



المجمع العربي للإدارة والمعرفة
Arab Knowledge and Management Society (AKMS)



MANAGE YOUR KNOWLEDGE



مجموعة تالابن أبو غزالة
TALAL ABU-GHAZALEH ORGANIZATION

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MESSAGE FROM THE CHAIRMAN

Welcome to the Arab Knowledge and Management Society (AKMS)

AKMS was established to provide Arab individuals and organizations with the means to learn and benefit from knowledge management skills and systems identifying, creating and distributing knowledge and converting it into valuable products, services and activities.

Since its establishment, the AKMS has helped facilitate numerous workshops and educational seminars, facilitating Arab managers' utilization of modern management techniques and the latest technology to effectively develop the Arab potential and increase the social and economic output from institutional knowledge resources.

Knowledge management skills and systems have contributed to the foundation of a well-equipped Arab knowledge society capable of competing on an equal footing with other societies; knowledge management also enabled Arab managers and businessmen to more efficiently serve their business communities.

Having a closer look at contemporary advanced societies, one can recognize that knowledge management has offered many organizations a large number of opportunities to achieve competitive progress through the ideal utilization of management resources; thus, effectively contributing to sustainable social and economic prosperity.

Today, we pride ourselves in being the first organization in the region to offer the Arab Certified Quality Manager (ACQM) program [in cooperation with the Talal Abu-Ghazaleh College of Business (TAG College)].

This specialized program is the first of its kind in the field of quality management in the Arab region; it has been designed to qualify Arab practitioners and help them develop their potential and meet international professional standards.

AKMS is striving to prove that Arab minds are not merely consumers of others' knowledge products; to the contrary, they are producers of their own new knowledge. The establishment of the ACQM is one result of that effort. We look forward to contributing further to the capacity-building of our Arab professionals.

Talal Abu-Ghazaleh

■ About us:

The Arab Knowledge and Management Society (AKMS) is a not-for-profit organization chaired by HE Senator Talal Abu-Ghazaleh and a host of prominent figures in the field of knowledge and management across the Arab region. AKMS is a pan Arab regional society which aims at deepening knowledge and skills in the fields of management and knowledge among individuals and organizations in the Arab world through meetings, workshops and specialized training courses.

AKMS was first founded in 1989, in Buffalo in New York, and was officially registered in Amman in 1990. Our expanding network of more than 18 representatives in the Arab world, along with our international associates enables us to excel in delivering competitive services.

■ AKMS Affiliations:

AKMS is a member in the following organizations:

- Chartered Quality Institute (CQI)
- ISO Technical Committee 176 for International Standards and Specifications (ISO TC 176)
- ICANN At-Large Structure (ICANN)
- The Arab Information Club (ARABCIN)
- Arab Organization for Quality Assurance in Education (AROQA)

■ Membership:

There are many reasons why AKMS membership should be the choice of every professional. Benefits such as consultancy, quality qualification, regular publications and others, are available when joining us.

Since its establishment, AKMS has attracted many active members representing all sectors of the economy. AKMS membership will not only give you a professional recognition but also offers you excellent training and education.

■ OUR PROFESSIONAL PROGRAM:

Arab Certified Quality Manager (ACQM):

“Get Certified.. Get Promoted”

The Arab Certified Quality Manager (ACQM) is a professional program which aims at providing participants with the necessary knowledge and skills to conduct effective quality assessments in order to illustrate the essentials of Quality, Quality Assurance (QA) and Quality Control (QC). ACQM program is endorsed by the Institute of Leadership and Management (ILM) and accredited by both the Chartered Quality Institute (CQI) and Talal Abu-Ghazaleh Graduate School of Business.



■ Program Objectives:

- Helping participants acquire a range of necessary skills in order to analyze quality-related problems and carry out strategies to solve them.
- Encouraging participants to promote a quality culture.
- Developing and enhancing researches and applications in the field of quality management principles and practices.
- Supporting employers' requirements for competence in the field of Quality Management.
- Contributing to the success of individuals by providing a recognized qualification that leads to better prospects and career development.

