

Certificate of Business Technology Management (BTM) Specializations



Business Technology
Management

an ITAC Talent initiative

Starting Spring 2018

Canada's labour market has a large and growing demand for employees who understand both business and technology and can combine these disciplines effectively to support and lead business innovation and operations. Today, some 200,000 professionals occupy business technology management positions and it is estimated that employers will need 65,000 more. To address this need, the Canadian Coalition for Tomorrow's ICT Skills (CCICT) and the academic community designed the Certificate in Business Technology Management (BTM). The certificate provides undergraduate Business Major and Business Joint Major students with the opportunity to learn about innovation, leadership, and implementation of change in organizations, specifically in the information and communications technology (ICT) area. Along with developing interpersonal communication, collaboration and leadership skills, BTM students learn to analyze business processes, design appropriate technology-based solutions and lead projects.

BTM students experience academic courses in combination with relevant extracurricular activities and work experiences. Employers play a significant role in BTM activities – serving on advisory councils, offering co-ops and internships, participating in competitions and conferences, networking with students, providing mentorship and facilitating graduate employment. As the certificate was developed with input and support from the nation-wide advisory board, the members have been instrumental in ensuring that the BTM certificate curriculum is relevant and current with industry requirements.

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With completion of the accredited BTM certificate, SFU graduates join an elite group of business professionals supported by a national coalition of employers (www.btm-forum.org). Employers will recognize the certificate as evidence of skills necessary for understanding technology and its implementation.

The program encourages students to participate in information and communication technology (ICT) industry initiatives, increase their exposure to the ICT industry, and prepare themselves for further development through professional designations within the industry such as those offered by the Project Management Institute (www.pmi.org), or the International Institute of Business Analysts (www.theiiba.org).



CERTIFICATE REQUIREMENTS

Students complete a minimum of 26-28 units, including all core courses, one specialization, and an experiential component, as follows:

Core courses

Students must complete all of:

- BUS 361 - Project Management (3)
- BUS 362 - Business Process Analysis (4)
- BUS 462 - Business Analytics (3)
- BUS 464 - Business Data Management (3)
- BUS 468 - Managing Information Technology for Business Value (3)

Management Information Systems Specialization

BUS 465 - Business Systems Development (3)

And any two of

- BUS 338 - Foundations of Innovation (3)
- BUS 466 - Web Enabled Business (3)
- BUS 486 - Leadership (3)

And one of

- CMPT 165 - Introduction to the Internet and the World Wide Web (3)
- IAT 201 - Human-Computer Interaction and Cognition (3)
- CMPT 120 - Introduction to Computing Science and Programming I (3)

Financial Services Specialization (NEW!)

All of

- BUS 410 - Financial Institution (3)
- BUS 413 - Corporate Finance (4)
- BUS 418 - International Financial Management (3)

CAREER PATHS

Graduates can use what they learn in high demand jobs that involve business process analysis, project management, sales, consulting, customer and supplier management, and marketing support, among others. Graduates can also use what they have learned to strike out on their own as technology entrepreneurs or independent consultants. The following is a partial list career opportunities:

Business-technology Operations

- Business Analyst/Consultant, Systems Analyst, Project Manager, Quality Control Analyst, Change Management Analyst, Technology Purchasing, Trainer, Health Informatics, Mobile Technologies and Applications, Technology and Leadership in Start-ups

Sales and Marketing

- Product Manager, Software Sales, Customer Support, Marketing Analyst

Advisory and Management

- Consulting, Information technology management, Vendor Management

Financial Services

- IT Governance, Risk, and Compliance Analyst (GRCM)
- Cloud Services Manager
- Enterprise Architect
- Quality Assurance Specialist

One of the experiential or service learning components related to Business and Technology

Successful completion of at least one Co-operative Education (Co-op) work term, experience in a volunteer, internship or other non co-op work role subjected to approval.

- To enroll in this certificate, please see a Beedie Academic Advisor. Please check the BTM website beedie.sfu.ca/btm for more information and SFU Calendar students.sfu.ca/calendar for requirements.

The above requirements apply from Spring - Summer 2018. Students who declared the BTM certificate prior to Spring 2018 have the option of completing the requirements from the term in which they declared, or switching to the new program. See a Beedie Academic Advisor for more information.

Founding Members of the SFU BTM Advisory Board

Institutional Member



Members of Canadian Coalition for Tomorrow's ICT Skills



Local Supporting Members

