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Global Learning for Operational Leaders

QUALITY AND PRODUCTIVITY | QP-001

Principles of Quality Management

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Course content

Why Attend

Organizations that consistently deliver value to their customers understand that quality is not an act but rather a system of thinking and working. This course introduces participants to the core principles and practical tools of quality management, helping to embed a culture of excellence across operations. Participants will explore how quality influences customer satisfaction, process efficiency, and organizational reputation, and how to implement improvements that are both measurable and sustainable.

Course Methodology

• This course combines interactive lectures, group discussions, case studies, and simulation exercises to engage participants in real-life problem-solving scenarios, ensuring a practical understanding and application of quality management tools and concepts.

Course Objectives

• Explain the principles of quality management and their role in improving organizational performance

• Evaluate the effectiveness of quality systems and tools in different operational contexts

• Apply quality improvement techniques to solve problems and enhance customer satisfaction

Target Audience

• This course is suitable for all employees involved in maintaining or improving quality, including operations staff, quality coordinators, process analysts, engineers, as well as managers and internal auditors.

• Target Competencies

• Understanding quality concepts

• Aligning quality with strategy

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Course outline

Detailed course outline

Module-by-module outline for Principles of Quality Management.

Module 1 - Organizational Impact of Quality

• Quality: Historical and modern perspectives

• Key principles of quality management

• The cost of poor quality

• Quality and customer satisfaction

• Organizational benefits of quality systems

Module 2 - Quality Systems, Standards, and Process Control

• Overview of quality management systems

• ISO 9001: Structure and core elements

• Process approach and risk-based thinking

• Internal auditing and corrective actions

• Measuring process performance

Module 3 - Tools for Quality Improvement

• Identifying and solving quality problems

• Root Cause Analysis (RCA)

• Introduction to quality tools

• Continuous improvement

• Sustaining quality through employee engagement

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Seminar dates

Available seminar dates

Live dates and pricing for Principles of Quality Management generated from the course details page.

Date	Location	Format	Fee
18 - 22 May 2026	Amsterdam	Classroom	**€2,940**
1 - 5 June 2026	Istanbul	Classroom	**€2,240**
8 - 12 June 2026	Paris	Classroom	**€3,080**
15 - 19 June 2026	Barcelona	Classroom	**€2,940**
6 - 10 July 2026	Munich	Classroom	**€2,975**
20 - 24 July 2026	Kuala lumpur	Classroom	**€1,575**
3 - 7 August 2026	Amsterdam	Classroom	**€2,940**

Live online option	Online delivery is available at €1,250.