New Version 4.0
MASTER IN BUSINESS QUALITY AND PERFORMANCE MANAGEMENT
Boost Your Career In Management of Industry and Service Operations

Industry & Services
Organizational Quality & Performance
For Present & Future Management
Organization’s & Own Sustainable Success
In today’s highly competitive and globalized world, organizations can only survive and prosper if they are able to deliver products and services that satisfy their customers and stakeholders while meeting the needs of society as a whole and preserving the environment.

Vietnam’s companies will have to face huge challenges in the coming years with the ASEAN Free Trade Area (AFTA) with the EVFTA and a number of bilateral FT agreements. Success will be more and more dependent on sustainable competitiveness, which can only be ensured through EXCELLENCE in management. This program is designed to equip present and future managers, at all levels, with the principles and tools needed to manage a business efficiently in a durable way to the satisfaction of all stakeholders.

This program is operated by the Solvay Brussels School of Economics and Management (Université Libre de Bruxelles) in partnership with the Ho Chi Minh City Open University.

Choose MBQPM program to build excellent performance.
Who should attend?

A. Candidates must show an interest in boosting their careers in management regardless of their current position. Communication, leadership, analytical skills will be appreciated.

B. Candidates have a university degree (any field can be considered) and good English skills, working in industry or services as technicians, engineers or managers, and wish to benefit by a cross-functional approach of the management of the performance of their organization (2 years’ professional experience minimum) to improve their competencies and increase opportunities of personal development.

C. Candidates will acquire top-level knowledge from 100% Western-educated professors and experts, that will enable them to increase the overall performance of their organization leading to quick promotion and salary increases.

Students’ profiles and sectors (Intake 4 & 5)
The Master in Business Quality and Performance Management consists of 315 contact hours of evening or week-end classes (6 to 9 PM week days or week-end daytime) spread over a 20 months' period.

20 Modules of 21 hours each, followed by a final professional project

1. **Understanding quality and performance:**
   - Strategy and Business Environment
   - Quality Management Systems
   - Project Management
   - Business Excellence Models and Integrated Management Systems
   - Economic Intelligence and Knowledge Management
   - Sustainable Development

2. **Monitoring quality and performance:**
   - Process Management
   - Service Quality
   - Supply Chain Management
   - Human Resource Management
   - Innovation Management
   - Design for Quality
   - Quality Audits
   - Internal Control
   - Performance Evaluation and Continuous Improvement
Implementing quality for performance:

- Professional Project
- Final Presentation (Case study & Personal development)

SEMINARS
Related to one of the courses

ELECTIVES
(To be chosen from list annexed)

- Strategic & applied marketing (from MMCOM)
- Financial analysis & investment decisions (from MMBF)
- Managing financial strategies (from MMBF)
- Global economic & geopolitical issues (from MBA)
- People leadership & team empowerment (from MBA)
- Corporate finance (from MBA)
1. Strategy and business environment:
Strategy process, strategic approaches (LCAG-Harvard, Mintzberg, Porter, Kaplan & Norton…), strategy deployment, strategy and excellence, competition, value chain, competitive advantage, tools (PESTEL, SWOT…), international environment (trade, WTO, globalization, culture).

2. Quality management systems:
principles of quality, tools, process-based organizations, improvement

3. Quality audits:
Performance can only be monitored and improved if what is done is regularly evaluated thanks to internal and external audits pin-pointing dysfunctions and non-conformances and proposing ways of improvement.

4. Project management:
Organization, information flows, phases in project management, project management processes (controlling, improving), project management procedure.

5. Process management:
Effectiveness and efficiency, decision-making tools, planning tools, measurement, risk control, problem solving.

6. Supply chain management:
Strategic purchasing, contracting, procurement function, suppliers, intermediaries, ‘best practice’ purchasing, buyers-suppliers relationships, risks.

7. Service quality:
Service stakes, customer relationships management, customer satisfaction.

6. Design for quality:
Quality not only needs to be ensured in production and delivery processes, but also integrated right from the beginning in the design of products and services, especially in a sustainable and durable perspective.
10. Economic intelligence and knowledge management:

Approaches of EI/KM (psychological, technological, organizational…), codified knowledge, process supporting knowledge, knowledge creation, collection of economic intelligence, treatment and use of economic intelligence.

12. Innovation management:

Nature and typology of innovation, new product and service development (NPD), approaches to management of NPD, role of design and marketing, role of innovation, evaluation of product innovation, integration with business partners.

13. Performance evaluation and continuous improvement:

Types of performance (economic, strategic, social…), measurement of performance, assessment models, audits, continuous improvement, sustained success.

14. Internal control:

Quality and performance depend on monitoring and controlling costs and budgets on an on-going basis, thus making a solid internal control system a necessity.
Faculty

Courses are taught by professors, experts and practitioners involved in the same specialty in Europe giving students exposure to the most advanced knowledge and techniques.

