HONOURS BACHELOR OF COMMERCE (OPTION IN BUSINESS TECHNOLOGY MANAGEMENT)

The Business Technology Management program (BTM) is designed to allow students to develop core competencies and skill sets in management information systems and analytics. This option exposes students to business systems and management principles, and provides a sound knowledge of information technology and its application to the business environment. It prepares students to become recognized information systems professionals with solid foundations in information systems management. Students gain knowledge and core competencies in best management practices and recent developments in information technology.

The option is recommended for students seeking a career as information systems professionals, including as a business/systems analyst, system developer, IT project manager, security specialist, IT consultant, network administrator, database administrator, systems auditor or management consultant specializing in management information systems.

This program is offered in English and in French.

Program Requirements

Co-operative education is available with this program.

The French immersion stream is available with this program.

Requirements for this program have been modified. Please consult the 2021-2022 calendars for the previous requirements.

Compulsory Core Courses

ADM 1300 Introduction to Business 3 Units
ADM 1301 Business and Society 3 Units
ADM 1305 Mathematics for Business 3 Units
ADM 1340 Financial Accounting 3 Units
ADM 1370 Applications of Information Technology for Business 3 Units
ECO 1102 Introduction to Macroeconomics 3 Units
ECO 1104 Introduction to Microeconomics 3 Units
ENG 1131 Effective Business English 3 Units
ADM 2302 Business Analytics 3 Units
ADM 2303 Statistics for Management 3 Units
ADM 2304 Applications of Statistical Methods in Business 3 Units
ADM 2320 Marketing 3 Units
ADM 2336 Organizational Behaviour 3 Units
ADM 2337 Human Resource Management 3 Units
ADM 2341 Managerial Accounting 3 Units
ADM 2350 Financial Management 3 Units
ADM 2372 Management Information Systems 3 Units
ADM 2381 Business Communication Skills 3 Units
ADM 3301 Operations Management 3 Units
ADM 3318 International Business 3 Units
ADM 4311 Strategic Management 3 Units

Total: 63 Units

Business Technology Management Option

ADM 3308 Business Data Mining 3 Units
ADM 3378 Emerging Topics in Management Information Systems 3 Units
ADM 3379 Systems Analysis, Development, and Performance 3 Units
ADM 4377 Digital Enterprise Systems and Strategies 3 Units
6 optional course units from:
ADM 3305 Business Simulation Analytics
ADM 4307 Business Forecasting Analytics
ADM 4378 Business Communications Networks
ADM 4379 Management and Implementation of Web Technologies in Organizations

Total: 18 Units

Elective Courses Options

9 optional course units in administration (ADM) 9 Units
15 elective course units from another faculty 15 Units
15 elective course units 1
or
one additional option (18 course units) from the list of additional options below 18 Units
15 elective course units from another faculty 15 Units
6 elective course units 1
or
9 optional course units in administration (ADM) 9 Units
one additional minor (30 course units) 30 Units

Total: 39 Units

Note(s)

1 A maximum of 6 course units at the 1000 level can count towards this requirement.

Note(s)

1 ITI 1121 and SEG 2105 are strongly recommended.
2 At most 6 elective course units can be at the 1000 level.

List of Additional Options

Accounting Option

ADM 2342 Intermediate Accounting I 3 Units
ADM 3340 Intermediate Accounting II 3 Units
ADM 3345 Taxation I 3 Units
ADM 3346 Cost Accounting 3 Units
6 course units from:
ADM 3349 Auditing Theory
ADM 3350 Corporate Finance
ADM 3360 Business Law

ADM 4340 Cases Studies in Accounting  
ADM 4341 Advanced Auditing  
ADM 4343 Data Analytics in Accounting  
ADM 4344 Taxation II  
ADM 4345 Management Control Systems  
ADM 4346 Auditing in a digital environment  
ADM 4348 Special Topics in Financial Accounting  
ADM 4349 Advanced Accounting

Total: 18 Units

Finance Option
ADM 2352 Finance Theory 3 Units  
ADM 3350 Corporate Finance 3 Units  
ADM 4350 Equity Valuation 3 Units  
ADM 4355 Finance, Ethics and Social Responsibility 3 Units  
6 course units from: 6 Units  
ADM 3351 Fixed Income Investments  
ADM 3352 Portfolio Management  
ADM 3354 Financial Modeling  
ADM 4355 Fintech  
ADM 4352 Advanced Corporate Finance  
ADM 4354 International Financial Management  
ADM 4356 Alternative Investments and Risk Management  
ADM 4358 Mergers and Acquisitions

