

Marketing, Customer Service and Sales

Added Value for the Candidates Working in the Field of Marketing, Customer Service and Sales

Upon completion of the Master in Quality Management the candidates shall be able to:	Green Belt Lean Six Sigma	Lead Auditor ISO 9001	Auditor/ Lead Auditor ISO 27001	Bronze Lean Enterprise Certificate	Business Continuity	Risk Management (ISO 31000)	Social Responsibility (ISO 26000)
1. Understand of the current activities and determine their impact on customer satisfaction using quality management tools.	√	√		√	√	√	√
2. Measure and analyze of the efficiency of the activities carried out by using quality management tools.		√		√	√	√	√
3. Identify strengths, weaknesses, opportunities and threats of the processes that are being implemented	√	√		√	√	√	√
4. Identify problems within each activity that affect performance and then customer satisfaction with quality management tools.	√	√	√	√	√	√	√
5. Identify and analyze the root causes that affect performance using qualitative and quantitative tools different.	√						
6. Prioritize of development opportunities according to their expected impact on the performance and then customer satisfaction.	√	√		√	√	√	√
7. Use of tools and different ways to propose new products and services .	√	√			√		
8. Identify possible risks occur during the development application as well as the actions to be taken.			√		√	√	
9. Identify performance measures required.		√			√	√	
10. Interpret, implement, and review the requirements of various international specifications.		√	√		√	√	√
11. Plan and conduct effective audits on various international specifications and writing reports of non-compliance		√	√		√	√	√
12. Apply projects for continuous improvement through the use of lean principles.	√	√		√			
13. Determine the activities of non-value-added and distinguish it from value-added activities.	√	√		√	√		
14. Ensure the stability of performance and continuous improvement using various tools and methods.	√	√	√	√	√	√	√