MBA in Quality Management: Driving Organizational Excellence

25 – 29 April 2027
Cairo (Egypt)



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Why This Course

Quality is no longer a department—it's a competitive advantage and a strategic imperative. Modern leaders must understand how to integrate quality management principles into organizational strategy, foster a culture of excellence, and ensure that processes consistently deliver value to customers and stakeholders.

The MBA in Quality Management & Organizational Excellence Program is an intensive 1-week course designed for professionals seeking an executive-level understanding of quality systems, tools, and leadership practices. Through real-world case studies, hands-on exercises, and strategic frameworks, participants will gain the expertise needed to drive sustainable improvement and strengthen organizational performance.

What You'll Learn and Practice

By the end of this course, participants will be able to:

- Understand the evolution and principles of modern quality management.
- Apply core quality tools and methodologies such as SPC, Lean, Six Sigma, and QFD.
- Lead structured improvement initiatives using performance measurement systems.
- Implement and audit quality management systems, including ISO 9001.
- Champion a culture of quality through effective leadership and change management.

Program Flow

Day 1: Foundations of Quality Management

- Evolution of quality management and global best practices.
- Core philosophies: Deming, Juran, Crosby, and modern excellence models.
- Quality management principles and strategic relevance.
- Introduction to Total Quality Management TQM as a holistic system.
- Exercise: Linking quality principles to organizational vision and strategy.



Day 2: Quality Management Tools and Techniques

- Statistical Process Control SPC and interpreting control charts.
- Six Sigma methodology and its integration with organizational processes.
- Lean management principles for waste reduction and efficiency.
- Quality Function Deployment QFD for voice-of-customer alignment.
- Workshop: Applying SPC and Lean tools to a real process scenario.

Day 3: Process Improvement and Performance Measurement

- Process mapping flowcharts, SIPOC, VSM and process analysis methods.
- Root cause analysis tools: 5 Whys, Fishbone Diagram, fault-tree analysis.
- Defining and using Key Performance Indicators KPIs.
- Introduction to the Balanced Scorecard for strategic alignment.
- Case Study: Building a performance dashboard using KPIs and BSC principles.

Day 4: Quality Management Systems and Standards

- Overview of ISO 9001 and key QMS requirements.
- Designing, implementing, and auditing ISO-based quality systems.
- Continuous improvement methodologies PDCA, Kaizen, DMAIC.
- Benchmarking and global best practices for excellence.
- Activity: Conducting a mock audit and identifying gaps in a sample QMS.

Day 5: Leadership and Culture for Quality Excellence

- Leadership roles and competencies for driving quality.
- Creating a culture of quality, accountability, and continuous improvement.
- Change management strategies for successful quality initiatives.
- Future trends: digital quality, Industry 4.0, and AI in quality management.
- Workshop: Developing a strategic quality roadmap and culture transformation plan.

Individual Impact

- Ability to design and implement robust quality management strategies.
- Enhanced analytical and leadership skills for quality-driven decision-making.
- Mastery of essential tools to improve processes and optimize performance.
- Clear action plan to strengthen quality culture within the organization.

Organizational Impact

- Stronger alignment of quality initiatives with strategic objectives.
- Improved efficiency, reduced waste, and higher consistency in outputs.
- Enhanced customer satisfaction through standardized, high-quality processes.
- A sustainable culture of excellence embedded across teams and departments.



Training Methodology

This program combines practical application with executive-level insights through:

- Real world case studies and simulations
- Tool-based workshops and hands-on exercises
- Group collaboration and guided discussions
- Templates, toolkits, and frameworks ready for immediate use

Beyond the Course

Participants will leave equipped with the mindset, methods, and strategies needed to embed quality into every level of the organization—ensuring long-term excellence, innovation, and customer value.

