



Mini MBA in Quality Management Training Course

24 – 28 May 2027
Casablanca (Morocco)



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Ref: 15189_253785 **Date:** 24 – 28 May 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

This Mini MBA in quality management course will develop the participants' quality assurance and control skills and teach them best practices for implementing various quality programs, including Total Quality Management TQM.

Quality assurance and control concepts represent key elements in a quality management process that aims to ensure that the offered product or service aligns with customer expectations. Quality assurance and control systems encapsulate principles, methods, and best practices that enable organizations to pursue excellence in their operations.

Quality management is a crucial aspect of leadership that fosters a positive work environment. Effective leadership creates a strong foundation that results in highly committed employees with high morale and improved performance. By providing opportunities for participation, problem-solving, and teamwork, a motivational culture is cultivated within the workforce.

Targeted Groups:

- Senior Management.
- Quality Managers and Staff.
- Department Managers.
- Team Supervisors.
- Human Resource Managers.
- Training Managers.
- Engineers.

Course Objectives:

At the end of this Mini MBA in quality management course, the participants will be able to:

- Understand the role of leadership in strengthening quality management systems.
- Develop measurement and improvement processes for quality assurance and control.
- Explore how Total Quality Management TQM can be implemented in the workplace.
- Identify effective quality improvement techniques for continuous progress.
- Comprehend the applications of risk-based thinking, leadership, and process management in quality.
- Increase stakeholder confidence by managing processes per the latest standards.
- Acquire the skills to plan, conduct, compile, and follow up on audits according to the most recent versions of ISO.

Targeted Competencies:

By the end of this Mini MBA program in quality management training, the participant's competencies will:

- Enhance proficiency in quality assurance and control with quality management training.
- Up-to-date techniques and insights in TQM.
- Leadership and team-building skills.
- Enhance communication through active listening and effective questioning.
- Strengthen problem-solving and critical-thinking capabilities.
- Promote quality management improvement through methods like Kaizen and Six Sigma.
- Embrace a risk-Based Thinking approach.

Why is Quality Management Important?

Quality management is critical because it ensures that products and services meet consistent standards. This importance is reflected throughout the mini MBA program, emphasizing the need for systems and processes that meet and exceed customer and regulatory requirements. Quality management principles and tools taught in the course underscore the importance of quality management.

Course Content:

Unit 1: Concepts, Dimensions, and Principles of Quality:

- Welcome, and Intro and Introduce course objectives.
- Explore the Meaning and Dimensions of Quality.
- Insights from Quality Gurus.
- Q&A Session.
- Assignment of Homework.

Unit 2: The Journey of Quality Improvement:

- A quick review of the previous session.
- Discuss and resolve Homework Queries.
- Explore Deming Principles.
- Understand Quality Improvement and the Six Sigma Methodology.
- Analyzing the Cost of Quality.
- Q&A Session.
- Assignment of Homework.

Unit 3: Tools for Quality Control, Standardization, and Indicators:

- Review of the previous session.
- Homework solutions and insights.
- Utilize Brainstorming as a Tool for Improvement.
- Mastery of Seven Quality Control Tools.
- Learn about the American Customer Satisfaction Index ACSI.
- The Role of ISO International Organization for Standardization.
- Q&A Session.
- Assignment of Homework.

Unit 4: System Analysis in Quality Management QM:

- Summary of insights from the former session.
- Walkthrough of Homework Solutions.
- Apply PESTLE and SWOT Analysis Templates.
- Recognize the Importance of Interested Parties.
- Emphasize the Process Approach.
- Q&A Session.
- Assignment of Homework.

Unit 5: Risk Management in QM and ISO Mandatory Documents:

- Recapitulation of the previous learnings.
- Clarification of Homework Solutions.
- A Dive into Leadership and Commitment.
- Essentials of Risk Management in Quality.
- Set and Achieve Quality Objectives.
- The Necessity of Change Management.
- Understand Externally Provided Processes, Products, and Services.
- Comprehensive Lists of Mandatory and Optional Documents.
- Q&A Session.
- Conjunctive General Review.