MBA ELECTIVES – Fall and Winter 2020-2021

FALL 2020 (Block: 1 Sept. 8 – Oct. 18) (Block 2: Oct. 26 – Dec. 4)

Course	Units	Title	BLOCK 1 & 2 Schedule
ADM6260B00	1.5 unit	Project Management 1	Intensive (Block 1)
ADM6395C00	3 units	Seminar in Administration III – MBA Case Competition	Regular (Block 1 & 2)
MBA6156C00	1.5 unit	Performance Management Business Process Modelling	Intensive (Block 1)
MBA6210C00	1.5 unit	Business Government Relations	Regular (Block 1)
MBA6262C00	1.5 unit	Entrepreneurship	Intensive (Block 2)
MBA6295F00	1.5 unit	Seminar in Management: Crisis Management, Organizational Continuity & Resilience	Online (Block 1 & 2)
Exam period: October 19 – 25 (Block 1) and December 7 – 18 (Block 2)			

WINTER 2021 (Block 3: Jan. 4 – Feb. 12) (Block 4: Feb. 22 – Apr. 2)

Course	Units	Title	BLOCK 3 & 4 Schedule
ADM6260E00	1.5 unit	Project Management 1	Regular (Block 3)
ADM6261E00	1.5 unit	Project Management 2	Regular (Block 4)
ADM6275C00	1.5 unit	Business Intelligence Technologies and Big Data Analytics	Regular (Block 4)
ADM6277C00	1.5 unit	E-Business Energy Management	Regular (Block 3)
ADM6420C00	1.5 unit	Electronic Marketing	Regular (Block 3)
MBA6266C00	1.5 unit	Principles of Negotiation for the Global Manager	Regular (Block 4)
MBA6295D00	1.5 unit	Seminar in Management: Today's Global Business Environment and Strategic Markets	Regular (Block 3)
MBA6297R00	1.5 unit	Financing New Ventures: Practical	Regular (Block 4)
MBA6298A00	1.5 unit	Seminar in Management: Venture Capital & Private Equity	Regular (Block 3)
MBA6361C00	3 units	Selected Topics in Management: Data Science for Managers	Regular (Block 3 & 4)
Exam period: February 16 - 21 (Block 3) and April 6 – 16 (Block 4) (To be confirmed)			

FALL 2020

ADM 6260B00 Project Management 1 (1.5 unit)
Project management methods based on standards, including the *Guide to the Project Management Body of Knowledge, (PMBOK®)* of the Project Management Institute (PMI)®; project success and stakeholders; 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...

ADM6395C00 Seminar in Administration III – MBA Case Competition (3 units)
Every year the University of Ottawa competes in several national and international MBA Case Competitions. This course prepares students for participation in these competitions.

MBA 6156C00 Performance Management: Business Process Modelling (1.5 unit)
Develop core skills in the application of Lean Six Sigma, especially within the context of service organizations. Core concepts will include process analysis, value stream mapping, prioritization matrix, DMAIC. Upon the completion of this course, the student will have met all requirements leading to the Yellow Belt certification of Lean Sigma Six (LSS).

MBA 6210C00 Business Government Relations (1.5 unit)
Introduction to government and society in Canada. Public sector dynamics: understanding accountability and public management systems and understanding regulatory and policy systems. Public affairs and lobbying: business representation and intervention techniques. The government as client: technology and private-public partnerships. Future scenarios on business. Government relations: independence versus interdependence.

MBA 6262C00 Entrepreneurship (1.5 unit)
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.

MBA 6295F00 Crisis Management, Organizational Continuity and Resilience (1.5 unit)
This course will explore how and why public, private and non-profit organizations prepare for, and respond to a broad range of crisis situations. A crisis is, by definition, an unusual event. But, they are not rare. They can take many forms: a natural disaster, an act of terrorism, a public health incident, an IT failure or data breech, even a major political or social event such as Brexit.

How organizations respond to these unfolding crises will set the stage for how, ultimately, the public responds. To understand crisis response takes more than skills in communication or incident command; it takes an understanding of the complex political, regulatory, social and economic factors that Influence the crisis and the skills to manage these different and sometimes conflicting concerns.

Organizations must deal rapidly, correctly, comprehensively, and objectively with a crisis. Yet many organizations are so preoccupied with day-to-day operations that they fail to allocate the appropriate time and resources to crisis planning and continuity of operations. The field of crisis management has evolved greatly In the past decade and this course will examine that evolution and the key issues and challenges facing managers. In addition to the examination of the similarities and differences across the various sectors, we will analyze contemporary trends and common challenges to include risk management, crisis communication, and crisis leadership.

MHA 6XXX (1.5 & 3 units) (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 units) (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 2021

ADM 6260E00 Project Management 1 (1.5 unit)
(Wed: Jan. 6-Feb. 10)
Project management methods based on standards, including the *Guide to the Project Management Body of Knowledge, (PMBOK®)* of the Project Management Institute (PMI)®; project success and stakeholders; 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.

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ADM 6261E00 Project Management 2 (1.5 unit)
(Wed: Feb. 24-March 31)
Focus on projects that have incomplete and/or unstable requirements such as IT projects or software development projects. Topics covered include: portfolio management; risk management; determining requirements and solutions; quality management; communication management; design methods (Quality Function Deployment Value Analysis); iterative and adaptive project management; fast tracking and concurrent methods of project management.

ADM 6275 Business Intelligence Technologies and Big Data Analytics (1.5 unit)
(Thurs: Feb. 25 – Apr. 1)
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.

ADM 6277C00 E-Business Energy Management (1.5 unit)
(Thurs: Jan. 7-Feb. 11)
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.

ADM 6420C00 Electronic Marketing (1.5 unit)
(Thurs. Jan. 7-Feb.11)
Fundamentals of using the Internet for marketing tasks. Strategic implications of the Internet for Marketing. Marketing models for Electronic Commerce. Customer retention, customization, value-based pricing, branding, advertising in the context of Electronic Commerce. WWW and the pricing, promotion and distribution of goods.

MBA 6266C00 Principles of Negotiation for the Global Manager (1.5 unit)
(Mon: Feb. 22-Mar. 29)

Nature of negotiation. Distributive and integrative bargaining. Ethical issues. Planning and preparation. Intercultural differences. Bargaining style and personality. The Role of power, strategy and tactics. Coalition behavior. Communication, persuasion, conflict Resolution. Multi-party Negotiation.

MBA 6295D00 Seminar in Management: Today's Global Business Environment and Strategic Markets (1.5 unit)
(Mon: Jan. 4-Feb. 8)
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 6297R00 FINANCING New Ventures: Practical (1.5 unit)
(Tues. Feb. 23-March 30)
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 pertaining to their case and plan as well as recommendations to case clients on funding options and next steps.

MBA 6298A00 Seminar in Management: Venture Capital & Private Equity (1.5 unit)
(Tues: Jan. 5-Feb. 9)
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.***

MBA 6361C00 Selected Topics in Management: Data Science for Managers (3 units)
(Wed: Jan. 6-Mar. 31)
The R programming language has become the single most important tool for computational statistics, visualization, and data science. Analytics with R is 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. This course will cover the topics of version control systems, basics of R programming, data cleaning and data management, exploratory data analysis and visualization.

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