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**MEMORANDUM**

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**ATTENTION** Senate **DATE** March 14, 2011  
**FROM** Jon Driver, Vice-President, Academic and Provost, and Chair, SCUP **PAGES** 1/1  
**RE:** Beedie School of Business: Full Program Proposal for a Certificate in Business Technology Management (SCUP 11-09)

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At its March 9, 2011 meeting SCUP reviewed and approved the Full Program Proposal for a Certificate in Business Technology Management within the Beedie School of Business.

**Motion**

That Senate approve and recommend to the Board of Governors the Full Program Proposal for a Certificate in Business Technology Management within the Beedie School of Business.

encl.

c: A. Gemino



OFFICE OF THE ASSOCIATE VICE-PRESIDENT, ACADEMIC AND  
ASSOCIATE PROVOST

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**MEMORANDUM**

<b>ATTENTION</b>	Senate Committee on University Priorities	<b>DATE</b>	February 3, 2011
<b>FROM</b>	Bill Krane, Chair	<b>PAGES</b>	1/1
<b>RE:</b>	Senate Committee on Undergraduate Studies Faculty of Business Administration (SCUS 11-09)(a)		

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Action undertaken by the Senate Committee on Undergraduate Studies at its meeting of February 3, 2011, gives rise to the following recommendations:

Motion:

That SCUP approve and recommend to Senate the Full Program Proposal: Certificate in Business Technology Management within the Faculty of Business Administration effective Fall 2011.

The relevant documentation for review by SCUP is attached.

**Program Proposal: Certificate in Business Technology Management**  
**Faculty of Business Administration**  
**Fall 2011**

1. Credential to be awarded, including the level and category of the degree and the specific discipline or field of study;

Certificate in Business Technology Management,  
Bachelor of Business Administration program

2. Location of program, including justification for program site  
SFU, Burnaby and Surrey campuses

3. Faculty(ies), Department(s), or School(s) offering the certificate;

The Faculty of Business Administration

4. Anticipated program start date;

Fall 2011

5. Description of proposed program:

- a) Aims, goals and/or objectives;

The Faculty of Business Administration (FBA) proposes to offer an undergraduate **Certificate in Business Technology Management** earned through a combination of existing courses. Students will be required to complete 28 units to achieve the certificate. These units are not in addition to the current requirements for a BBA degree, so with planning this certificate will not extend the time for graduation. The 28 units are earned through the completion of 9 courses across two concentrations inside the Faculty of Business, along with a course in either Computing Science or Interactive Arts and Technology. This certificate will provide benefits for students in being able to use credits earned in the certificate towards a Canadian BTM certification program that is currently in development. It will also provide recognition of SFU's leadership in innovative programs.

This proposal is designed to provide an incentive to business students to consider elements of information systems, innovation and technology leadership in their training. Students who are interested in more substantial technological components of their education will be encouraged to opt for existing programs such as the *Joint Major in Information Systems in Business Administration and Computing Science* or the *Joint Major in Business Administration and Interactive Arts and Technology*.

b) Anticipated contribution to the mandate and strategic plan of the institution

We are proposing this interdisciplinary certificate in response to two driving forces:

- 1) The low levels of productivity in the Canadian labour force
- 2) The demonstrated need of companies for employees who combine business and technology knowledge

According to a 2008 report from the Conference Board of Canada<sup>1</sup>, Canada's productivity ranks 12<sup>th</sup> among the 17 OECD nations with a growth rate of -.9%. The conference Board reported that firm-specific factors, including human capital and innovation, drives productivity and stated that *"Investment in machinery and equipment - particularly information and communications technology- is associated with the adoption and diffusion of the latest state-of-the-art technologies, which in turn boost productivity"*.

The proposed certificate teaches students about innovation, leadership, and implementation of change in organizations, especially in the information and communications technology (ICT) area.

