

MBA in Quality Management

Casablanca (Morocco)

20 - 24 October 2025

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MBA in Quality Management

Code: QM28 From: 20 - 24 October 2025 City: Casablanca (Morocco) Fees: 3300 Pound

Introduction

Quality management has evolved to become an internationally sought-after and rewarding career. The quality management body of knowledge is developed to cover areas of leadership, communication, strategy, and technical skills in quality and project management among many others. This course aims to develop the skills of participants and provide them with the tools and methodologies that will enable them to shift into this rewarding career. The course will showcase the most common tools and methodologies used by quality professionals. Moreover, the course will highlight some of the leadership traits that every quality professional should develop.

Course Objectives of Quality Management MBA

- Explain the role and impact of leadership in supporting quality management systems.
- Describe the importance of quality in organizations and review various quality schools and teachings by quality gurus.
- Assess team dynamics and the role of teams in supporting continual improvement projects.
- Compare the most used quality philosophies and tools and use the most appropriate ones to establish priorities within their organization.
- Appraise the ethical commitment needed by quality professionals.

Course Outline of Quality Management MBA

Day 1

Quality basics and definitions

- Quality evolution and concepts.
- Dimensions of product quality.
- Dimensions of service quality.
- Benefits of implementing a quality model.
- Total quality management & ISO9001.
- The seven quality secrets.

Leadership and management in quality

- Traits of a true quality leader.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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- Role of leadership in supporting quality management systems.
- Building teams in a quality management system.

Day 2

Quality basics and definitions 2

- Deming's fourteen points.
- Juran's quality trilogy.
- Crosby's zero-defect mindset.
- Six Sigma methodology.
- Lean principles, 5S and Poka Yoke.

Day 3

Improvement tools and techniques

- Which tool to use.
- Brainstorming.
- The seven classic quality tools
 - Check sheet.
 - Pareto chart.
 - Cause and effect diagram.
 - Histogram.
 - Scatter diagram.
 - Control charts.
 - Flow charts.
- Process mapping and process management.
- Process auditing [Turtle Diagram].
- Failure Mode and Effects Analysis FMEA.

Day 4

Strategic quality management and strategic thinking

- The core principles of strategic quality management.
- Linking goals, strategies, action plans, and budgets.
- Evaluation of strategic management.
- The strategic planning and control process.
- Barriers to strategic implementation.
- The building blocks of strategic planning.

Day 5

Measuring quality management strategy achievement

- Approaches to control the quality.
- Using Key Result Areas KRAs.

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- Examples of quality KPIs.
- Types of Measures.
- Quality Dashboard.
- The balanced scorecard for the quality department.

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