Michel Brotto
holds a master in innovation, quality and environment management and a PhD in geomorphology. He is an associate lecturer at the Université du Sud in France and the CEO of QSEO, a consultancy in quality, safety and environment. He has been working with numerous big international firms advising them on quality, health and safety and environmental policies.

Pierre Crapanzano
holds an engineering degree in production. He is an associate lecturer at the Université du Sud in France. He is specialized in quality, organization and project management and has participated in projects in several countries worldwide as project manager or consultant.

Gaëtan Dartevelle
is an engineer in management and holds a master in environmental management. He is the CEO and co-founder of Greenloop, a consultancy for developing environmental management in businesses. He has worked for several years on economic development projects in several countries, notably in Belgium, East Europe and Tropical Africa. He has been involved in teaching at Université Libre de Bruxelles in Belgium and INSEAD in France.

Christina Koutra
holds and MsC in Tourism Management and a PhD in Tourism Policies Studies. She is a lecturer at the Business School of Bournemouth University in the United Kingdom. She’s been working in Russia, Africa, South America and has carried out research for the United Nations. She is specialized in Corporate Social Responsibility particularly in the field of international tourism development and management.

Patrick Boisselier:
Patrick Boisselier holds a Master in Management and a PhD in Accounting and Finance. He is also a certified public accountant and auditor. He currently is a Professor of Accounting and Finance at the Conservatoire des Arts et Métiers in Paris. He has worked extensively in the Middle East, Africa and Vietnam to train future certified accountants and finance specialists.

Rohan Wright:
Rohan Wright holds British degrees in Marketing, and Education, and a French Masters in Training and HR Management. He previously worked as an associate lecturer on business and finance masters courses at the University of Aix-Marseille, France, and as a consultant trainer in several international companies.

Paolo Braguzzi:
Paolo Braguzzi holds a Master in Management. He is the CEO and Managing Director of Davines, a company working on a B2B basis and providing beauty salons and hairdressers with cosmetics and toiletries products. He is working in 45 countries worldwide and has developed a sustainable organization based on constant innovation of environment-friendly products and close relationships with customers in an integrated supply chain.
Yann Le Quang
holds an engineering degree and FBA (Fellow of Business and Administration) from Canada and is completing a Doctorate in Business Administration. He is a certified auditor in Quality Management Systems, Health and Safety and Environmental Systems and Social Accountability. He is a consultant and partner of Cassar Consulting and Partners, operating throughout the world, notably in Asia, Latin America and North America.

Antigoni Papadimitriou
holds a PhD in Quality Management from the University of Twente in the Netherlands. She is Assistant professor and program Director of Management and Leadership at Hellenic College Holly Cross, Boston, USA. She previously worked as research fellow within the NORGLOBAL project at the Department of Educational Research, University of Oslo, Norway. She is a member of the HEIK (Higher Education: Institutional Dynamics and Knowledge Cultures) research group. Her work mainly focuses on higher education governance and organization, specifically quality, leadership, and organizational change.

David Vallat
holds a master in management and a PhD in economics. He is a professor at Lyon University (France). He is head of a business department. He has worked for international institutions (European Commission, International Labour Office) on economic development projects. He has been project manager and consultant on numerous entrepreneurship development programs in France and Canada.

Jean-Philippe Pireaux
holds a master in quality management. He is an associate lecturer at the Université du Sud in France. He is the CEO of Management et Conseil du Monde Médical, a consultancy specialized in medical activities and of International Management et Conseil, a consultancy specialized in designing programs at the international level. He has been working in several countries in the world, notably in the Middle East and Far East.

Sandra Bertezene:
Sandra Bertezene holds a Master in Management and a PhD in Management Sciences. She has worked for the University of Savoie, the University of Lyon in France and currently holds the Chair of Management of Health Services at the Conservatoire des Arts et Métiers in Paris. She is specialized in strategic, quality and performance issues in medical and social establishments. She takes part in numerous studies on the health sector both in France and abroad.
Université Libre de Bruxelles (ULB)
(www.ulb.ac.be)

Since its foundation in 1834, the ULB has been closely involved in the ongoing debate on critical thinking and freedom. Four scientific Nobel Prizes, one Peace Nobel prize, one Fields Medal, three Wolf Prizes and two Marie Curie Prizes are further evidence of the University’s longstanding tradition of excellence. The ULB has 12 faculties that cover all the disciplines, closely combining academic input and research. It offers almost 40 undergraduate programmes and 247 graduate programmes. It also partners 20 Doctoral schools, with almost 1,600 PhD in progress.

Solvay Brussels School of Economics & Management
(SBS-EM) (www.solvay.edu)

Is a renowned Business School that has been granted the EQUIS quality label by the European Foundation for Management Development. The school is part of ULB located in Brussels. For more than a century, Solvay Brussels School has been a prestigious leader in management education in Europe. It organizes multiple executive education programs and provides training in both general and specialized areas of management.
National Economics University (NEU)  
(www.neu.edu.vn)

Established in 1956, NEU is one of the national pivotal universities, a leading university in the areas of economics and business management in Vietnam. With over 1200 faculty members and staff, NEU currently offers training to nearly 50,000 students annually in more than 50 disciplines at the undergraduate level and 20 disciplines at the post graduate level. Currently, NEU is pursuing its strategy of developing into a multidisciplinary university and one of the top universities in the region.

