

# The Executive Program for Quality Management (EPQM)

September 28 – October 3, 2009 (6 days)

at the AOTS Tokyo Kenshu Center (To be determined)

## The Positioning of this Course (Target Participants)

AOTS uses the following outline to design courses on quality management, according to the positions of the participants.

This course (EPQM) has been designed for owners who are at the center of management or top executives who are responsible for quality development and quality management throughout the organization as the targets.

|  | Course Name | Target Participants   | Aims  | Duration                               |
|--|-------------|---|---|--|
|  | EPQM        | Owners/ Top Executives  | <Strategy Level><br>Improving management ability, with a focus on quality                                       | September 28 - October 3 2009 (6 days) |
|  | PQM         | Senior managers/ Middle managers who are expected to play further roles in the future | <Management Level><br>Improving ability to promote quality management based on the policies of the top managers | May 2010 (Planned)<br>(2 weeks)        |
|  | PQPS        | Supervisors/ Engineers  | <Operation Level><br>Learning approaches to and techniques for quality improvement                              | March 2010 (Planned)<br>(2 weeks)      |

## Objective

The objective of this course is to promote changes in the ways of thinking of top managers who are trying to make use of TQM (Company-Group-Wide Total Quality Management) in order to realize business strategies for enhancing customer satisfaction and delight, through the improvement of the quality of products and services, and achieving sustainable corporate growth.

## Features

This program consists of lectures from academics who are global authorities on TQM and tales of the experience of management executives at companies renowned for their excellence in the quality field, as well as workshops and visits to companies. The lectures will introduce the frameworks and characteristics of TQM activities, as well as the cultural aspect of TQM. Moreover, the lectures will provide instruction on policy management, which is an indispensable tool to realize customer-focussed business strategies, while also incorporating practical exercises. Furthermore, participants will visit companies that have achieved excellence in quality at the global level, and will listen to lectures from senior managers and participate in exchanges of ideas with them concerning the role of top managers and business strategies that utilize TQM.

## Language

All lectures and visits will be conducted in English or Japanese with translation into English.

— Part of the participation expenses will be covered by subsidy from the Japanese government —

| Date           | Morning Session   | Afternoon Session   | Evening Session              |
|----------------|---|---|------------------------------|
| 28 Sep. (Mon.) | Opening Ceremony<br>Lecture:<br>Business and TQM  | Lecture:<br>Strategic Management by Policy  |                              |
| 29 Sep. (Tue.) | Lecture (from a Company Top Executive):<br>The Missions of Top Management for TQM Promotion (1) | Lecture & Workshop:<br>TQM Vehicles (1)<br>- Daily Management, Policy Management, QC Circles    |                              |
| 30 Sep. (Wed.) | Lecture & Workshop:<br>TQM Vehicles (2)<br>- Daily Management, Policy Management, QC Circles    | Lecture (from a Company Top Executive):<br>The Missions of Top Management for TQM Promotion (2) | Transfer<br>(Tokyo → Nagoya) |
| 1 Oct. (Thu.)  | Company Visit:<br>Toyota Motor Corporation  | Company Visit & Lecture (from a Company Top Executive):   | Transfer<br>(Nagoya → Tokyo) |
| 2 Oct. (Fri.)  | Lecture:<br>The Attractive Quality Theory and Quality Assurance                                 | Lecture:<br>How to Implement TQM  | Friendship Meeting           |
| 3 Oct. (Sat.)  | Lecture:<br>Current Trends in Quality Management  | Closing Ceremony  |                              |

## Program Director/ Program Planning Committee Member

### Dr. Noriaki Kano

Professor Emeritus, Tokyo University of Science  
Board Member, Komatsu Co., Ltd.  
Corporate Auditor, Sekisui Chemical Co., Ltd.  
Honorary Chairperson, Asian Network for Quality (ANQ)  
Committee Member, Deming Application Prize  
Academician, International Quality Academy  
Board Member, Association for Overseas Technical  
Scholarship (AOTS)  
Board Member, Union of Japanese Scientists and  
Engineers (JUSE)  
President, Japan Society for Quality Control (2000 - 2002)  
Chairperson, The Deming Application Prize Committee  
(2004 – 2007)

