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Quality Management in the Market Services Sector

Content:
- Definition: continuous improvement, enablers, results, company culture
- Different Quality Models: Six Sigma, ISO, Servqual (Zeithalm), PDCA, Problem Solving Process
- Different Tools: Fishbone, Brainstorming, Root Cause Analysis (6x why?), Mystery Shopping with Study Case
- 2 personal experiences: Toyota & Delvaux (Belgian Fine Leather House)

Methods:
Personal research and analysis in class: workshops
Mystery Shopping Life experience
Coaching by teacher with professional experience

Competences and skills to be acquired:
Understanding the importance of quality in the Market Services Sector
Be able to
- define a strategy of quality management for a selected company in the Market Services Sector,
- manipulate the tools,
- conduct a Mystery Shopping Survey

Prerequisites:

Language of instruction: English
Recommended for: Economics