



Institute of  
Business Administration  
Karachi

Leadership and Ideas for Tomorrow

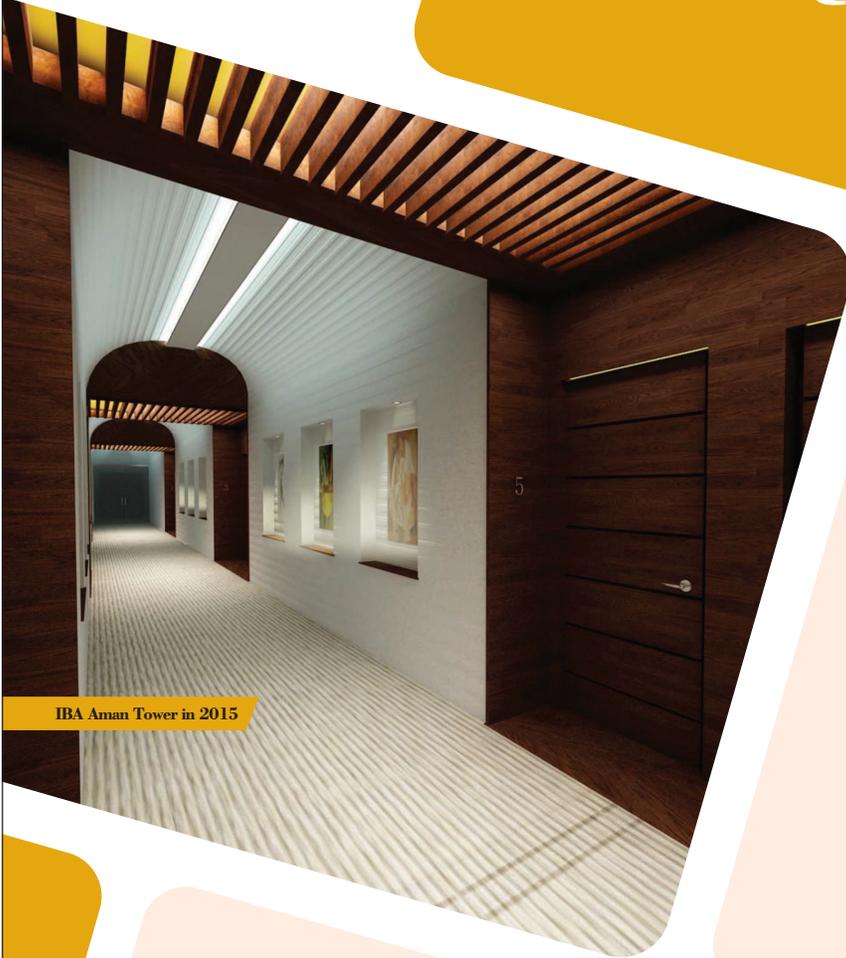
# Workshop on Cost of Quality

Supply Chain  
Management

September 18 & 19, 2015

9:00am – 5:00pm

Venue: CEE@IBA, Karachi



IBA Aman Tower in 2015

## OVERVIEW

The objective of this workshop is to enable the participants better comprehend generally the quality management principles and specifically the philosophy of 'cost of quality' and if measured then what are its pros and cons in relevance to productivity.

This program focuses on making the professionals capable of articulating quality costs, categories, elements, bases and models with ease to develop a common language of quality. Globally, the participants will also develop an understanding of the phases and dynamics of a “Cost of Quality (CoQ) Program Implementation” project.

## Benefits/ Learning Outcomes

In this era of high competition i.e. competing not only against local companies but against global players, quality is one of the issues where companies and managers can never compromise.

By going through this workshop corporate-managers, senior-engineers and professionals better equip themselves with:

- a. Bird's Eye View of Quality Management & its Evolution
- b. Cost of Quality (CoQ) & its Development
- c. Development of CoQ Categories and Elements for your department
- d. Development of CoQ Bases as KPIs at strategic and tactical levels
- e. Implementation of CoQ Program in your company

## Pedagogy

The training approach for this program will be based on Bloom's Taxonomy. This taxonomy is a systematic approach to the classification of program learning objectives which provides a framework to ensure that the workshop is focused and effective. There are six levels in the taxonomy relevant to comprehension and creative thinking namely: Knowledge, Comprehension, Application, Analysis, Synthesis and Evaluation. The topics of the workshop will be delivered in such a way to make the participants pass through the initial four levels, gradually and smoothly using various training styles and exercises as manifested in the next section. It means a participant will be exposed to the concepts of Cost of Quality (CoQ) step by step, starting at the level of Knowledge and finishing at Analysis. An interactive training strategy will be followed with a touch of problem-based and case-based training styles where necessary. This workshop is structured to involve professionals in a multiple-session, cross-functional, interactive workshop format in which they get substantial awareness about Cost of Quality (CoQ) and relevant issues. The Synthesis and Evaluation levels are out of scope as reaching these levels requires real time implementation which the participants may reach in their companies after completing this workshop.



## FACULTY

**Dr. Rameez Khalid**, PhD (France), PMP, CQSSBB, OCP, PE, Member Institute for Supply Management (ISM), is Assistant Professor at Institute of Business Administration (IBA), Karachi. Earlier he was affiliated with NED University. He is alumnus of NED from where he did his B.E. (Mechanical). He started his career from Abbott Labs.' Maintenance department; then joined public sector organization

in Project Management department. He is the Program Director of PGD in Supply Chain Management, and teaches in various academic programs of the Institute. Dr. Rameez has successfully completed numerous industrial projects where he applied such practical tools as the basic Quality tools, Cost of Quality, ISO Standards, Gage R&R, DOE, tools of Lean, CPM/PERT, Earned Value, Monte Carlo Simulations, SCOR, Linear Programming etc. His current research interests are: global projects management, project risk management, cost of quality (CoQ), design of experiments (DOE), ergonomics, flow-shop scheduling, SCOR application and business process simulation.

## TOPICS COVERED

### Introduction to CoQ

**Introduction** (Level: Knowledge)

- Program Objectives
- Evolution of Quality Management & Principles
- Linking Quality Improvement to Profits
- History of Cost of Quality (CoQ)

**Cost of Quality Basics** (Level: Comprehension)

- Definitions, Terminology and Concepts
- CoQ Categories
- CoQ Elements
- CoQ Bases (Individual-Exercise)

### CoQ Program Implementation

**Cost of Quality Measurement** (Level: Application)

- How to measure CoQ?
- CoQ Models in Practice
- Application of CoQ (Team-Exercise)
- CoQ Program and its Implementation

**Cost of Quality Program** (Level: Analysis)

- Phases of Implementation (detailed)
- CoQ Implementation in action (Case-Study)
- Quality Improvement and CoQ Reduction

## Workshop Fees PKR 35,000/participant

Inclusive of Course material, IBA Workshop Certificate,  
Lunch, Refreshments & Business networking

Experience

## EXECUTIVE EDUCATION

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus.  
Off Garden Road, Karachi-74400.

### For Further Information

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