The Canadian Coalition for Tomorrow's ICT Skills ([www.ccict.ca](http://www.ccict.ca)) is a group of large Canadian companies<sup>2</sup> that has asked the universities for support in developing professionals with skills in both business and ICT<sup>3</sup>. Members of the Coalition include Bell Canada, Royal Bank, Bank of Montreal, Scotia Bank, RIM, Deloitte, Weston, McCain, IBM, Cisco, SAP, Manulife, and Accenture. Participating Canadian Universities include McGill, Queens, U of Toronto, U of Western Ontario, Waterloo, U of Calgary, U of Alberta, Memorial, Acadia, UQAM, York, Ryerson and McMaster.

The Canadian Coalition (CCICT) has emphasized that ICT skills are decreasingly about traditional programming and increasingly about new careers for professionals who display business leadership and are capable of driving innovation through technology. This view is supported the Skills Framework for the Information Age ([www.sfia.org.uk](http://www.sfia.org.uk))<sup>4</sup> which was developed in the UK.

The proposed certificate incorporates a comprehensive set of knowledge and skills in ICT within the BBA degree. It also fulfills the set of Learning Outcomes identified by the CCICT, and will give graduates preferential access to these companies when they are hiring.

c) Target audience

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<sup>1</sup> <http://www.conferenceboard.ca/hcp/details/economy/measuring-productivity>

<sup>2</sup> List of participating companies include 29 national employers, 13 subject matter experts and 16 Canadian universities. The list can be found at: [www.ccict.ca/members.html](http://www.ccict.ca/members.html)

<sup>3</sup> Securing Our Future: Components of a Comprehensive IT Workforce Development Strategy, <http://www.ccict.ca/reports.html> .

<sup>4</sup> For more information about SFIA see

[http://en.wikipedia.org/wiki/Skills\\_Framework\\_for\\_the\\_Information\\_Age](http://en.wikipedia.org/wiki/Skills_Framework_for_the_Information_Age)

The target audience is undergraduate Business students who want to use this certificate to signal their interest in leading innovation through technology in organizations .

d) Content and summary of requirements for graduation

The Management Information Systems (MIS) area in the Faculty of Business Administration went through a significant redesign in 2008 that resulted in changes to the curriculum. These changes included the addition of BUS 361 *Project Management* and the redesign of BUS 362 *Business Process Analysis*, BUS 462 *Business Intelligence*, BUS 464 *Database Management and IS Audit*, BUS 466 *Web Enabled Business* and BUS 468 *Managing Information Technology for Business Value*. These updated courses fit well as a core in the BTM program. The MIS Area found no significant learning objectives that are not covered by the certificate program as currently defined.

**Courses to be Completed**

All of the following courses should be completed for a total of 28 units. These courses have, as a minimum, 60 credit hours and BUS 360 – Business Communication as a prerequisite.

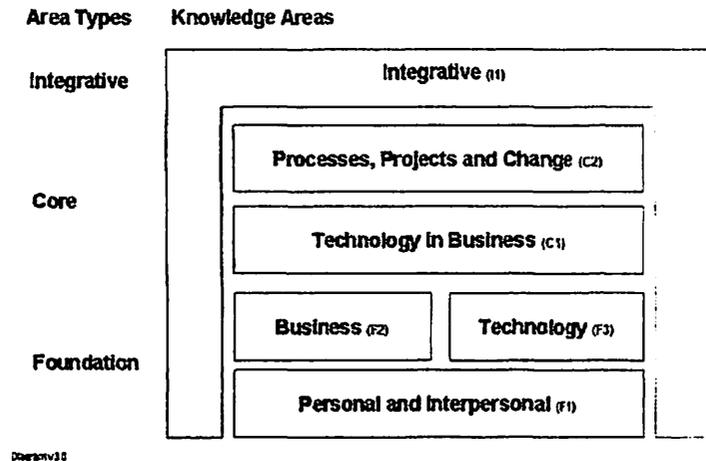
Course	Hrs	Concentration/ School	Course Name
CMPT 165 or IAT 201	3  3	Computer Science  Interactive Arts and Technology	Introduction to the Internet and World Wide Web  Human Computer Interaction and Cognition
BUS 338	3	Entrepreneurship & Innovation	Understanding Technological Innovation
BUS 361	3	MIS	Project Management
BUS 362	4	MIS	Business Process Analysis
BUS 462	3	MIS	Business Intelligence
BUS 464	3	MIS	Data Management and Information Systems Audit
BUS 466	3	MIS	Web-enabled Business
BUS 468	3	MIS	Managing Information Technology for Business Value
BUS 486	3	Entrepreneurship & Innovation	Leadership

