# MBA ELECTIVES – Fall and Winter 2017-2018

N.B. Course offering and schedules subject to change

## FALL 2017 (Block 1 Sept. 5 – Oct. 15) (Block 2 Oct. 23 – Dec. 3)

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
<th>Title</th>
<th>BLOCK 1 &amp; 2 Schedule</th>
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<tr>
<td>ADM6274C00</td>
<td>1.5</td>
<td>International E-Business Strategies</td>
<td>Regular (Block 2)</td>
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<tr>
<td>MBA6156B00</td>
<td>1.5</td>
<td>Performance Management Business Process Modeling</td>
<td>Intensive (Block 2)</td>
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<tr>
<td>MBA6262C00</td>
<td>1.5</td>
<td>Entrepreneurship</td>
<td>Regular (Block 1)</td>
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<td>MBA6297C00</td>
<td>1.5</td>
<td>Seminar: Financing an Entrepreneurial Venture</td>
<td>Regular (Block 1)</td>
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<tr>
<td>MBA6298B00</td>
<td>1.5</td>
<td>Seminar: Case Competition</td>
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Exam period: October 16 – 20 (Block 1) and December 4 – 9 (Block 2)

## WINTER 2018 (Block 3 Jan. 6 – Feb. 16) (Block 4 Feb. 26 – Apr. 8)

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<td>ADM6260BB00</td>
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<tr>
<td>ADM6260E00</td>
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<td>Project Management 1</td>
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<tr>
<td>ADM6261A00</td>
<td>1.5</td>
<td>Project Management 2</td>
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<tr>
<td>ADM6261D00</td>
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<td>Project Management 2</td>
<td>Regular (Block 4)</td>
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<tr>
<td>ADM6261EE0</td>
<td>1.5</td>
<td>Project Management 2</td>
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<tr>
<td>ADM6275C00</td>
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<td>Business Intelligence Technologies and Big Data Analytics</td>
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<td>ADM6277C00</td>
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<td>E-Business Energy Management</td>
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<td>ADM6279C00</td>
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<td>ADM6420C00</td>
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<td>MBA6210C00</td>
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<td>Business Government Relations</td>
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<td>MBA6296C00</td>
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<td>MBA6296CC0</td>
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<td>Seminar: Analytics with R Advanced</td>
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<td>MBA6296D00</td>
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<td>Seminar: Today’s Global Business Environment and Strategic Markets</td>
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<tr>
<td>MBA6297B00</td>
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<td>Seminar: Generating Market Insights</td>
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<tr>
<td>MBA6297F00</td>
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<td>Seminar: Financing an Entrepreneurial Venture</td>
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<tr>
<td>MBA6298G00</td>
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<td>Seminar: Venture Capital &amp; Private Equity</td>
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Exam period: February 19-24 (Block 3) and April 9 – 14 (Block 4)
FALL 2017

ADM 6274C00 INTERNATIONAL E-BUSINESS STRATEGIES (1.5 u.)
International trends in the global economy together with assessment of risks, and associated international e-business opportunities. Strategies for translating international opportunities into e-businesses, including localizing international web-based content, developing international supply networks, international crowdsourcing, international payments and international collaboration. How to address local laws on privacy, intellectual property and business contracts. Prerequisite: MBA 5270 (for EMP, MBA and MHA students).

MBA6156B00 PERFORMANCE MANAGEMENT: BUSINESS PROCESS MODELLING (1.5 u.)
This course will build on the functional knowledge students have gained in the program thus far to explore the use of business intelligence at strategic levels in the organization. Core concepts will include strategy mapping, business modelling, firm-level analytics and decision models as well as the contribution of key business processes to organizational performance across a variety of different industries.

MBA6262C00 ENTREPRENEURSHIP (1.5 u.)
Creating, growing, and sustaining or exiting a new firm in a technology-intensive industry. Issues important to the technology (the scope and nature of technological knowledge and intellectual property protection), financing (seed capital, venture capital, and initial public offerings), and inter-firm relationships (spin-offs, alliances and equity alliances, and acquisitions). The course is practically oriented and will draw upon local expertise to enhance its pertinence and appeal.

