## HONOURS BACHELOR OF COMMERCE (OPTION IN BUSINESS ANALYTICS) AND MASTER OF SCIENCE IN MANAGEMENT

# Honours Bachelor of Commerce (Option in Business Analytics)

The Business Analytics program is designed to help students develop the skills they need to become experts in transforming data into evidence-based action and be a valuable asset in the job market. This option exposes students to the basis of coding and programming in a management environment. Students will learn how to generate interactive visualizations, understand how data can inform policy and discover advanced predictive analytics methods, while gaining handson experience with simulations, decision modelling and formulation, software and results interpretation.

The option is recommended for students seeking a career as business/ systems analyst, data analyst, project manager, operations manager, information systems manager, marketing analyst or data architect.

This program is offered in English and in French.

### Master of Science in Management (Research Project)

This exciting integrated accelerated bachelor's/master's program allows students to earn two degrees in five years. Designed for students with a strong academic record and a keen interest in conducting business research, this integrated program enables select undergraduate students to get a jump-start in their project-based master's program by completing two graduate courses during their last year of the undergraduate degree, and starting their research project in a familiar environment over the summer bridge term between the bachelor's and master's programs. This integrated program focuses on empowering students to develop their business acumen and research skills in a specialized field of study, and to contribute towards smarter decisions about policy and practice in creating a better Canada.

This program is offered in English only.

For further information on this Dual Fast-track Degree, please communicate with the Student Services Centre via undergraduate@telfer.uOttawa.ca (undergraduate@telfer.uottawa.ca).

## Program Requirements Honours Bachelor of Commerce (Option in Business Analytics)

The French immersion stream is available with the Honours Bachelor of Commerce.

The MSc in Management program is offered in English only.

Compulsory	courses	at the	1000 leve	el

Total:		102 Units
15 elective of	course units	15 Units
15 elective of	course units from another faculty $^1$	15 Units
Electives		
9 optional co	ourse units in administration (ADM)	9 Units
Optional cou	irses	
ADM 4311	Strategic Management	3 Units
Compulsory	courses at the 4000 level	
ADM 3318	International Business	3 Units
ADM 3301	Operations Management	3 Units
Compulsory	courses at the 3000 level	
ADM 2381	Business Communication Skills	3 Units
ADM 2372	Management Information Systems	3 Units
ADM 2350	Financial Management	3 Units
ADM 2341	Managerial Accounting	3 Units
ADM 2337	Human Resource Management	3 Units
ADM 2336	Organizational Behaviour	3 Units
ADM 2320	Marketing	3 Units
ADM 2304	Applications of Statistical Methods in Business	3 Units
ADM 2303	Statistics for Management	3 Units
ADM 2302	Business Analytics	3 Units
Compulsory	courses at the 2000 level	
ENG 1131	Effective Business English	3 Units
ECO 1104	Introduction to Microeconomics	3 Units
ECO 1102	Introduction to Macroeconomics	3 Units
ADM 1370	Applications of Information Technology for Business	3 Units
ADM 1340	Financial Accounting	3 Units
ADM 1305	Mathematics for Business	3 Units
ADM 1301	Business and Society	3 Units
ADM 1300	Introduction to Business	3 Units

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

## **Business Analytics Option Courses**

Total:		18 Units
ADM 3323	B Market Research	
ADM 3316	o Competitive Intelligence	
ADM 3308	Business Data Mining	
3 course units from:		3 Units
ADM 4964	Application of Business Analytics	3 Units
ADM 4363	Business Optimization Analytics	3 Units
ADM 4307	Business Forecasting Analytics	3 Units
ADM 3303	Hands-On Coding for Business	3 Units
ADM 3305	Business Simulation Analytics	3 Units

## Master of Science in Management (Research Project)

#### **Compulsory Courses**

Total:		30 Units
MGT 6997	M.Sc. Research Project	6 Units
Research Pr	oject	
MGT 6191	Management Research Seminar Series <sup>1</sup>	
Seminar		
18 course ui	nits from the chosen concentration	18 Units
Concentratio	on Courses	
MGT 5300	Foundations of Management	3 Units
MGT 5200	Foundations for Quantitative Methods	3 Units