e) Delivery methods

Since the program is based upon existing courses and programs, the standard delivery methods already in place for on-campus education will be used.

f) Linkages between the learning outcomes and the curriculum design, including an indication whether a work experience/work place term is required for degree completion.

The courses selected course designs fulfill the overall learning objectives for the Business Technology Management as set by the CCICT. A visual model of these learning objectives is provided in the figure below. The certificate will not require work experience for degree completion.



g) Distinctive characteristics

The Certificate in Business Technology Management will provide benefits for students, the Management Information Systems area, and the Faculty of Business Administration.

Students

This certificate will provide students with formal recognition of their development of skills identified as relevant by the CCICT. The appendix includes a letter written by the current President of the Management Information Systems Association (MISA – [www.stuafsa.com](http://www.stuafsa.com)) student club demonstrating student support for the certificate program. The program will encourage students to participate in ICT industry initiatives, increase their exposure to the ICT industry and to prepare for further development through professional designations within the industry such as the Project Management Professional certification offered by the Project Management Institute ([www.pmi.org](http://www.pmi.org)), or the Certified Business Analysis Professional certification offered through the International Institute of Business Analysts ([www.iiba.org](http://www.iiba.org)).

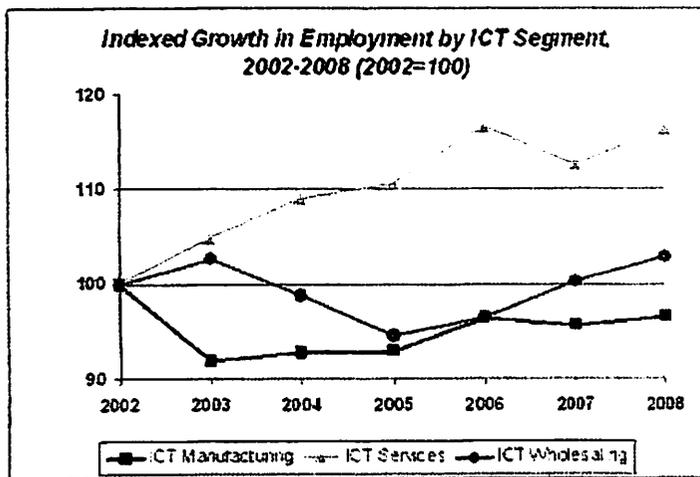
Management Information Systems (MIS) Area

The BTM certificate program will be accredited by the national organization representing ICT professionals, the Canadian Information Processing Society ([www.cips.ca](http://www.cips.ca)) and will provide recognition for the SFU MIS area among local employers. This will allow the development of a supportive Advisory Board and stronger linkages with local industry. Students will see a clear pathway from school to career and enrolment in the MIS and the Entrepreneurship and Innovation courses will increase. We have an accomplished group of faculty in place within the Faculty of Business Administration to accommodate increased demand.

Faculty of Business Administration

Business professionals who understand information and communication technologies and who are able to recognize and lead opportunities for innovation in business are critical to Canadian productivity. Implementing the certificate program will allow the FBA to further its goal of innovation in program development and in graduating business professionals who lead innovation.

