# MICROPROGRAM IN PRODUCT MANAGEMENT AND BUSINESS ANALYTICS

## Overview

The Product Management and Business Analytics microprogram is designed specifically for tech business professionals by the triple-crown accredited Telfer School of Management. Augment your experience with a management program delivered at the University of Ottawa's Kanata North campus.

## Admission Requirements

**Non-degree students**

Students pursuing a Graduate Microprogram, without being admitted to or intending to complete a graduate program, must obtain the prior approval of the academic unit offering the Graduate Microprogram.

Students must meet the following eligibility:

- Bachelor's degree
- Minimum of 2 years of full-time work experience in the tech sector

If you would like to enroll in a microprogram without being admitted in a graduate studies program, please send us an email at graduate@telfer.uottawa.ca and include the following documents:

- CV
- Copies of transcripts from all universities you have attended
- Letter of intent (500 words)

## Program Requirements

Students must meet the following requirements:

**Compulsory Courses**

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|---|---|---|
| MBA 5100 | Communicating with Data: Descriptive Analysis | 1.5 Units |
| MBA 5261 | Introduction to Product Management | 1.5 Units |
| MBA 5262 | Technology Sales Customer Interface | 1.5 Units |
| MBA 5264 | Digital Organizations | 1.5 Units |
| MBA 6200 | Competitive Intelligence | 1.5 Units |
| MBA 6283 | Design Thinking | 1.5 Units |
| **Total:** | | **9 Units** |