

HONOURS BACHELOR OF COMMERCE – BUSINESS TECHNOLOGY MANAGEMENT (BTM)

About the Program

This four-year bachelor degree will provide you with information technology (IT), business management and leadership skills which can be applied to a business. Graduates will be prepared for jobs as IT-savvy business professionals who can implement and manage strategies and operate effectively in teams. You will be capable of planning and implementing IT strategies and technologies to achieve a competitive advantage in the industry. This program includes a mandatory work placement that applies theoretical and practical knowledge in a real-world setting.

Credential Awarded

Honours Bachelor Degree

Duration

8 Semesters (4 Years)

Starts

January, September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- Leadership
- Business management
- Business intelligence
- Consulting
- Planning and managing IT strategies

Work Experience

Mandatory Degree Co-op

A work experience that includes at least one term in a formal work environment. In most cases the work term(s) is a paid position that is completed between two academic semesters and requires a minimum of 420 hours of work. Students must be in good standing and meet all identified requirements prior to participating in the work experience. The successful completion of the co-op work term(s) is required for

graduation. Eligibility for participation does not guarantee that a work position will be secured. Additional fees are required for those participating in the mandatory co-op stream regardless of success in securing a work position.

Your Career

When you graduate from this program, these are the types of career options you can explore:

- Business analyst
- IT solutions architect
- Project manager
- Systems analyst
- Enterprise data architect
- Digital security analyst
- Process improvement analyst
- Management consultant
- Change management consultant
- Business transformation consultant

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
BAB100	Introduction to Canadian Business	3
BAB210	Business Statistics	3
BTM100	Introduction to Information Systems and Society	3
BTM110	Introduction to IT Infrastructure	3
ENG106	Writing Strategies	3
Semester 2		
BAB140	Introduction to Financial Accounting	3
BAB235	Introduction to Marketing	3
BDP100	Introduction to Programming	3
BTM210	Structured and Unstructured Data Management	3
ENG205	Applied Communication for Business and Industry	3
Semester 3		
BAB231	Introduction to Business Law	3
BAB310	Quantitative Decision Making	3
BTM300	Business Systems Analysis and Design	3
LSP240	Micro Economics - Theory and Practice	3
LSP350	Ethics and Technology	3
plus: Liberal Studies Course (1)		3
Semester 4		
BAB240	Management Accounting	3
BTM400	Data Analytics	3
BTM410	Cloud Technologies	3
HST430	Organizational Behaviour	3
LSP400	Presentation Skills	3
plus: Liberal Studies Course (1)		3
Semester 5		

BTM500	Privacy Issues in Information Systems	3
HST330	Business Finance	3
HST400	Operations Management	3
LSP340	Macroeconomics - Theory and Practice	3
plus: Professional Options (1)		3-4

Semester 6

BAB905	Project Management	3
BMT545	Effective Selling	3
BTM600	Digital Entrepreneurship	3
BTM610	Risk Management	3
WTP200	Work Term Preparation	1
plus: Liberal Studies Course (1)		3

Work-Integrated Learning Term

BTM771	Business Technology Management, Co-op	35
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Semester 7

BMT855	Leadership for Managers	3
BTM700	Emergent Technologies	3
BTM710	Research Methods	3
BTM720	IT Audit and Control	3
plus: Liberal Studies Course (1)		3

Semester 8

BMT850	Strategic Management	3
BTM800	Technology Planning and Acquisition	3
BTM810	Integration Project	3
plus: Professional Options (1)		3-4
plus: Liberal Studies Course (1)		3

Professional Options

Course Code	Course Name	Weekly Hours
BHM181	Health Informatics: Information Technology	3
BMT646	Customer Service	3
BTH745	Human-Computer Interaction	4
DPS950	Introduction to Microsoft Cloud Technologies	4
DPS960	Advanced Data Analytics Tools	4
MRT287	Marketing Research I	3
MRT295	Marketing Planning and Strategy	3
MRT297	Predictive Analytics for Marketing	3
MRT493	Social Media Intelligence and Web Analytics	3
SEA100	Exploration of Artificial Intelligence	4

Seneca has been granted a consent by the Minister of Colleges and Universities to offer this degree for a seven-year term starting Aug. 16, 2023. In conformity with the Minister's criteria and requirements, Seneca will submit an application for the renewal of the consent for this program 12 months prior to the expiration of the consent. Seneca shall ensure that all students admitted to the above-named program during the period

of consent will have the opportunity to complete the program within a reasonable time frame.

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Analyze business problems and make ethically sound strategic decisions enabled by Information Technology (IT).
- Manage a business technology project within a cross-functional and multi-disciplinary team by applying project management principles.
- Adopt operations management principles and information technology to improve efficiency and effectiveness of business processes.
- Propose strategic and operational solutions by applying principles of management accounting and financial analysis.
- Build information technology solutions that automate and support business processes.
- Model ethical, legal and professional codes of conduct of the Canadian business environment and global marketplace.
- Design data solutions to support business operations, strategic decision making and business planning to improve organizational performance and ensure adequate risk management.
- Evaluate organizational structures and management processes, with a focus on small and medium-sized enterprises, to improve organizational performance.
- Provide direction about the opportunities for the integration of technology, commerce and marketing to support innovative digital business models.
- Apply interpersonal, team building and leadership skills required for dynamic business environments.
- Communicate information and ideas to persuade an audience using the most suitable medium and mode for the message.

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent, including six Grade 12 U or M courses with a minimum overall average of 65%, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>).
- Required courses with minimum final grade of 65% in each:
 - English: Grade 12 ENG4U
 - Mathematics: any Grade 12 U

Learn about Seneca's free English upgrading course (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/english-12u-equivalency.html>) and math upgrading course (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options/math-12u-equivalency.html>) for applicants who don't meet the high school requirements, as well as recommended upgrading for applicants who don't meet their academic subject requirements. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>)

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Advanced Entry

Advanced entry offers a pathway for graduates from the following Ontario diploma/advanced diploma programs with a GPA of 3.0 or higher:

- Business Administration – Management
- Computer Programmer Analyst
- Computer Programming & Analysis

Learn more about advanced entry

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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