Dr. Noriaki Kano is one of the most prominent figures in the TQM field in Japan. His numerous research results, such as “The House of TQM”, “Attractive Quality and Must-Be Quality (Kano Model)”, and “The Task Achieving QC Story” have brought him a global reputation. He has published more than 300 research papers and books. He is renowned throughout the world as the founder of the “Kano Model.” He was awarded the 1997 Deming Prize for Individuals by the Deming Prize Committee (JUSE), the 1997 Deming Lecturer by the American Statistical Association (ASA) and the 2002 E. Jack Lancaster Medal and the 2006 E. L. Grant Medal by the American Society for Quality (ASQ).

As industrialization progresses, the importance of “quality management” focused on quality increases. Based on my experience in providing instruction in TQM at many companies in Japan, Asia, the USA and Europe, and as Senior Lecturer on the “AOTS Program for Quality Management (PQM)”, which has been implemented for over 30 years, I will talk about TQM as it has developed in Japan to those in the top echelons of management, who are involved at its very core. I will be delighted if this course leaves the top managers who have participated in it with an understanding of the importance of spearheading activities, in order to successfully develop the quality of products and services.

## Program Planning Committee Members / Lecturers

### Mr. Shusaku Ichikawa

President & Representative Director, Aiphone Co., Ltd.  
Director, Communications and Information Network  
Association of Japan  
Vice-Chairman, Japan Interphone Industry Association  
Chairman, Aichi Prefecture Self-Guard Association  
Councilor, Chubu Economic Federation  
Councilor, Nagoya Chamber of Commerce & Industry

Mr. Shusaku Ichikawa joined Aiphone Co., Ltd. in 1975, and was appointed Executive Director of the Product Planning Office in 1985. After serving as Executive Director of the Toyota Plant and the Sales Department, he was made President at the age of 34, taking over from Mr. Toshio Ichikawa, his father, who founded the company. Aiphone introduced TQM in 1976 and was awarded the Deming Application Prize in 1981. Since being installed as President, Mr. Ichikawa has, for more than twenty years, continued the emphasis placed by his father on TQM as a crucial management tool, and has built up Aiphone into a key medium-sized enterprise that is a world-leader in the field of intercoms. In 2005, Mr. Ichikawa was awarded the QC Circle Top Executive Prize.

## Program Planning Committee Members / Lecturers

### Mr. Yukihiro Ando

TQM Consultant  
Lead Examiner, the Deming Prize Committee  
Chairman, International Committee of the Japanese Society  
of Quality Control (JSQC)  
Board member, Asian Network for Quality (ANQ)  
Honorary Advisor, Saitama Region QC Circle  
Member of the Committee on the Domestic Response to  
ISO/TC176  
Visiting Professor, the Okuma School of Public Management,  
Waseda University (2004 – 2005)

Mr. Yukihiro Ando has been offering his expertise as a TQM consultant for many years to a large number of companies in both manufacturing and service sectors both at home and abroad, of which 25 companies have been awarded the Deming Application Prizes. As well as serving as coordinator of the “AOTS Program for Quality Management” (PQM) for many years, he is a lecturer for quality management seminars held by organizations such as the Union of Japanese Scientists and Engineers (JUSE), and has established a reputation as a lecturer who gives practical, enjoyable lectures. He has published many books on TQM. He was awarded the 1987 and 1997 Nikkei QC Literature Prizes.

Visit to [http://www.aots.or.jp/eng/t\\_prg\\_j/management/fy/2009/quality.html](http://www.aots.or.jp/eng/t_prg_j/management/fy/2009/quality.html) for the Program Outline and Participation Requirement

Acceptance of applications: from March 19, 2009

Closing date for application: May 19, 2009