BTM: Honours Bachelor of Commerce – Business Technology Management

Version 61

Published 7/26/2022 by Josh Lee   Last updated 4/17/2024 2:27 PM by Bruna Aparecida Alves de Lima
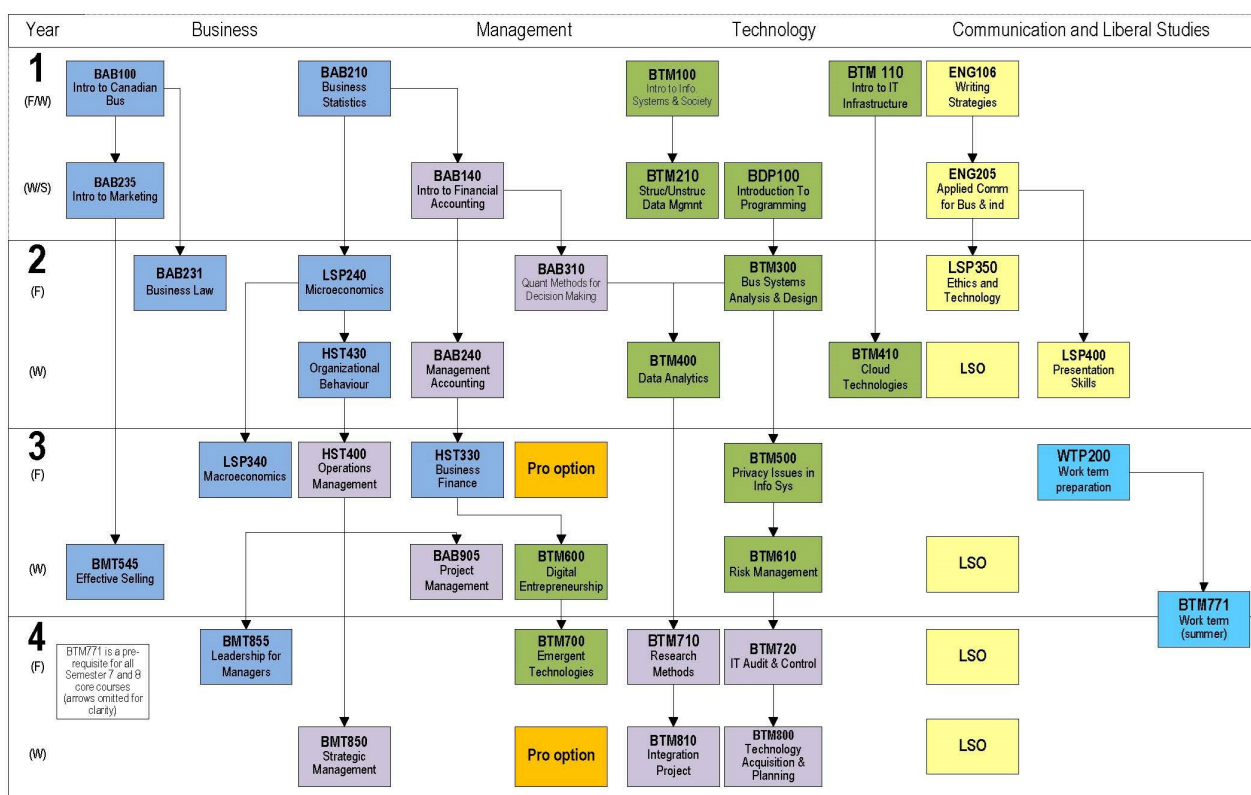
Program Code:	BTM
Credential Awarded:	Honours Bachelor of Commerce (Business Technology Management)
Campus:	Newnham
Duration:	4 years (8 academic semesters)
Starts In:	January and September

Program Map

Business Technology Management (BTM) Curriculum
2024/2025 Academic Year
V0.2

F - Fall (September to December), W - Winter (January to April), S - Summer (May to August)

Seneca College – School of Software Design and Data Science – January 2024

Program Curriculum

Honours Bachelor of Commerce: Business Technology Management - BTM

Semester 1		
Course Code	Course Name	Prerequisites
BAB100	Introduction to Canadian Business	None
BAB210	Business Statistics	None
BTM100	Introduction to Information Systems and Society	None
BTM110	Introduction to IT Infrastructure	None
ENG106	Writing Strategies	None

Semester 2		
Course Code	Course Name	Prerequisites
BAB140	Introduction to Financial Accounting	BAB210
BDP100	Introduction to Programming	None
BTM210	Structured and Unstructured Data Management	BTM100
ENG205	Applied Communication for Business and Industry	ENG106
BAB235	Introduction to Marketing	BAB100

Semester 3		
Course Code	Course Name	Prerequisites
BAB231	Introduction to Business Law	BAB100
BAB310	Quantitative Decision Making	BAB140
BTM300	Business Systems Analysis and Design	BDP100
LSP240	Micro Economics - Theory & Practice	BAB210
LSP350	Ethics and Technology	ENG205

Semester 4		
Course Code	Course Name	Prerequisite
BAB240	Management Accounting	BAB140
BTM400	Data Analytics	BTM300 & BAB310
HST430	Organizational Behaviour	LSP240
BTM410	Cloud Technologies	BTM110
	Liberal Studies Option	

Semester 5		
Course Code	Course Name	Prerequisite
BTM500	Privacy Issues in Information Systems	BTM300
HST330	Business Finance	BAB240
HST400	Operations Management	HST430
LSP340	Macroeconomics - Theory & Practice	LSP240
	Liberal Studies Option	

Semester 6		
Course Code	Course Name	Prerequisite
BAB905	Project Management	HST400
BMT545	Effective Selling	BAB235
BTM600	Digital Entrepreneurship	HST330
BTM610	Risk Management	BTM500
WTP200	Work Integrated Learning - Work Term Preparation	None
	Liberal Studies Option	

Summer Work Term		
Course Code	Course Name	Prerequisite
BTM771	Work Integrated Learning - Business Technology Management, Co-op	None

Semester 7 - Fall		
Course Code	Course Name	Prerequisite
BMT855	Leadership for Managers	HST400
BTM700	Emergent Technologies	BTM600, BTM771
BTM710	Research Methods	BTM400, BTM771
BTM720	IT Audit and Control	BTM610, BTM771
	Work Integrated Learning - Work Term Reflection	
	Professional Option	

Semester 8		
Course Code	Course Name	Prerequisite
BMT850	Strategic Management	HST400
BTM800	Technology Planning and Acquisition	BTM720, BTM771
BTM810	Integration Project	BTM710, BTM771
	Liberal Studies Option	
	Professional Option	

Pro Options		
Course Code	Course Name	Prerequisites
BTH745	Human Factors in Computing	BTM600
BHM181	Introduction to Health and Informatics	BTM600
MRT295	Marketing Planning and Strategy	BTM600 AND BAB235
MRT287	Marketing Research I	BTM600 AND BAB235
MRT297	Predictive Analytics for Marketing	BTM600 AND BAB235

MRT297	Predictive Analytics for Marketing	BTM600 AND BAB235
BMT646	Customer Service	BTM600
MRT493	Social Media Intelligence and Web Analytics	BTM600 AND BAB235
DPS950	Introduction to MS Cloud Technologies	BTM600
SEA100	Introduction to AI	BTM600

Program Learning Outcomes

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.

Further Information About This Program from Seneca's Website

Pathways

tags : btm, degree, sdds