

# MICROPROGRAM IN PRODUCT MANAGEMENT AND BUSINESS ANALYTICS

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## 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](mailto: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

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
<b>Total:</b>		<b>9 Units</b>