Total: 18 Units

Healthcare Analytics Option
ADM 3363 Healthcare Informatics for Managers 3 Units  
ADM 4307 Business Forecasting Analytics 3 Units  
ADM 4363 Business Optimization Analytics 3 Units  
ADM 4964 Application of Business Analytics 3 Units  
6 optional course units from: 6 Units  
ADM 3305 Business Simulation Analytics  
ADM 3308 Business Data Mining  
BIO 4158 Applied Biostatistics  
ECO 3125 Introduction to Health Economics  
HSS 3101 Health Research: Quantitative and Qualitative Approaches  
HSS 4303 Epidemiology

Total: 18 Units

Human Resources Management Option
ADM 3333 Staffing Organizations 3 Units  
ADM 3334 Industrial Relations 3 Units  
ADM 3337 Compensation Administration 3 Units  
ADM 4336 Occupational Health and Safety 3 Units  
ADM 4338 International Training and Development for Sustainability

Total: 18 Units

ADM 4340 Cases Studies in Accounting  
ADM 4341 Advanced Auditing  
ADM 4343 Data Analytics in Accounting  
ADM 4344 Taxation II  
ADM 4345 Management Control Systems  
ADM 4346 Auditing in a digital environment  
ADM 4348 Special Topics in Financial Accounting  
ADM 4349 Advanced Accounting

Total: 18 Units

Note(s)
Please note that all of the HR option courses have been accredited by the HRPAO as contributing academic credits toward the CHRP designation.

International Management Option
Amongst the 15 course units from another faculty, students must complete 6 course units from a third language and/or related culture course. Please consult the list of language or culture courses (http://www.telfer.ottawa.ca/bcom/en/your-program-of-study/program-options/international-management/) available.

ADM 3319 Cross-Cultural Management 3 Units  
ADM 4318 Multinational Business Policy 3 Units  
12 course units from: 12 Units  
ADM 3317 The Global Context of Business: Merchants, Traders, Capitalists and Profit Seekers  
ADM 3358 Multinational Business Finance  
ADM 4319 Strategic Management in Developing and Emerging Economies  
ADM 4328 International Marketing  
ADM 4338 International Training and Development for Sustainability  
Third language course (other than English or French) *

Total: 18 Units

Note(s)
* No culture courses are allowed for this requirement.

Mandatory Requirement: International Exchange
Students in the International Management option must complete at least 12 of the 120-unit program requirements abroad as part of an international exchange with one of the international partner institutions of the Telfer School of Management. At least one and at most two full-time semester(s) of study abroad (minimum 12 units per semester abroad) must be completed. During the exchange, students must take business courses or third language courses. The normal load of an international exchange study session is 15 units.

Units completed as part of the international exchange session(s) may count towards partial or complete fulfillment of:

a) any of the 12 elective units listed under the International Management option requirements, provided the courses offered at the international partner institution are considered equivalent to the corresponding Telfer School of Management courses;
b) the 15 course units in administration (ADM);
c) the 15 course units from another faculty.

Management Option
ADM 4317 Leadership, Strategy and Sustainability 3 Units
15 course units from: 15 Units
ADM 3302 Supply Chain Management

### ADM 3316 Competitive Intelligence
### ADM 3317 The Global Context of Business: Merchants, Traders, Capitalists and Profit Seekers
### ADM 4103 Project Management
### ADM 4312 Management in the New Economy
### ADM 4316 Management of Innovation
### ADM 4319 Strategic Management in Developing and Emerging Economies
### ADM 4358 Mergers and Acquisitions

| Total: | 18 Units |

**Note(s)**

The Management option will be organized in terms of three themes. It is strongly recommended that students choose at least one course (3 units) from each theme:

1. Managing for continuous performance improvement: ADM 3316, ADM 4103, ADM 4316;
2. Managing outwards: the firm in its environment: ADM 3302, ADM 4103, ADM 4316;

### Marketing Option

| ADM 3321  | Consumer Behaviour | 3 Units |
| ADM 3322  | Services Marketing | 3 Units |
| ADM 3323  | Market Research    | 3 Units |
| ADM 3326  | Advertising and Sales Promotion Management | 3 Units |
| ADM 4322  | Marketing Strategy | 3 Units |
| ADM 4325  | Promotional Planning Practicum | 3 Units |

| Total: | 18 Units |

**Note(s)**

ADM 4326, ADM 4328 or ADM 4329 are recommended as part of your elective course units.