The International School of Management & Economics of NEU is the direct partner of SBS-EM in delivering master programs in Hanoi. With over 20 years experience in managing international cooperation programs, ISME is proud of its wide alumni network at all levels of governmental authorities, international organizations and enterprises.

Ho Chi Minh City Open University  
(HCMC OU) (www.ou.edu.vn)

Founded in 1990 to offer an open way of training, HCMC OU provides a variety of programs from undergraduate to postgraduate, ranging from on-site, distance learning, to learning at satellite academic centers, aiming at meeting various learning needs. HCMC OU started to cooperate with SBS-EM in 1995 to provide several joint master programs in HCMC, which contribute to the enlargement of the human resources for the country.
I believe that the Master in Business Quality Performance Management (MBQPM) is a unique and demanding program in Vietnam. It is perfectly connected to my bachelor’s degree and totally met my expectations. The program comprises 12 modules exposed to both operational and strategic aspects of management disciplines that grant me the tools and resources I need to excel in my professional career path and my life.

NGUYEN NGOC MINH NGUYET
MBQPM5
LAM SON JOC

I have gained knowledge through the program, which has helped me a lot for career. The various modules have improved my operational skills to control the whole quality system of Interteck Laboratory. I am using most of the tools I have learnt from the course to control the Lab’s performance and it has brought benefit to my company. The performance of the Lab and clients’ satisfaction have improved.

BUI TUAN ANH
Quality Officer
INTERTEK VIETNAM Ltd
The Master program in Business Quality and Performance Management helped me a lot in my job. The knowledge that I acquired could be immediately applied to our processes in our factory and office. Plan–do–check–act and Total Quality principles have brought lots of benefits to our organization, so we can continuously improve and look ahead to the future.

TRAN QUOC TOAN – MBQPM3
CEO - SAMCO

I can say strongly that studying the program of Solvay MBQPM is my right choice. Subjects of Solvay MBQPM program are very practical and useful for my current job. As a quality specialist in the company, I am now confident enough to apply the knowledge learned for my promotion and I will extend my job by collaborating with outside partners in training for business quality.

PHAM THI TIEN QUE – MBQPM5
Quality Specialist
PVD LOGGING CO., LTD

I am so glad that I had a chance to participate and took advantage of the Master in Business Quality & Performance Management (MBQPM). The program has motivated me to pursue a career more passionately. I was able to learn about various skills and knowledge during the courses, it is really useful for me to achieve my career goals in the future.

Dinh The Phuc - MBQPM4
PING Vietnam
Factory Operations Manager

ISO 9001 is a useful framework for setting up a certified Quality Management System (QMS). In this program, we go deeper and learn how we can implement a QMS that fits our own company’s cultural and personnel characteristics. Provided we have the commitment of the management, we can change bureaucratic procedures at the root level and improve performance.

VU THE THANH
CEO Nguyen Thao
(ISO 9001 certified)
Admission requirements

- Recognized university bachelor degree;
- At least 2 years of professional experience;
- Proficiency in English (TOEFL 530, IELTS 5.5, TOEIC 600, B2 CERF or equivalent evidence).

Admission procedure

1/ Get applications
- Download the application and guide from www.solvay-mba.edu.vn
- Or send enquiry to emails info@solvay-ulb.org to enquire

2/ Submit applications
- Send documents via email to info@solvay-ulb.org

3/ Application screening
- The co-directors of the program reserve the right to discard some applications

4/ On-campus assessment
- Shortlisted candidates after application will take a written test;
- Interviews will take place in front of a mixed jury of professors;
- Time: about 1 – 2 weeks after deadlines. Notification will be given upon

5/ Admission results

6/ Program commencement

Alumni’s Companies
## TAKE THE LEAD WITH 7 REASONS WHY MBQPM

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<th>Reason</th>
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<td>An opportunity to maximize your immediate career advancement and salary increase.</td>
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<td>Concrete results for yourself. You will come out of this program with strong confidence, in-depth knowledge of management for excellence and readily applicable skills.</td>
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<td>A prestigious Business School. Solvay Brussels School is ranked in the top 25 in Europe for Masters in Management and holds the international Equis accreditation.</td>
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<td>Your degree is signed by the Rector of the Université Libre de Bruxelles, one of the most reputed in Europe, and will open doors for international careers.</td>
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<td>A state-of-the-art curriculum taught by top Western professors and professionals will bring direct value to your job performance and your company.</td>
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<td>A schedule that allows you to keep your working activities.</td>
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<td>Joining a network of more than 2,300 alumni in Vietnam and 22,000 worldwide.</td>
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Quality is like cycling, stop pedalling and you fall; but the harder you pedal, the better you perform”

Jacques M. A. Martin
Academic director of MBQPM

For more information, please contact:

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