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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 5100</td>
<td>Communicating with Data: Descriptive Analysis</td>
<td>1.5</td>
</tr>
<tr>
<td>MBA 5261</td>
<td>Introduction to Product Management</td>
<td>1.5</td>
</tr>
<tr>
<td>MBA 5262</td>
<td>Technology Sales Customer Interface</td>
<td>1.5</td>
</tr>
<tr>
<td>MBA 5264</td>
<td>Digital Organizations</td>
<td>1.5</td>
</tr>
<tr>
<td>MBA 6200</td>
<td>Competitive Intelligence</td>
<td>1.5</td>
</tr>
<tr>
<td>MBA 6283</td>
<td>Design Thinking</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Total: 9 Units