



Course Pre-requisite: Basic TQM training and finance for managers

Course Description

This course modernizes the practices of value analysis and value engineering that were first developed by General Electric during the Second World War and then deployed to Japan with emphasis on functional analysis which evolved into Quality Function Deployment. The course will present the methods developed for value analysis and combine them with elements of the Toyota lean thinking process to yield a comprehensive approach to defining and managing the creation of value in products and services through a scientific approach to the subject.

Course Outcomes

Upon completion of this course participants will be able to:

- Analyze the value content in a process, product or service
- Identify sources of waste in product and service designs
- Calculate the value of a product or service and determine inherent sources of waste

Indicative Content

- The concept and history of value management
- Defining value in products and services
- Lean thinking for product and service design
- Tools of Value Engineering
- Value analysis examples
- Value Engineering Case Study: Product Design
- Value Engineering Case Study: Service Design
- Creating a Value Analysis Assessment Plan (or Value Engineering Change Proposal)

Course Timings and Dates

This course is offered during the following dates:

15 - 17 Nov 2008

from 9:00am to 4:00pm, with on-site enrollment open from 8:30am to 9:00am.

Target Audience

Business or project managers who are responsible for profit and loss in new product or service design.

Course Fees

The fees for this course are AED 7,500.

** The fees include a daily lunch and two coffee breaks as well as course materials.*



College Profile

e-TQM College was inaugurated on the 30th of September 2002 by the visionary leader Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to be a unique and a pioneer e-learning institution with a mission to re-engineer education by providing a model of lifelong learning (from open access courses to executive development, going through certification and accredited undergraduate and graduate studies). Using a state of the art e-learning platform, the college seeks to provide the opportunity for all through the principle of click-to-learn. Over the years, the college has established international credibility, recognition and affiliation with other international institutions, in order to benefit from global expertise that recognizes the highest standards of quality.

Trainer Profile

Mr. Watson is one of the world's leading quality consultants. In May 1994, he founded his consulting company following an assignment as Vice President for Quality at Xerox Corporation. Before Xerox, Mr. Watson served as Vice President for Benchmarking at the American Productivity & Quality Center where he was instrumental in founding the International Benchmarking Clearinghouse. Previously, he was Chief Quality Officer at Compaq Computer and had been Manager of the Corporate Quality Leadership Development Program at Hewlett-Packard. His company conducts global consulting in all matters relating to business improvement and specializes in executive coaching for application of scientific methods to enhance quality leadership and he has delivered quality instruction in more than 40 nations.

Mr. Watson is currently President-elect of the prestigious International Academy for Quality and he is a Past-President and Fellow of the American Society for Quality.

Payment Method

Payment of the total course fees is due at the time of enrollment and could be done in of the following ways:

- Bank Draft payable to [e-TQM College](#)
- Cash at e-TQM College site
- Company Cheque payable to [e-TQM College](#)
- Direct Transfer/Direct Cash Deposit to: National Bank of Dubai, Main Branch – Account Name: e-TQM College – Account #: 0151 090 888, SWIFT: NBDUAEAD. Send Bank Transfer/ Deposit advice along with payment details to finance@etqm.ae or to fax: +971-4-4088527.

Continuing Education Department Profile

The Continuing Education Department (CED) is the e-TQM College's arm for adult professional development. It offers credit and non-credit short courses and organizes events covering areas such as business and total quality management, healthcare and environmental studies, and e-Learning; as well as creating opportunities for internationally recognized certificates and diploma programs.

The Department also contributes to organizational excellence through its advisory and consultancy services for clients in the UAE and the Middle East. The activities of the CED are an integral part of the College lifelong learning model which creates pathways linking the individual's competency enhancement to academic success.

How to Enroll?

To enroll in any of our courses, please complete the Enrollment Form and send it by e-mail, fax, or post.

e-Mail: registration@etqm.ae

Fax: +971 4 4088543

Tel: +971 4 4088444

P.O. Box 71400, Dubai, U.A.E.

Once enrolled, please issue the payment at least 3 days before the start of the course, in the case where payment is done on the first day of the course, a AED100 charge will be added to the total course fees.

Refund Policy

Request for Refund must be made in writing to the Admission & Registration Office at least one week before the start of the course; in such cases a 50% refund will be made. No refunds are made after this cutoff date.

For more information please visit our website at: www.etqm.ae or contact us at:

Tel.: +971 800 333000 | +9714 4088444

Fax: +9714 4088555

e-Mail: registration@etqm.ae