



## What is Business Technology Management (BTM)?

Tech is at the heart of everything that happens and employers need people who understand how to harness technology to meet the changing needs of this fast paced world. This is what the Business Technology Management (BTM) program is all about. It's not just business. It's not just technology.

It's a Business + Technology + Management program.

A national committee of leading employers and university educators designed the game plan for the Business Technology Management (BTM) undergraduate degree in 2009. The BTM program is now supported by more than 25 employers and is being delivered to over 2,500 students across Canada. And popularity is growing. BTM applications are rising by an average of 24% per year.



## Why should I consider a BTM program?

Demand is high and growing fast for professionals with business and technology skills. Some 200,000 professionals are in business technology management jobs today – twice as many as 10 years ago! Employers – in every industry – will need 50,000 more by 2016. Employers want to hire graduates who are as confident with their business skills as they are with their IT knowledge. When graduates are proficient in both these areas, their skills stand out with potential employers in the ever-competitive job market.

BTM - practical, real-world experience

- Analyse business needs, design the best tech-based solutions and communicate these effectively
- Learn to lead teams, organize projects and change the way organizations do their jobs
- Participate in an "integrative" project that tackles a real challenge faced by a real organization
- Employers are a big part of the BTM – helping graduates find jobs
- The BTM program teaches interpersonal communications, collaboration, and leadership.
- Graduates are in demand for jobs in business analysis, project management, sales, consulting, customer and supplier management, and marketing support



## What qualifications are needed to study BTM?

BTM entry requirements vary among universities. All BTM degrees follow the same core framework, but course content will vary according to university teaching specialities and optional modules. To find out more about BTM program details and entry requirements, visit the BTM school's website.

The BTM is not a cookie-cutter degree! Universities that offer the BTM degree teach to a core set of "learning outcomes" (in other words, what you end up learning). But beyond that, each adds its own flavours to the program. One school, for example, might offer a minor in tech entrepreneurship, another in supply chain management, while a third teaches super-deep tech skills.



## Career Opportunities

BTM provides knowledge and experiences that lead to a wide variety of careers. Here are examples:

### Business Technology Operations

- Tech entrepreneur
- Business analyst
- Project manager
- Enterprise architect
- Change management

### Sales and Marketing

- Technology sales
- Product manager
- Social media marketing
- Customer relationship management
- Market analyst

### Advisory Services

- Business-technology strategist
- Tech consultant
- Outsourcing liaison



## What's in it for you?

Today, business and technology go hand in hand. For example, you might want to start your own apps company, help an established retailer bring mobile tech to its customers, or introduce cloud computing to Canada's health system. In every case – and many more – it's not enough to understand the technologies involved. You also need:

- A real understanding of organizations and the world of business
- The techniques – like business design and project management – to make change happen
- Excellent interpersonal, communications, and leadership skills
- A keen understanding of how best to use technology to improve all the above
- Practical skills to put it all together in projects that you lead

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It's Business + Technology + Management.



## Elements covered by most BTM programs:

### Business

- Marketing
- Finance
- Operations management
- HR management

### Technology

- Information technology
- Systems architecture
- Network design and management

### Technology in Business

- Business change management
- Business process analysis
- Managing the IT and business interface

### Project Skills

- Risk management
- Project management
- Quality assurance

### Personal and Interpersonal Skills

- Presentation skills
- Communication skills
- Leadership
- Negotiation



## Where is BTM offered?

- Acadia University, Nova Scotia
- University of Waterloo/Wilfrid Laurier University, Ontario
- Ryerson University, Ontario
- Wilfrid Laurier University, Ontario
- York University, Ontario
- University of Toronto at Mississauga, Ontario
- Laval University, Québec
- UQAM, Québec
- Université du Québec a Outaouais, Québec
- Université du Québec a Rimouski, Québec
- Concordia University, Québec
- University of Alberta, Alberta
- University of British Columbia, British Columbia
- Simon Fraser University, British Columbia



## More Information.

[www.careermash.ca/education/business-technology-management-btm](http://www.careermash.ca/education/business-technology-management-btm)

[www.itac.ca](http://www.itac.ca)

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