

*Abdelhafid Boussouf University Center – Mila*

*Institute of Economic, Commercial and Management Sciences*

*Departement of Economics*

*LECTURES ON : Total Quality Management*

*Addressed to first year economics students – Second semester*

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## ***What is Total Quality Management (TQM)?***

Total quality management is like baking a cake where every ingredient needs to be of the highest quality to ensure the best final product. It's about creating a culture where everyone in an organization is committed to delivering excellence in every aspect of their work.

### ***2. Customer Focus:***

TQM starts with a focus on the customer. Just like a baker considers the preferences of those who will eat the cake, TQM emphasizes understanding and meeting the needs and expectations of customers.

### ***3. Continuous Improvement:***

In TQM, there's a constant drive for improvement. It's like always looking for ways to make the cake taste even better. This involves regularly reviewing processes, gathering feedback, and making changes to enhance quality.

### ***4. Employee Involvement:***

TQM believes that everyone in the organization plays a role in ensuring quality. It's like having all the chefs and assistants in the kitchen work together to perfect the recipe. Employees are encouraged to contribute ideas, identify problems, and participate in improvement efforts.

### ***5. Process Approach:***

TQM focuses on improving processes rather than just fixing problems as they arise. It's like ensuring that each step in the baking process is carefully executed to produce a delicious cake every time.

### ***6. Data-Driven Decision Making:***

TQM relies on data and facts to make decisions. It's like using precise measurements and ingredients in baking to achieve consistency and quality. This helps identify areas for improvement and track progress over time.

## **7. Leadership Involvement:**

Leaders play a crucial role in TQM by setting a clear vision, providing support and resources, and leading by example. It's like the head chef guiding and inspiring the team to uphold high standards and strive for excellence.

### **Key Terms:**

Total Quality Management (TQM) - إدارة الجودة الشاملة

Customer Focus - تركيز على العميل

Continuous Improvement - التحسين المستمر

Employee Involvement - مشاركة الموظفين

Process Approach - النهج العملي

Data-Driven Decision Making - اتخاذ القرارات بناءً على البيانات

Leadership Involvement - مشاركة القيادة