

Applied Management Certificate

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About the program

In partnership with the University of Manitoba, Extended Education, the Certificate in Applied Management (CAM) was designed to provide individuals the opportunity to combine management studies with applications relevant to their own careers.

CAM participants will work on their management, team leadership, communications and industry skills as they earn a UM certificate.

Your customized professional development begins with Applied Management's three core courses. Next, you choose electives from UM's many options. You may also choose to develop a customized course or courses with them.

In addition to the core and elective courses with the University of Manitoba, participants will complete 72 course hours with MCCA.

In partnership with



University
of Manitoba

Applied Management – UM Extended Education



Credential

Certificate in Applied Management from University of Manitoba and MCCA



Program Length

You will have up to 5 years to complete the courses:
108 course hours with UM
72 course hours with MCCA



Program Features

For Canadian citizens and permanent residents employed by our Partners



MCCA Courses

Customer Relationship Management (CRM)

In this 36 hour course, participants explore the impact CRM strategy has on business and customer relations.

Students will discover how a CRM system helps businesses keep customer contact details current, track customer interactions, manage customer accounts, while improving Customer Lifetime Value (CLV).

Course Objectives

Upon completion of the course, students will be able to:

- Identify the dynamics and economics of customer acquisition, retention, value and access
- Understand how to evaluate the effectiveness of service delivery and its impact on customers
- Develop relationship building techniques
- Demonstrate an understanding of how to execute a strategy that aligns human resources, business processes, and technology to assure a positive customer experience

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Skills for Managing Customer Service Performance

In this 36 hour course, students will focus on the key skills for effectively managing customer service professionals through change, challenges and successes.

Participants will learn to define what employees need to be successful, how to set and communicate clear expectations, and link corporate goals to employee goals.

Course Objectives

Upon completion of the course, students will be able to:

- Maintain a healthy environment to maximize investment in employees by being proactive
- Communicate expectations to employees and hold them accountable
- Use methods to diagnose the root cause of poor performance
- Implement conflict resolution strategies to address performance issues
- Communicate with purpose to maintain a positive and productive work environment
- Complete necessary documentation from verbal warning to termination
- Define the legal aspects of termination

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