

Introduction:

This course in quality assurance (QA) and quality control (QC) is designed to enhance participants' skills in implementing and managing various quality programs, including Total Quality Management (TQM). The course will help ensure that products or services meet customer expectations and uphold organizational standards.

Quality assurance and control systems provide the principles, methods, and best practices that guide organizations toward excellence. Quality management is a leadership practice that influences the entire work environment. Effective leaders build a strong foundation, fostering motivated, high-performing employees through participation, problem-solving, and teamwork.

Target Audience:

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

Course Objectives:

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

- Define the major benefits of Total Quality Management (TQM) to an organization.
- Understand how leadership impacts the support of quality management systems.
- Develop processes for measuring and improving quality assurance and control.
- Describe how to introduce TQM into the workplace.
- Identify quality improvement techniques for continuous improvement.
- Discuss the importance of quality standards, models, and awards such as ISO, TQM, Malcolm Baldrige, and EFQM.

Key Competencies:

After completing the course, participants will have the following competencies:

- Up-to-date techniques and methods for providing TQM for continuous improvement.
- Enhanced leadership and team-building skills essential for career growth.
- Improved active listening and questioning skills to enhance communication.
- Strengthened problem-solving and critical thinking abilities.
- A deep understanding of which business improvement techniques are suitable for different situations.

Understanding Quality Assurance (QA) and Quality Control (QC):

Quality assurance and control are essential to ensuring product and service excellence. QA focuses on preventing issues through process improvement, while QC emphasizes inspection and correction to meet defined standards and customer expectations.

Implementing QA and QC practices helps organizations improve product reliability, customer satisfaction, and operational efficiency. This course equips professionals with the skills needed to manage QA and QC processes effectively, using techniques like statistical process control, Six Sigma, and TQM. The training emphasizes practical, industry-relevant applications.

Course Content:

Unit 1: Introduction to Quality Assurance and Control Improvement Techniques

- QA and QC principles
- Introduction to Total Quality Management (TQM)
- The origins and philosophy behind TQM
- Deming's Fourteen Points
- Overview of Six Sigma methodology
- Lean principles

- Challenges in implementing TQM
- Comparison between traditional management and TQM
- An introduction to multiple quality improvement techniques

Unit 2: Principles of Quality Assurance and Control

- Core principles for achieving TQM
- Prevention over correction
- Customer-focused quality
- Establishing a vision, mission, and policy
- Identifying opportunities for continuous organizational improvement
- Building quality through teamwork
- Exercises in team-building and leadership
- Enhancing verbal and non-verbal communication effectiveness

Unit 3: Techniques for Quality Assurance and Control Improvement

- Process improvement strategies
- Benchmarking as a reference point
- The Baldrige National Quality Program (BNQP) criteria for excellence
- EFQM, Dubai Quality Award, and HH Sheikh Khalifa Excellence Award
- Cause-and-effect analysis
- Pareto chart and control charts
- Practical scenarios for implementing improvement ideas
- Methods to stimulate creative thinking

- Measuring results
- Understanding the cost of quality

Unit 4: Implementing a Culture of Quality - The Role of TQM

- Putting principles into practice
- Leadership: Embracing quality leadership philosophy
- TQM as a leadership principle
- Tips for developing and coaching quality leaders and employees
- Implementing a customer-driven business strategy
- Focusing on continuous improvement through audits and reviews
- Top-down leadership commitment and involvement
- Overcoming barriers to organizational cultural change in TQM

Unit 5: Benefits of Quality Assurance and Control Improvement - Activities for Your Organization

- The benefits of implementing TQM and best practices
- Enhancing customer quality
- Increasing employee satisfaction
- Improving organizational performance
- The importance of attitude and professional development
- Setting SMART objectives for continuous improvement
- Creating an action plan for potential improvements within the organization

Conclusion:

A quality assurance and control plan outlines procedures for maintaining product quality throughout its

lifecycle. This course serves as a guide for ensuring consistency, reliability, and continuous improvement, with a focus on customer orientation and data-driven decision-making.

Certifying in quality assurance and control validates expertise in these principles. In data-driven industries, quality assurance and control are critical for ensuring the accuracy, completeness, and reliability of data used for decision-making.

This course highlights the complementary processes of QA and QC, which together drive continuous improvement. Understanding their distinction is essential for implementing effective quality management systems.