



Dear Sir / Madam,

CITY College, the International Faculty of the University of Sheffield, within the framework of its Executive MBA programme, has the pleasure and honour to invite you to a seminar entitled:

**“Total Quality Leadership: Enhancing Day-to-Day Leadership
in a Complex Business Environment”**

on

**Friday 5th March 2010, 9:30 – 12.00 am
at the Athenee Palace Hilton Hotel – Le Diplomate Hall**

The seminar will be followed by a short presentation of the CITY- Sheffield Executive MBA programme delivered in Bucharest.

Seminar brief:

Organizations focus on people. As the 21st century begins to unfold, the focus on Human Resources (HR) within an organisation has never been more critical. HR is becoming a critical success factor for organisations looking to become more effective, focused and competitive. Therefore, organizations try to find new ways of leading and managing employees within this rapidly progressing, changing and complex business environment. Total Quality Leadership (TQL) is a prime example of such a way.

The seminar is directly applicable to middle and senior management and it aims to briefly analyse the key-elements of the total quality paradigm, as well as some of its most commonly used practices. Awareness of TQL practices is critical in modern corporations and assists in impacting both effectiveness and efficiency.

Speaker: Dr. Alexandros Psychogios

PhD in *Business Administration* (University of Warwick, UK).

Senior Lecturer on Management & HR

CITY College – The International Faculty of the University of Sheffield

Please confirm your participation in advance at:

avasile@city.academic.gr or ddanielescu@city.academic.gr.

This is a free of charge event ! Please feel free to invite your colleagues and friends!

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