#### **MSc list of concentrations**

#### **Business Analytics** MGT 5101 Multivariate Research Methods 3 Units MGT 5301 Predictive analytics 3 Units MGT 5302 Decision analytics 3 Units MGT 5303 Management analytics and case studies 3 Units 6 course units from: 6 Units MGT 7108 Optimization and Modeling<sup>2</sup> Elective course from another concentration Marketing & Behavioral Science 3 Units MGT 5100 Research Design Methodologies and the Conduct of Research MGT 5304 Generating marketing Insights 3 Units MGT 5305 Behavioural insights and interventions 3 Units 3 course units from: 3 Units MGT 5101 Multivariate Research Methods MGT 5102 Qualitative Research Methods 3 Units 3 course units from: MGT 5301 Predictive analytics MGT 5306 Recent topics in marketing 3 course units from: 3 Units MGT 5101 Multivariate Research Methods MGT 5102 Qualitative Research Methods Elective course from another concentration or another faculty Entrepreneurship Research Design Methodologies and the 3 Units MGT 5100 Conduct of Research MGT 6110 Entrepreneurial Process and Opportunity 3 Units Recognition 3 course units from: 3 Units MGT 5101 Multivariate Research Methods MGT 5102 Qualitative Research Methods 9 Units 9 course units from: MGT 6112 Social Entrepreneurship and Innovation MGT 6190 Research Topics in Management MGT 8104 Theoretical Entrepreneurship Research One of the Innovation Management concentration courses

Conduct of ResearchMGT 6161Managing Corporate Innovations3 Unit3 course units from:3 UnitMGT 5101Multivariate Research Methods99 course units from:9 UnitMGT 6112Social Entrepreneurship and Innovation9 UnitMGT 6160Systems of Innovation Management0MGT 6169Recent Topics in Innovation Management3 UnitOne of the Entrepreneurship concentration coursesFinanceFinance3 UnitMGT 6120Investment and Portfolio Management3 UnitMGT 6120Investment and Portfolio Management3 UnitMGT 6120Investment and Private EquityMGT 6102MGT 6121Application of Empirical MethodsMGT 6112MGT 6122Advanced Corporate Finance and Empirical Methods3 UnitAccountingResearch Design Methodologies and the Conduct of Research3 UnitMGT 6126Introduction to Qualitative and Experimental Research in Accounting3 UnitMGT 6128Introduction to Accounting Research: Special Topics and New Developments3 UnitMGT 5100Research Design Methodologies and the Conduct of Research3 UnitMGT 6131Ehaviour and Human Resources3 UnitMGT 6131Einancial Accounting Research: Special Topics and New Developments3 UnitMGT 6130Evidence-Based HROB Interventions3 UnitMGT 6131Eurorethesearch Methods3 UnitMGT 6131Eurorethesearch Methods3 UnitMGT 6131Euror			
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# Specific requirements for the master's program

**Research Project** 

The Research Project (RP) is a capstone program component that requires students to conduct applied research with a partnering organization or as part of a Telfer faculty member's on-going research project. Students must show the ability to work independently (analysis and report writing) and apply knowledge gained in the MSc seminars to a well-defined practical problem. It is not required that the RP makes an original contribution to scholarly literature. Students are discouraged from collecting primary (original) data from human participants given the time taken to receive ethics approval and the short time frame given to complete the RP (3-4 months).

The RP can be theoretical, such as a literature review in which the student demonstrates how the existing academic literature can provide practical insight into a specific problem. It can also be empirical by using primary data (previously collected by a supervising faculty member) or secondary data (e.g., publicly accessible databases; results reported in published or unpublished research papers) to answer relatively simple research questions. Examples could be a replication of previously published research and a focused meta-analysis. Given the program's focus on facilitating evidence-based practice, the RP's central aim is giving students the opportunity to use their advanced research skills for informing practice within one organization or several organizations dealing with the same problem.

RP topics must be approved by the Telfer faculty member(s) responsible for coordinating RPs in the students' concentration. The completed RPs will be evaluated (pass/fail) by the same faculty member(s).

### **Co-op Option**

The co-op option is only available to students enrolled in the the research project option.

Co-op students must enroll full-time and complete two work terms:

- ADM 6001
- ADM 6002

#### **Management Research Seminar Series**

Students must enroll continuously in Management Research Seminar Series (MGT 6191) from the beginning of their program and must attend at least four seminars in the series if they are in the one-year or CO-OP project-based options, and at least six seminars in the series if they are in the two-year thesis-based option. The notation "CTN" (for continuing activity) will be entered for each term until successful completion of the seminar requirements. The program director will confirm attendance and active participation.

#### **Duration of Program**

The one-year with Research Project option can be completed in three terms or approximately 12 months. The maximum time allowed for completion of this option is two years.

The CO-OP with Research Project option can be completed in either five or six terms (approximately 20 or 24 months). Students preferring to complete this option in five terms are encouraged to take more than two courses during the first winter term. Also, completion within five terms requires that students get approval for their project's topic and scope by the end of the second fall term. The maximum time allowed for completion of this option is four years.

The two-year with thesis option can be completed in six terms or approximately 24 months but can also be more quickly. The maximum time allowed for completion of this option is four years.