Evidence for the demand for these professionals is evidenced by employment within the ICT industry that has increased 10.4% from 2002 to 2008. The delivery of services takes up the majority of the growth in the industry (see graph below). The certificate program would be a unique opportunity for FBA students that will further the FBA's goals of promoting innovation and strengthening its reputation as an innovative leader in providing unique and effective programs for its students.



Source: [http://www.ic.gc.ca/eic/site/ict-tic.nsf/eng/h\\_it05840.html](http://www.ic.gc.ca/eic/site/ict-tic.nsf/eng/h_it05840.html)

h) Anticipated completion time in years or semesters

Students are required to complete a minimum of 28 units (typically 9 courses). These units are not in addition to their current requirements, so with careful planning this certificate will not extend the time for graduation. Units applied for the certificate may also count toward students' concentrations.

i) Enrolment plan for the length of the program

Participating undergraduate students will have Business attached to their program plan, either through a major, joint major, or honors.

j) Policies on student evaluation

As per general regulations of the University, and the Faculty of Business Administration.

**k) Policies on faculty appointments (minimum qualifications)**

Continuing faculty will hold a PhD or equivalent.

**l) Policies on program assessment**

All academic units at SFU are subject to external review every six years. AACSB and Equis accreditation require additional assessment of assurance of learning, community involvement, and attainment of mission every 5 years.

**m) Level of support and recognition from other post-secondary institutions, (including plans for admissions and transfer within the British Columbia post-secondary education system) and relevant regulatory or professional bodies, where applicable.**

This certificate is optional for any student already accepted into the Faculty of Business Administration.

**n) Evidence of student interest and labour market demand**

A notice of the potential certificate has been posted on the BBA website and students have expressed interest. A meeting with industry leaders and the Faculty of Business identified a need for some method of recognizing students' activities in this area.

**o) Summary of resources required and available to implement the program**

No extra resources required for implementing certificate. All courses exist and are offered regularly. Resources already in place.

**p) Brief description of any program and associated resources that will be reduced or eliminated when the new program is introduced (if applicable)**

None

**q) List of faculty members teaching/supervising, what percentage of their teaching will be devoted to the program, and their areas of specialization**

Current faculty in the Faculty of Business Administration who will teach courses in Business include (but are not limited to):

- Drew Parker, Associate Professor, Information Systems
- Peter Tingling, Assistant Professor, Sustainability and Information Systems
- Andrew Gemino, Associate Professor, Information Systems
- Blaize Reich, Professor, Information Systems
- Jan Kietzmann, Assistant Professor, Information Systems

- Olga Volkoff, Associate Professor, Information Systems
- Michael Brydon, Associate Professor, Information Systems
- Nilesh Saraf, Assistant Professor, Information Systems

r) For a program where the intention is to charge a premium fee, a budget developed in collaboration with the dean of the faculty

Not applicable – not a program. No change in existing fees.

s) Related programs in your own or other British Columbia post-secondary institutions.

None

6. Contact information of the institutional contact person in case more information

Dr. Andrew Gemino, Associate Dean, Faculty of Business Administration, 778-782-3653

7. In addition, attach the documentation used for internal approval; alternatively, provide a link to a website where this information is available. Normally, the Senate materials describing the FPP may be used for this purpose and will be provided by the office of the AVPA to the DQAB.

In an October 19, 2010 UCC meeting, Faculty of Business Administration's UCC committee members, passed a motion of creating a Certificate in Business Management Technology. Minutes of the meeting are securely located on the Faculty of Business Administration

#### **SUPPORTING DOCUMENTS:**

Letters of Industry Support

Letter of Student Support

Calendar language (attachment)

## Certificate in Business Technology Management

*Faculty of Business Administration*  
*Simon Fraser University Calendar 2011-2012*

### Program Requirements

Students complete a minimum of 28 units (9 courses), earned through a combination of existing courses across two Business concentrations

