

# MBA in Quality Management: Driving Organizational Excellence

11 – 15 October 2027  
Amsterdam (Netherlands)

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## MBA in Quality Management: Driving Organizational Excellence

**Ref:** 3047\_131799 **Date:** 11 – 15 October 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

### 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 5-day 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.

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### **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

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A decorative graphic in the bottom right corner featuring a chessboard with several chess pieces (a king, a queen, and a pawn) in gold and silver, set against a background of concentric circles.

- 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.

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