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QUALITY FUNCTION DEPLOYMENT: A TUTORIAL AND PANEL DISCUSSION

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Notwithstanding the enormous interest that has been expressed in Quality Function Deployment (QFD) during the past few years, many ABSEL members remain relatively uninformed regarding the topic. Making Total Quality the theme of this year's conference should help, but lack of knowledge may make many of the sessions hard to follow. This proposal is to develop a tutorial session giving members a good introductory knowledge of what QFD is and how it fits in, both with the larger set of business disciplines with which members might be familiar and with the discipline of business simulation and games.

The session will be organized into two parts. The first (approximately 30 minutes) consists of an introductory presentation on the nature of QFD, its historical and philosophical origins, the directions it appears to be taking in the future, and the implications it has for the development of business simulations and gaming.

The second part of the tutorial consists of a panel discussion and question/answer session. While the major focus of the discussion will be on questions raised by members of the audience, each panel member will begin with a short (3 to 5 minute) reaction to the introductory presentation. The issues being addressed by the panel will include:

o   Is QFD, and the overall "quality" movement, really something new, or simply a faddish application of old ideas, such as the "marketing concept?"

o   What specific differences would the incorporation of the QFD concept make in the way we develop business curricula?

o   What are the specific design implications for the development of business simulation games?

o   What are the implications for the way we use business simulation games in classroom and industrial training applications?

o   How might the discipline of business simulation and gaming contribute to the development and implementation of QFD in industrial settings?

o   What role should ABSEL play in fostering the development of QFD applications?

The panel members include both academics and practitioners. Furthermore, they represent varying points of view as well as some specific expertise in several disciplinary areas, such as computer—based simulation and gaming, strategic planning, marketing, statistics and quality control, engineering and product development, training and management development.