authority	
Designation	
Phone:	
Email:	
Fax:	
Payment Details	
Cheque / DD No.	
Amount	
Date	
Bank name / Branch / City	
Signature of Sponsor / Participant	

The completed Enrollment Form along with Account payee Cheque/Draft payable to “Calcutta Business School” should reach the following address by the 10th January 2010.

Calcutta Business School
Diamond Harbor Road,
P.O. Bishnupur – 743 503,
24 Parganas (South)
Tel: 033-24809610/12
Fax: 033-24809612
Email: mdp@calcuttabusinessschool.org