Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

Updated January 2024

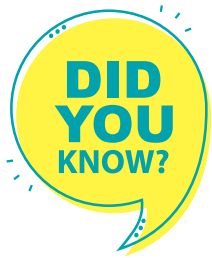## Are You Passionate about Business and Technology?

What You Can Do With a BTM Major

The Business Technology Management (BTM) program combines business and technology into one area of study, allowing you to learn the foundations of cutting-edge technologies and business management approaches.[1]

You Apply to Co-op at the End of 1st Year

By participating in the Ted Rogers Co-op Program, students explore career opportunities while completing their degree. BTM students apply to the Co-op program at the end of your 1st year, and have the opportunity to gain 16 months of work experience. For more information about the Co-op Program, click here.

Business Growth in Technology

DID YOU KNOW?

- Workforce growth rates in technology are predicted to double those of other industries by 2030, with some areas growing at 4-5 times the current rate.[2]

- The impact of Covid-19 has influenced companies to make long-term IT changes.[3]

- With the further integration of technology in businesses, many companies are accelerating the digital transformation, and increasing their use of cloud-based services to connect employees to secure, easy-to-use platforms. [4]

Employers Hiring BTM Students

Based on BCH employment data for Co-op students (for the period 2017- 2021), CIBC hires the most BTM students. TD, RBC, CGI and OPS follow.[5]
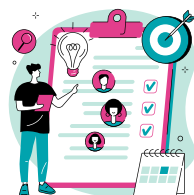
Career Paths for BTM Students

After completing your undergraduate degree, you will have a wide range of transferable skills, including business analysis, designing suitable technology-based processes, and communicating processes.

There are a variety of career paths available to you including: [6]

Business Analyst

Project Manager

IT Business Solutions Consultant

IT Infrastructure Planner

Cybersecurity Consultant

Tips on Getting Hired

Experience and presentation skills are huge assets for getting hired as a Business Analyst. Presenting information to stakeholders, having the soft skills to work within a team, and the ability to execute are important to traits to employers. To learn more about getting hired as a Business Analyst, check out our Positioning Maps report on it!

Start to prepare early for technical and behavioural interviews (to get help with this, book a 1:1 mock interview with a career consultant here.) Tailor your resume, and cover letter to perfectly suit your employers needs. For tips on how you can tailor your resume, take a look at our Strive to Thrive: Resume Tip Sheet

Being able to highlight specific technical skills on your resume can provide you a competitive edge when applying for roles - BTM students register for Bootcamps like Excel, Python, Power BI, R, and Tableau to make themselves more attractive to employers.

Types of Co-op Positions

Based on data in our Co-op portal, the following are the most common job titles for students in the BTM Co-op program: [5]

- Business Analyst
- Business Technology Management Co-op Rotational Program
- Level 1 Analyst
- Systems Analyst

- Project Control Officer
- IT Helpdesk
- Digital Marketing Intern
- IT Co-op

Industry Certifications for BTM Graduates

Certified Analytics Professional (CAP)

The CAP certification validates your ability to extract important insights and assess competency in the seven analytics domains. Many workforces use it to determine distinguished professionals in their hiring, and it allows individuals to gain a highly competitive advantage. [6]
There are numerous career opportunities available to those who have obtained this certification due to its increasing demand. [7]

Salesforce

Salesforce has become a real knowledge asset as it has become widely used by many businesses, and as such is listed as a required (or desired) skillset in many job descriptions.[8]

Certifications include Salesforce Developer, Salesforce Administrator, Salesforce Marketer, and Salesforce Consultant, to name a few. [9]

ISACA's CISA is a globally recognized certification for professionals auditing, controlling, monitoring, and assessing IT and business systems. It's ranked among the top and highest-paying certifications, making it essential for mid to advanced-career IT professionals seeking career growth.

ISACA's CISM certification demonstrates proficiency in information security governance, program development, management, incident management, and risk management. Ideal for mid to advanced-career IT professionals seeking senior roles in IT security and control.

Let's Talk Money

Based on Glassdoor.ca, the approximate starting salary for an entry-level 'Business Analyst' is $58,000. Other starting salaries are listed below.

Occupation	Average Salary
Business Analyst [11]	$73,958
Business Technology Analyst [12]	$62,279
IT Business Analyst [13]	$77,285

Need Some Experience?

Get Involved with a Student Group !

WITM: Women in Information Technology Management

WITM seeks to raise awareness of the gaps in information technology and business workforces. Their goal is to increase diversity and inclusion within both industries in order to close the gender gap.

Find out more about WITM on Instagram @witm_tmu

ITMSA: Information Technology Management Students' Association

ITMSA aims to strengthen and improve the educational experience of the BTM student population through a range of services and efforts.

Find out more about ITMSA's initiatives here.

Meet a BTM Student!

IT Solutions Coordinator - Symcor Inc.

IRAM
CHEEMA

"

As I enter my fourth and last year of the BTM program, I can confidently say that the program has taught me many skills and has allowed me to further my career. The program itself is so highly sought by employers in the business technology field as students gain knowledge in both business and technology, allowing us to be an asset to any company.

One piece of advice I would give to students would be to take risks, and not be afraid of change. University is your chance to explore anything you have a passion for, and with a program like BTM, there are so many different career paths and opportunities you can take, and you should never fear taking a risk. You won't know if you don't like something until you try it.

Learn More for Free

Discover the Majors

Microsoft Certifications

Sign up for a Microsoft Certification through BCH and earn a Badge to help you position yourself more competitively in the industry. Click here for more!

FFB's 'Discover the Majors' annual event helps you decide on which major is best for you- it also offers you a networking opportunity with upper-year BTM students. To learn more about FFB, click here!

Cyber Security Prep Program

Learn more about cyber security, its career opportunities, recruitment, and networking opportunities through this annual Prep Program.

Visit the Business Career Hub

Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' for a list of upcoming events.

Bootcamps

Microsoft Excel - Financial Modeling - VBA - Tableau - PowerBI - Ace This Case Capital Markets - R - Python
Click here to register for current bootcamps.

Coaching & Mock Interview

For career coaching, interview prep and more, schedule a 1:1 appointment with a Career Consultant or a Co-op Coordinator.

TedRogersBCH   TedRogersBCH   TRSM Business Career Hub   www.torontomu.ca/trsm-careers/

Career Consultant Contributor
Jason Andrada
Jason is a Career Consultant with experience in post-secondary advancement and accounting. Having formal training in career development, he is passionate in helping others achieve their dream career and building strong relationships.

Student Contributor
Bushra Mohamud
Bushra is a 2nd year Marketing Management student working as a Project Coordinator at the Business Career Hub. She is an aspiring International Marketer, passionate about creating an impact and exploring career opportunities that develop marketing skills.

Data Sources

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