

## For effective implementation and promotion of TQM

May 12 – 25, 2010 (2 weeks) at 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 (PQM) has been designed for senior managers with responsibility for improving the quality of products and services as the targets.

	Course Name	Target Participants	Aims	Duration
Owners/ Top Executives	EPQM	Owners/ Top Executives	<Strategy Level> Improving management ability, with a focus on quality	September 13-18, 2010 (6 days) planned
Senior Managers	PQM	Senior Managers/ Middle Managers who are expected to play further roles in the future	<Management Level> Improving ability to promote quality management based on the policies of the top managers	May 12 – 25, 2010 (2 weeks)
Managers	PQPS	Supervisors/ Engineers	<Operation Level> Learning approaches to and techniques for quality improvement	August 25 - September 7 2010 (2 weeks) planned
Supervisors/ Engineers				

\* Please refer to the AOTS homepage for the opening date of applications for EPQM and PQPS courses

### Aims of the Course (Advantages of Course Participation)

By acquiring the following knowledge and abilities through this training course, participants can practice and promote TQM activities in their respective companies.

- 1) The framework for and historical background to TQM activities
- 2) Basic theory of quality and management
- 3) Knowledge and ways of promoting major elements in TQM activities including management by policy, daily management, QC circles, quality assurance and quality improvement
- 4) Key success factors of companies effectively applying TQM
- 5) Roles and responsibilities of managers in promoting TQM activities

### Program Directors

#### Dr. Noriaki Kano

Professor Emeritus, Tokyo University of Science  
Board Member, Komatsu 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)  
2004-07 Chairperson of the Deming Application Prize Committee  
2000-02 President of the Japan Society for Quality Control

One of the world's most prominent figures in the field of TQM. Involved in TQM research for many years, he has written more than 300 books and essays, including "House of TQM" and "Attractive Quality and Must-Be Quality (the Kano Model)". In particular, he is internationally renowned as the proponent of the Kano Model. He was awarded the 1997 Deming Prize for Individuals and was appointed the 1997 American Statistical Association (ASA) Deming Lecturer; in addition, he received the 2002 American Society for Quality (ASQ) E. Jack Lancaster Medal and the 2006 ASQ E. L. Grant Medal.

#### Mr. Yukihiro Ando

TQM Consultant  
Committee Member, Deming Application Prize  
Board Member, Asian Network for Quality (ANQ)  
Honorary Advisor, Saitama Region QC Circle  
Member of the Committee on the Domestic Response to ISO/TC176

As a TQM consultant, Mr. Ando has had great success in numerous companies within Japan and overseas, spanning a wide range of industries, from manufacturing industry to the service industry. Of these companies, 25 have received the Deming Prize for Application. He has written many books about TQM (including co-authored books and books on which he has been the supervisory editor). In 1987 and 1997, he was awarded the Nikkei QC Literature Prize.

## Tentative Schedule

Date	Morning Session	Afternoon Session	
May 12 (Wed)	Orientation Opening Ceremony	Lecture: Introduction to TQM (1) -Managerial strategies and TQM	Explanation of Group Discussions
13 (Thu)	Lecture: Introduction to TQM (2) -Theory of Quality, "Attractive Quality and Must-be Quality"	Lecture: Introduction to TQM (3)-1 -Theory of quality management (PDCA cycle, continuous improvement)	Group Discussion 1
14 (Fri)	Lecture: TQM Vehicles (1) (Management by policy, Daily management)		Group Discussion 2
15 (Sat)	Lecture: Introduction to TQM (3)-2 -Theory of quality management (PDCA cycle, continuous improvement)	Half day off	Group Discussion 3
16 (Sun)	Day off		
17 (Mon)	Lecture: TQM Vehicles (2) (QC Circles)	Lecture: Examples of QC Circle Activities	Group Discussion 4
18 (Tue)	Company Visit: Examples of TQM Promotion		Group Discussion 5
19 (Wed)	Lecture: Quality Assurance		Group Discussion 6
20 (Thu)	Study Tour	Company Visit: Examples of TQM Promotion	
21 (Fri)		Company Visit: Examples of Quality Assurance	
22 (Sat)	Day off		
23 (Sun)	Day off		
24 (Mon)	Lecture: The Role of Top Management in Promoting TQM	Lecture: The Promotion of TQM	Group Discussion 7
25 (Tue)	Final Report Presentation	Evaluation of the Program Closing Ceremony	

### Language

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

### Quotes from Past Course Participants

Participating in this course was an extremely valuable chance to review quality activities conducted in our company. From now on, I will aim for a higher level of quality management.

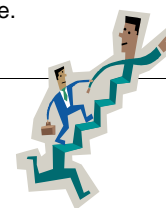
(FY2009 PQM, Bangladesh, Real-Estate)

I'm confident in raising business results to a higher level by learning the Attractive Quality Theory from the world authority- Dr. Kano and by participating in group discussions with lecturers and other participants from various companies worldwide.

(FY2008 PQM, Egypt, Consumer Products Manufacturing)

Learning the key to successful quality management directly from executives of excellent Japanese companies, I can't wait to apply what I've learned in the management of my own company.

(FY2008 PQM, India, Industrial Products Manufacturing)



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

Visit [http://www.aots.or.jp/eng/t\\_prg\\_j/management/fy/2010/quality.html](http://www.aots.or.jp/eng/t_prg_j/management/fy/2010/quality.html) for the Program Outline and Participation Requirements

Closing date for application: March 8, 2010