MBA6297C00 SEMINAR: FINANCING AN ENTREPRENEURIAL VENTURE (1.5 u.)
This course provides students with a practical understanding of available funding options for new ventures. Through use of live case examples, students will learn, and apply, start-up financing knowledge gained from course lectures and guest presentations. The course will culminate in group presentations and recommendations to case on funding options and next steps. Prerequisite MBA6262C00 Entrepreneurship

MBA6298B00 / C00 SEMINAR: CASE COMPETITION (1.5 u.)
Every year the University of Ottawa competes in several national and international MBA Case Competitions. This course prepares students for participation in these competitions. Teams will be selected from the class to represent the Telfer School of Management in competitions throughout the year.

MHA 6XXX (1.5 & 3 u.) (see Telfer Timetables)
Can be taken as electives (MBA students and upon approval for out of program students) providing the prerequisites have been met.

MGT 5XXX, MGT 6XXX, MHS 5XXX, MHS 6XXX (3 u.) (see MSc Timetables)
MGT (M.Sc. in Management) and MHS (M.Sc. in Health Systems) seminars may count as electives providing the prerequisites have been met and upon approval from the program (MBA students and for out of program students). However, it should be noted that the readings are extensive and participation in each of the class is mandatory.

WINTER 2018

ADM 6260 PROJECT MANAGEMENT 1 (1.5 u.)
Project management methods based on standards, including the Guide to the Project Management Body of Knowledge, (PMBOK® Guide) of the Project Management Institute (PMI)®, project charter and project plan; managing a project throughout its life cycle (identification, design, planning, realization and close-out). Students will have hands-on experience using MS Project.

PMBOK and PMI are registered marks of the Project Management Institute, Inc.
ADM 6261 PROJECT MANAGEMENT 2 (1.5 u.)
This second project management course deals with designing projects for success. Students will learn how to identify and analyze solutions / options to meet stakeholders’ expectations and to keep risk at an acceptable level for the organization. The course also discusses means to deliver high quality end products in short period of time and with limited budget. Topics covered include: project portfolio management; project risk management; feasibility studies; quality management (Quality Function Deployment, Value Analysis); communication management; fast tracking and concurrent methods of project management. (Having completed ADM 6260 prior to this course is strongly recommended)

ADM6275C00 BUSINESS INTELLIGENCE TECHNOLOGIES AND BIG DATA ANALYTICS (1.5 u.)
Business Intelligence (BI) as a concept; review of major BI tools and methods; identification of the right types of BI for different types of decision making environments; Introduction to Big Data; Business applications of Big Data; review of the supporting technologies such as data bases and data warehouses and Big Data Platforms for integrating structured and unstructured data including Hadoop, sandbox analytics; Streaming Analytics, and advances in data warehousing appliances that accelerate analytics. Prerequisite: MBA 5270 (for EMP, MBA and MHA students). Courses ADM 6275, ADM 6287 cannot be combined for units.

ADM6277C00 E-BUSINESS ENERGY MANAGEMENT (1.5 u.)
Reduction of e-business power requirements by locating data centres in areas with low cost electricity and where cold outside air can be used for cooling, e.g. British Columbia, Québec, Finland, Iceland and Sweden. Reduction of power requirements in other industries, e.g. using smart grid, smart buildings and smart cities. Calculation of energy requirements for specific e-business services, e.g. e-banking, e-newspapers, media download, media streaming and web-based advertising. Review of current international standardization work on sustainability for and by IT.

ADM6279C00 SOCIO-TECHNICAL CHANGE (1.5 u.)
This course explores the structural-, cultural- and process-based organizational change management challenges facing business strategists during new technology implementation initiatives. Toward this, the course draws upon management frameworks, support tools and best practices for the joint optimization of technology and social subsystems within organizations. Adopting a complex adaptive system viewpoint of the organization, the course will highlight issues of technological and social embeddedness, and illustrate the use of configuration modeling and analysis tools for enterprise engineering and strategy models to facilitate change sustainability and continuity.

