



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

Graduate school of Management Studies

Report on Expert Session on "Quality Management"

1) Title of Event: "Quality Management"

2) Type of Event: Expert Session

3) Date, Time of the Event:

Date: 27th March 2024

Time: 11:30 AM to 01:30 PM

4) Description of Event (Objective/Rationale to organize the event):

The expert session aimed to delve into various facets of Quality Management, including International Quality Standards, Total Quality Management (TQM), Internationalization of R&D, Outsourcing, Just-in-Time (JIT) Production System (theoretical concept only), and Lean Production Systems.

Key Discussions:

1. International Quality Standards and ISO: The session commenced with a comprehensive overview of international quality standards, particularly focusing on ISO (International Organization for Standardization) standards. The discussion emphasized the significance of ISO standards in ensuring quality, consistency, and efficiency in products and services on a global scale. Various ISO standards relevant to different industries were highlighted, underlining their role in enhancing competitiveness and facilitating international trade.



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2. Total Quality Management (TQM): The discourse then transitioned to Total Quality Management (TQM), a management approach aimed at continuously improving the quality of products and processes. Key principles of TQM, such as customer focus, continuous improvement, and employee involvement, were elaborated upon. Case studies illustrating successful implementation of TQM in diverse organizational settings were analyzed, showcasing its effectiveness in achieving organizational excellence and customer satisfaction.

3. Internationalization of R&D: The session delved into the growing trend of internationalization in Research and Development (R&D). Participants discussed the rationale behind globalizing R&D activities, including access to diverse talent pools, market expansion, and technological innovation. Strategies for effectively managing international R&D operations, including cross-border collaboration and intellectual property protection, were explored, highlighting the challenges and opportunities associated with this trend.

4. Outsourcing: The discussion then shifted towards outsourcing, wherein organizations delegate certain non-core functions to external vendors or partners. Participants examined the drivers behind outsourcing, such as cost reduction, access to specialized expertise, and flexibility. The session underscored the importance of strategic planning and risk management in outsourcing decisions, emphasizing the need to maintain quality standards and mitigate potential risks associated with externalization of activities.

5. Just-in-Time (JIT) Production System (Theoretical Concept Only): A theoretical overview of the Just-in-Time (JIT) production system was provided, focusing on its principles of minimizing waste, maintaining optimal inventory levels, and achieving smooth production flow. The session



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highlighted the benefits of JIT, including reduced lead times, lower inventory costs, and enhanced responsiveness to customer demand. Participants engaged in discussions on the theoretical underpinnings of JIT and its application in various manufacturing environments.

6. Lean Production Systems: Lastly, the session explored Lean Production Systems, which aim to maximize customer value while minimizing waste through continuous improvement efforts. The principles of Lean, such as value stream mapping, Kanban systems, and Kaizen, were elucidated upon, with a focus on eliminating inefficiencies and enhancing productivity. Case studies showcasing successful implementation of Lean principles across different industries were analyzed, illustrating its transformative impact on organizational performance.

Conclusion: The expert session provided a comprehensive overview of key topics in Quality Management, ranging from international quality standards to Lean Production Systems. Participants gained valuable insights into best practices, strategies, and theoretical concepts essential for fostering quality excellence and operational efficiency in today's dynamic business environment.

5) Number of Participants: 20



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6) Photographs of the Event:





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7) Brochure or Flyer of the Event:



Graduate School of Management Studies (GSMS)
Gujarat Technological University (GTU)
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Expert Session
on
Quality Management

Eminent Speaker

Ms Hiral Sonkar
Assistant Professor,
Narayana Business School

Date: 27th March, 2024 (Wednesday)
Time: 11.30 AM to 01:30 PM
Venue: Classroom no. 10

Invitee: **Dr. Pankajray Patel**, Director - GSMS
Coordinator: **Dr. Palkish Trivedi**, Asst. Prof. - GSMS

Locate us @ : GSMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway, Chandkheda, Ahmedabad Gujarat
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8) Social Media Post



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gsmsgtu An Expert Session was conducted by Ms. Hiral Sonkar for BBA Sem- 4 students on 27th March 2024. The session focused on Quality Management of Production and Operation Management Subject.

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9) Feedback of the Event:

Students appreciated the depth and breadth of topics covered during the session. They found the discussions on international quality standards, TQM principles, and lean production systems to be particularly informative and relevant to their studies and future careers.

Report Prepared By:

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