

عنوان مقاله:

Investigation on Effectiveness of Academic Educational System of MBA Program in Cypress International University (CIU) in Terms of Training Skillful Graduates in the Field of Business, Based on a Customer Relationship Management (CRM) Approach

محل انتشار:

ششمین کنفرانس بین المللی مدیریت، گردشگری و تکنولوژی (سال: 1402)

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خلاصه مقاله:

Goal of the master of business administration (MBA) program is to prepare successful graduates for careers as entrepreneur, chief executive officer (CEO), or competent manager who can launch new businesses or manage commercial activities. In this research, effectiveness of educational methods in the MBA program of Cypress International University (CIU) is evaluated based on the students and graduates' opinion on different elements of education system. For this purpose, this evaluation was performed by means of asking the students opinion on some business related parameters influencing on the business knowledge and experience of students, including the appropriateness of educational material with real social needs, and necessary skills for job involvement, and economic stratum of the students, and personal interests and perspectives of each student as well as financial university policies for imposing tuition fees, salary payments for the professors, and commercialization of students projects and ideas. Results of this survey were analyzed statistically and some practical approaches were suggested .to improve the training system for business programs

کلمات کلیدی:

Master in Business Administration (MBA), Effective Educational System, Skillful Graduates, Job Experience, Economic Stratum

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