ADM6420 ELECTRONIC MARKETING (1.5 u.)

MBA6210C00 BUSINESS GOVERNMENT RELATIONS (1.5 u.)

MBA6296C00 SEMINAR: ANALYTICS WITH R FUNDAMENTALS (1.5 u.)
The R programming language has become the single most important tool for computational statistics, visualization, and data science. Analytics with R Fundamentals and Analytics with R Advanced are designed to provide students with all the tools and features they need throughout the entire data science pipeline, from the basics to more advanced techniques. Analytics with R Fundamentals will cover the following topics: Using version control systems, Basics of R programming, Data cleaning and data management, exploratory data analysis and visualization. Students should have at least 1 course in statistics before taking this course. Students should have at least 1 course in statistics before taking this course. Must be taken with MBA6296CC0 Analytics with R Advanced (1.5 u.) Maximum class size of 40. Winter 2018 Block 4.
MBA6296CC0 SEMINAR: ANALYTICS WITH R ADVANCED (1.5 u.)
The R programming language has become the single most important tool for computational statistics, visualization, and data science. Analytics with R Fundamentals and Analytics with R Advanced are designed to provide students with all the tools and features they need throughout the entire data science pipeline, from the basics to more advanced techniques.

Analytics with R Advanced will address reproducible research with R markdown, inferential statistics, Predictive modeling and machine learning, Building shiny app and interactive graphs using R. Prerequisite: MBA6296C00 Analytics with R Fundamentals. Students should have at least 1 course in statistics before taking this course.

MBA 6296D00 SEMINAR: TODAY’S GLOBAL BUSINESS ENVIRONMENT AND STRATEGIC MARKETS (1.5 u.)
This course offers an introduction to the global business environment with a focus on strategic markets including India, China, Mexico and Brazil. Students will explore the trend towards increased globalization of the world's economies and the significance of strategic and emerging markets to the global trading system. The course will also introduce students to a number of strategic decisions firms must make in order to compete effectively in the current global business environment. Factors to be considered in areas such as foreign market entry and the management of global operations will be explored. Students will have the opportunity to develop an understanding of the business environments in India, China, Mexico and Brazil and how business is conducted in these strategic markets. An assessment of the accelerators (positive factors) and decelerators (obstacles) in the business environments is undertaken which helps to illuminate specific challenges for Canadian firms as they tackle these markets. The major economic, political, legal and cultural factors that shape the approach to business in these markets will also be examined.

MBA 6297B00 SEMINAR: GENERATING MARKET INSIGHTS (1.5 u.)
This seminar takes a hands-on approach to developing research skills that generate new insights into consumer decision making that can be applied to real business problems. Workshops will emphasize creativity, collaboration, and experimentation with new tools. Heeding the wisdom “Quality questions beget quality answers”, the emphasis will be on framing questions effectively and choosing the data and methods that yield the best insights for managers. The aim of the course is to enable students to apply techniques and thinking from the social sciences in order to become more creative, distinctive, and competitive marketers.

MBA 6297F00 SEMINAR: FINANCING AN ENTREPRENEURIAL VENTURE (1.5 u.)
This course provides students with a practical understanding of available funding options for new ventures. Through use of live case examples, students will learn, and apply, start-up financing knowledge gained from course lectures and guest presentations. The course will culminate in group presentations and recommendations to case on funding options and next steps. Prerequisite MBA6262C00 Entrepreneurship

MBA 6298G00 SEMINAR: VENTURE CAPITAL & PRIVATE EQUITY (1.5 u.)
This course is designed to help students understand the structure of the private equity market in general and of venture capital in particular. The course reviews the types of businesses that are attractive to investors of risk capital. The components of the private equity market (investments from friends and family, business angels, “classic” venture capital, buyouts, and mezzanine financing) are examined. It investigate how early-stage risk capital is assembled and invested, how venture capital firms operate, how they evaluate investments, how they manage their portfolios, and the non-financial forms of value added that venture capital funds provide. Co-requisite: MBA 5350 Corporate Finance.

MHA 6XXX (1.5 & 3 u.) (see Telfer Timetables)
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