



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Quality Management Essentials

Code	City	hotel	Start	End	price	Hours
413	Marrakesh (Morocco)	Hotel Meeting Room	2025-02-23	2025-02-27	3450 €	25

Introduction

No business should be without top-flight quality management. Quality Management ensures that your customers always receive the product or service that meets or exceeds their expectations. It decreases time to market and so helps in promoting international trade and enhancing marketing.

Implementation of Quality Management in a product or service lifecycle will actually deal with the root cause of problems, by decreasing rework, manpower usage, and increasing productivity, process improvement, providing better Customer Satisfaction and thus retaining the customer's in the existing competitive market. This course will set any business on the path to achieving the quality demanded by customers.

Objectives

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

- Identify a wide range of quality management approaches and tools to participants
- Determine which processes need to be managed to achieve consistent quality
- Analyse ways in which quality processes are managed
- Analyse root causes and solve quality problems
- Assess their own quality management skills and plan to remedy any gaps
- Cope effectively with any quality challenge, choosing appropriate tools and techniques



Course Outline

Day One

Introducing Quality Management

- Introduction to the management of Quality
- The history of Quality management
- Basic Quality concepts
- How to calculate the total cost of Quality and non-Quality
- Understanding customer needs and expectations
- Identifying the systems that deliver customer requirements
- Quality tools and techniques
- Continuous Improvement

Day Two

Service Quality - Tools And Techniques

- A simple formula for Effective Quality Management
- Monitoring, measurement and analysis
- Statistical process control
- A look at Quality Management Systems
- Total Quality Management
- ISO 9000
- Balanced Scorecard
- Six Sigma

Day Three



Finding and dealing with quality gaps

- Porter's value chain
- How to plan an audit
- How to audit a process
- How to report an audit
- Problem solving methods
- Pareto Analysis
- Root cause analysis
- Root cause exercise
- Risk management

Day Four

Managing Customer Expectations

- Establishing customer expectations
- Communicating customer requirements to all
- Determining how to exceed expectations
- Developing a culture of constructive self-criticism
- Building a winning team
- Quality circles
- Asking for feedback on performance
- Ongoing evaluation of effectiveness to ensure satisfaction

Day Five

Delegation, Leadership and Total Quality

- Are you an effective quality leader: Self-Assessment



- Different styles of quality leadership
- Common quality management mistakes
- Effective delegation
- The delegation process
- Planning for certification
- Action Planning
- Summary and close



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.