■ Body of knowledge

Module One A: Essentials of Quality Management (10 Hours)

- The Organization: Definition, Purpose & Open System View
- Principles of Management
- Organizational Structure and Design
- Recruitment and Performance Appraisal
- Excellence Models
- ISO 9000:2000 Quality Management System Standards

Module One B: Total Quality Management Tools (15 Hours)

- Quality Characteristics
- Total Quality Management (TQM) Tools
- Process Management Approaches
- Management and Planning Tools
- Measurement: Assessment and Metrics
- Reliability and Validity
- Qualitative Assessment
- Analysis and Use of Survey Results
- Six Sigma
- Benchmarking: Internal and External

Module Two: Core Concepts of Leadership and People Management (10 Hours)

- Organizational Development
- Organizational Culture
- Organizational Leadership
- Techniques for Managing Organizational Change
- Constraint Management
- Motivation Theories
- Conflict Resolution
- Empowerment
- Teams

Module Three: Strategic Planning in Quality Management (10 Hours)

- Strategic Planning Activities
- Environmental Analysis
- Strategic Planning and Assessment
- Deployment

Module Four: Capacity Building for Competence (10 Hours)

- Training Needs Assessment
- Team Building Basics
- How to Handle Requests for Training
- Training Requirements Analysis
- Misconceptions about Training
- Training Delivery Methods
- Evaluating Training and Results
- Kirkpatrick's Four Levels of Training Evaluation
- Guidelines to Evaluating the Effectiveness of Training
- Total Quality Management-Training and Human Resources Development

Module Five: Customer-Focus for Business Excellence (10 Hours)

- Internal Customers
- External Customers
- Customer Segmentation
- Customer Relationship Management and Commitment
- Improving Customer Service Enhancing Customer Loyalty and Retention
- Managing Customer Portfolio

Module Six: Supply Chain Management (10 Hours)

- Supplier Selection
- Organization Requirements from Suppliers
- Supplier Performance Assessment
- Strategies for Supplier Improvement
- Supplier Certification
- Partnerships with Suppliers
- Logistics and Supply Chain Management
- Supply Chain Integration

■ Targeted Groups:

- Professionals aiming to increase their effectiveness/productivity.
- Anyone interested in the field of quality holding any academic qualification, in addition to individuals with no academic qualification but possessing professional experience in the field. These categories cover manufacturing, service-oriented, educational and non-profit organizations.

■ Time Frame:

50 training hours.

■ Languages:

English/ Arabic

■ ACQM Examination:

The exam which is composed of two sessions, each of which lasts 2 hours is held in Arabic or English and divided into four sections; multiple choice, essay questions, explanation answers and short answers questions. The exams are held after a month of the last session of training courses.

■ **Corporate Training:**

ACQM program is also offered to companies on contractual basis where the flexibility of the design allows the program to be adapted to the specific needs of the company purchasing the program, whether in terms of training hours, specific content and orientation, or methodology of delivery

Ever since the launching of the program, ACQM was conducted successfully in a number of countries and in cooperation with a number of entities including:

- Technical and Vocational Training Corporation- KSA
- Riyadh Chamber of Commerce and Industry- KSA
- Abu Dhabi Police-UAE
- Chamber of Industry –Jordan
- Qudratt Establishment-KSA

■ **Certification:**

Candidates who successfully pass the qualifying examination for the program would obtain an endorsed certification from Institute of Leadership and Management (ILM) recognizing them as an Arab Certified Quality Manager in addition to the certificate of attendance from the Arab Knowledge and Management Society (AKMS).





On August 5th 2009, the UNESCO and Talal Abu-Ghazaleh Organization (TAGORG) signed a cooperation agreement to establish knowledge societies in the Arab Region and on the promotion of Information and Communication Technologies (ICT) to support education, science and culture in the Arab region, partnering with TAGORG on this project is The Arab Knowledge & Management Society (AKMS) a nonprofit Arab organization eagerly working to assume a pioneering role in motivating and developing the capacities of Arab individuals and institutions in order to create knowledge based communities.

This vision of building an Arab Knowledge Society is translated through establishing the first online database (the Arab ICT Portal) which would include all statistical information related to the use and penetration of ICT in the Arab region depending on the indicators that were suggested by the UN's Partnership on Measuring ICT for Development. The project aims at creating a credible source of unified information across all countries that would drive data from various local sources.

The significance of this project stems from the growing importance of the Arab region at large as an emerging knowledge based region, that it has become crucial, to provide a credible and standardized profile of data on the state of the Arab countries on ICT in education, health, government, communication, and commerce. The availability of such data will assist local governments, institutions, and international organizations to understand gaps in ICT and to take a leading role in developing ICT infrastructure and in building ICT capacity and capability for sustainment in the context of the changing global environment.



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