**CMPT 165-3 Introduction to the Internet and World Wide Web (or IAT 201-3 Human Computer Interaction and Cognition)**

**BUS 338-3 Understanding Technological Innovation**

**BUS 361-3 Project Management**

**BUS 362-4 Business Process Analysis**

**BUS 462-3 Business Intelligence**

**BUS 464-3 Data Management and Information systems Audit**

**BUS 466-3 Web-enabled Business**

**BUS 468-3 Managing Information Technology for Business Value**

**BUS 486-3 Leadership**



Canadian Coalition for Tomorrow's ICT Skills  
Coalition canadienne des compétences TIC de demain

February 3, 2010

Professor Blaise Reich  
RBC Professor of Technology & Innovation  
Segal Graduate School of Business  
Simon Fraser University  
Vancouver, Canada

Dear Professor Reich,

On behalf of the Canadian Coalition for Tomorrow's ICT Skills, I would like to provide our strong support for the Business Technology Management certificate program within in the SFU Business Undergraduate Program. As we have discussed, Canadian employers have a strong and growing need for qualified individuals who have the ability to apply information and communications technologies to the needs of business. This entails more than business and technology knowledge - it also involves project management, process design, change management, leadership, and interpersonal communications. Employers need entry-level people with credible and pertinent workplace experiences.

Meanwhile, to increase enrolments and improve gender diversity we need to do a better job of differentiating and branding this professional pathway as distinct from a traditional ICT technical career.

More broadly, a number of different researchers have shown that to improve the productivity and competitiveness of the Canadian economy, we need more leaders who know how to invest wisely in technologies that address business requirements.

For all these reasons, the CCICT has worked with employers and academics across Canada - including notably you and your colleagues at Simon Fraser - to foster the design and implementation of the BEM program.

We look forward to continuing work with you and your colleagues in this important endeavour.

Yours,

David Picoll  
Executive Director

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Thursday, January 13, 2011

To: **Blaize Horner Reich**  
**RBC Professor of Technology and Innovation**  
**Segal Graduate School of Business**  
**Simon Fraser University**

**Subject: Certificate in Business Technology Management**

The intent of this correspondence is to confirm Bell's active support for the proposed Certificate in Business Technology Management and my participation in the program by chairing the Advisory Council.

Bell believes the program will make a significant contribution towards addressing the challenge of training professionals for the Information and Communication Technology (ICT) industry.

Bell, like other leading national organizations, recognizes that a skilled work force has become increasingly important to it's, and Canada's future success.

Good Luck during the proposal review process. Please do not hesitate to request further illustration of Bell's support for the program and the Canadian Coalition for Tomorrow's ICT Skills 

Sincerely,



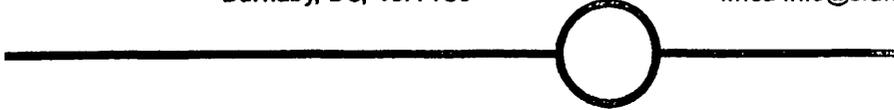
**Kegan Adams**  
**General Manager, Bell Business Markets**



## Management Information Systems Assoc

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Contact us  
[www.sfubusiness.ca/ MISA](http://www.sfubusiness.ca/MISA)  
[misa-info@sfu.ca](mailto:misa-info@sfu.ca)



February 1, 2010

Dr. Andrew Gemino  
Faculty of Business Administration  
Simon Fraser University  
8888 University Drive  
Burnaby, BC, V5A 1S6

Dear Dr. Andrew Gemino:

On behalf of Simon Fraser University's Management Information Systems Association (MISA), I strongly support the Certificate in Business Technology Management (BTM) proposed by the Faculty of Business Administration.

From the information presented to us, we feel the BTM program will further strengthen the Management Information Systems concentration. The program fits perfectly in our association's objectives of promoting the MIS concentration and enhancing the learning of future professionals.

Thank you for involving our association in the development of this program. We look forward to offering our support in any manner possible.

Sincerely,

Awin Ye  
President 2009-2010  
Management Information Systems Association