INTRODUCTION

This course provides tools to participate in an opening or restructuring businesses under excellent standards of quality management.

The focus of this seminar is in the service sector, and it is based on a dynamic and practical method of learning.

During these five sessions the participants will create a virtual business in which they will have to create: mission, vision, values, strategy, quality standards and team problem resolution processes.

AIMS

The course provides the foundations of quality to excel in the service sector as a competitive advantage and the creation of excellence as part of the company's culture.

The students will be able to create a business based on quality and excellence.

In this process, they will:

- Develop the culture of a company
- Identify their external and internal clients
- Learn the power of excellent leadership
- Develop and establish standards
- Work in process teams to face challenges

The students will also develop interpersonal and team abilities through activities and team exercises while applying group techniques for improvement processes.

METHODOLOGY

The course follows a dynamic methodology. A mixture of short lectures, exercises, team activities, and role plays will be followed throughout the sessions.

EVALUATION

Each participant will be evaluated based on their knowledge of the specific subject as on the quality and content of their participation in class as follows:

- Participation 30%
- Group project 30%
- Assignments 10%
- Exam 30%

Passing the course is conditional to passing the final exam.
BIBLIOGRAPHY

- Galgano, Alberto, "Calidad Total", Ed. Diaz de Santos.
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