

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 Corporate

Communication 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

Corporate Communication Major Modules

12. Reputation Management
13. Issues Management
14. Crisis Communication
15. Media Impact on Reputation
16. Organizational Identity
17. Corporate Social Responsibility
18. Commercial Communication Law
19. Advertising and Branding
20. Investor Relations
21. Corporate Branding
22. Employee Communication
23. Integrated Corporate Communication