Executive Summary

Graduate Program in Electronic Business Technologies
Cyclical review year 2014-2015

Approved by the Graduate Program Evaluation Committee
Faculty of Graduate and Postdoctoral Studies
Meeting of June 17, 2015

<table>
<thead>
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<th>Name of Program Reviewed</th>
<th>Electronic Business Technologies</th>
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| Degrees                  | • MSc Electronic Business Technologies  
|                          | • Masters Electronic Business Technologies (MEBT) |
| Responsible academic units | • School of Electrical Engineering and Computer Science (EECS), Faculty of Engineering,  
|                          | • Telfer School of Management  
|                          | • Faculty of Arts |
| Fields                   | • Electronic Business  
|                          | • Electronic Technologies |
| Final Evaluation         | Good quality |

Significant Strengths of the Program

The Faculty of Engineering, in collaboration with the Telfer School of Management, and the Faculty of Arts, offers two interdisciplinary master’s programs in Electronic Business Technologies. One is a course-based program leading to the Master of Electronic Business Technologies (MEBT); the other includes a thesis and leads to the Master of Science (MSc) in Electronic Business Technologies. A CO-OP program for the master’s students is available, and a PhD program has just started. The MSc and MEBT programs are unique in Canada and, probably, in the world. They are a successful blend of Electronic Business (e-Business) and Electronic Technologies (e-Technologies) firmly situated in the context of our increasingly electronic society (e-Society). Both degrees (MSc and MEBT) are delivered to outstanding students by highly qualified faculty members. The MSc and Master Electronic Business Technologies degrees have been carefully designed, and the learning goals and objectives of the courses are well-delineated and clear. The curriculum reflects a rich mixture of graduate-level courses that adequately cover both the technical and managerial sides of electronic business technologies. Graduates from both degrees are well-prepared to pursue careers in industry and/or higher graduate-level studies.

The dual-discipline (engineering and business) coverage of these programs is innovative. The programs now also benefit from the recent involvement of the Faculty of Arts, supporting the e-society dimension of these collaboratively delivered programs. Another innovative measure is the recent introduction of a CO-OP option which now provides students with an enriched educational experience and valuable work experience that will help them secure positions following graduation. The collaboration of these different units provides the program with a wide range of resources which enrich the students’ experience and constitutes a strength for the program.

Areas for Improvement and Enhancement

Overall, the program is doing well but there are some areas for improvement. Namely, the link between
industry needs and the program content could be strengthened further. Students would like to cover, and gain hands-on experience in, software tools that are more closely aligned with industry standards (e.g. SAP would be a good software for students to be exposed to when studying enterprise resource planning).

Despite the fact that students are generally satisfied with teaching and find the faculty members to be very accessible, they sometimes find it challenging to identify a supervisor. Initiatives to facilitate interactions between faculty and students, such as the introduction of the annual Research Workshop, should continue and be strengthened.

It is felt that the programs should be more proactive in promoting French, Francophone communities and bilingualism. However, French students are able to find bilingual supervisors and may submit their assignments in French.

Due to the variety of student backgrounds, it may be wise to establish a process to determine if any course waivers should be granted for required courses based on what the students have already covered in previous degrees. The admission requirements also need to be re-evaluated and clarified, particularly for mature applicants who have extensive experience in the workforce. Revised admission criteria should result in cohorts of students who are better prepared for graduate studies in this area.

Resources are currently deemed adequate to meet program needs, but these resources need to be monitored as the program expands and the PhD is developed.

Recommendations

It is recommended that the Electronic Business Technologies program:

1. Monitor the governance structure of the program as well as the admission requirements.
2. Enhance students’ experience by ensuring industry-standard resources, facilitating access to professional certification and career services, providing a larger pool of supervisors, ensuring sufficient common space and administrative support, and facilitating industry collaboration.
3. Ensure that students have easy access to elective courses by offering such courses in-house or hiring more faculty members specifically assigned to the EBT program.
4. Facilitate the integration of international students by enhancing introductory orientation measures and exploring alternate ways of financially supporting their studies.
5. Strongly encourage international and Anglophone students to follow French-as-a-second language courses offered by the University’s Official Languages and Bilingualism Institute.
6. Encourage higher levels of interdisciplinary collaboration between the three faculties on research projects involving students.
7. Closely monitor the impact of the new PhD degree on the MSc degree.

Implementation Plan

Calendar and Deadlines
All noted recommendations should be addressed in the next cyclical review, which should be completed within seven years and no later than the year 2021.

Authorities
The authorities who are responsible for implementing and monitoring the recommendations include the
Director of the Graduate Program in Electronic Business Technologies and the Director of the School of Electrical Engineering and Computer Science, in collaboration with the Deans and Vice-Deans (Graduate Studies) of the Faculty of Engineering, the Telfer School of Management, and the Faculty of Arts.