BLACKBIRD FOR TRAINING

MBA in Quality Management

21 – 25 June 2027
Malaga (Spain)

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PARTNER



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Introduction

Quality management has evolved into a globally recognized and rewarding career, and an MBA in Quality Management is one of the most sought-after qualifications for professionals in this field. The MBA definition signifies a comprehensive program that covers leadership, communication, strategy, and technical skills, particularly focusing on quality and project management. This MBA course is designed to equip participants with the essential tools and methodologies needed to transition into a successful quality management career. The course will delve into the most common quality management tools and methodologies used by industry leaders, while also highlighting the leadership traits every quality professional should cultivate. By the end of the course, participants will be prepared to drive quality improvements and implement strategic plans in organizations effectively.

Course Objectives

- Explain the role of leadership and its impact on supporting quality management systems in organizations.
- Describe the importance of quality in organizations and review various quality schools, teachings, and philosophies by quality gurus.
- Assess team dynamics and the role of teams in supporting continual improvement projects and implementing quality management systems.
- Compare the most used quality philosophies and tools, selecting the most appropriate ones to establish organizational priorities.
- Appraise the ethical commitment required of quality professionals, ensuring alignment with corporate values and long-term success.
- Understand how an MBA in Quality Management aligns with executive MBA programs and their relevance to global MBA programs.



Course Outlines

Day 1: Quality Basics and Definitions

- Introduction to quality management: What is an MBA in quality management, and how it helps in shaping your career.
- Evolution of quality concepts and the importance of quality models.
- Dimensions of product and service quality in the context of MBA skills.
- The benefits of implementing a quality management system: An overview of TQM and ISO 9001.
- Leadership and management roles in quality: The traits of a true quality leader.
- Building teams for a successful quality management system.

Day 2: The Fundamentals of Quality

- Deming's fourteen points for quality management and their relevance to MBA programs.
- Juran's quality trilogy and how it shapes product management MBA skills.
- Crosby's zero-defect mindset and its application in organizations.
- Six Sigma methodology and its role in continuous improvement.
- Lean principles, 5S, and Poka Yoke as practical tools for quality management.

Day 3: Improvement Tools and Techniques

- Choosing the right tool for each situation: A deep dive into the seven classic quality tools.
- Brainstorming and its importance in decision-making.
- Detailed explanation of essential tools like Pareto charts, cause and effect diagrams, and scatter diagrams.
- Process mapping, auditing, and management: Understanding the Turtle Diagram.
- Failure Mode and Effects Analysis FMEA as a crucial tool in risk management and quality control.

Day 4: Strategic Quality Management and Strategic Thinking

- Core principles of strategic quality management: How MBA in Quality Management prepares you to implement these strategies.
- Linking goals, strategies, action plans, and budgets effectively to drive quality improvements.
- The strategic planning and control process in supply chain management MBA programs.
- Barriers to strategic implementation and how to overcome them.
- Building blocks of successful strategic planning for quality enhancement.



Day 5: Measuring Quality Management Strategy Achievement

- Approaches to control quality and assess improvements.
- Using Key Result Areas KRAs and quality KPIs to track performance.
- Quality Dashboard and its role in real-time monitoring of quality metrics.
- Introduction to the balanced scorecard for the quality department and its alignment with organizational goals.

Why Attend this Course? Wins & Losses!

This course is specifically designed for those interested in advancing their career with an MBA in Quality Management or those exploring global MBA programs that focus on quality and project management. By attending this course, you will:

- Develop critical MBA skills needed for managing quality in organizations, from leadership traits to strategic planning.
- Gain a thorough understanding of key quality management tools like Six Sigma, Lean principles, and FMEA, and learn how to apply them to real-world scenarios.
- Learn the benefits of an MBA degree in quality management, which will boost your career in both quality control and strategic leadership roles.
- Discover what you can do with an MBA in quality management and understand the growth opportunities it offers across industries.
- Equip yourself with the knowledge to implement a quality management system that enhances organizational performance and drives continuous improvement.
- Learn the ethical commitment required of a quality leader to ensure that quality is embedded in organizational culture.

Conclusion

Upon completing this course, you will have the knowledge, skills, and tools to embark on a successful career in quality management. Whether you're aiming for an executive MBA or considering other MBA programs that focus on product management MBA, supply chain management MBA, or global MBA programs, this course will prepare you to lead with a strategic vision and practical solutions. By mastering quality management systems and strategic thinking, you will be ready to drive significant improvements within your organization. The benefits of an MBA degree in quality management extend beyond personal growth, influencing your organization's success and your career trajectory.

