

Columbus International University Online Higher Education Campus

International/Global Communication Bases:

North America, South/Latin America & Europe: Panama City

Africa, Middle-East Asia & Asia-Pacific/Oceania: Hong Kong

Columbus Graduate School of Business & Management

Program: Master of Business Administration (MBA) in Customer
Relationship Management Major

Program Structure

MBA Core Modules

1. Entrepreneurship and Innovation
2. Marketing Management
3. Operations Management
4. Financial Management
5. Accounting
6. Corporate Responsibility and Business Ethics
7. Business Economics
8. Human Resource Management
9. Strategy
10. Organizational Behaviour
11. Leadership Development

Customer Relationship Management Major Modules

12. Managing Customers
13. Building Customer Loyalty and Retention
14. Practical Customer Service Skills
15. Handling Difficult Customer Encounters
16. Customer Service and Technology
17. Contact Centre Management
18. Analytical Customer Relationship Management
19. Performance Management
20. Implementing Organizational Change