

Business Technology Management

An AI-Enabled Business Operations Program

AI is transforming how work gets done. The BTM Program prepares students to apply technology, data, communications, and AI tools to coordinate and improve modern business operations.

Developing Business Operations Skills

BTM students develop professional judgment about the appropriate use of AI in organizations while learning to analyze information, communicate professionally, coordinate projects and workflows, improve business processes, and support informed decision-making. Through applied learning, students acquire workplace skills including AI foundations, data analytics, supervision and leadership, cloud computing, client engagement, and project management.

*****BTM courses are open to students from any program and work well as electives*****

For more information and questions, please contact:

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Fall 2026 Course Updates

Modern business operations increasingly require professionals who can work with people, processes, data, and technology. BTM courses provide applied learning in the technologies and practices organizations use to coordinate and manage projects, analyze information, and improve processes. Students learn how AI technologies support employee tasks and decision-making while critically exploring the ethical, legal, and strategic responsibilities of using AI in today's workplace.

BTM 100 – Orientation & Career Exploration

BTM 100 helps students develop and pursue a career plan by identifying their strengths, values, and interests and exploring careers that align with their goals. Students learn to use key career resources, practice job-search skills, and develop career and education strategies for reaching their goals.

BTM 111 – Business Productivity Applications

BTM 111 develops practical skills using Microsoft Office applications for common business tasks while introducing Microsoft Copilot AI-assisted features. Students learn to use spreadsheets, documents, and presentations efficiently while exploring how natural-language AI prompting skills can support workplace productivity.

BTM 222 – Digital Marketing Foundations and Strategy

BTM 222 introduces the foundations of digital marketing, including branding, market analysis, audience engagement, and marketing strategy. Students apply AI-enabled tools to support research, content development, and informed marketing decision-making.

BTM 228 – Business Operations Planning

BTM 228 develops the knowledge and skills needed to identify, evaluate, and plan for business needs, opportunities, and organizational initiatives. Students conduct market and competitive analyses, assess business feasibility, identify operational and resource requirements, prepare financial projections, and communicate recommendations. The course integrates AI throughout the planning process to support research, idea development, analysis, and decision-making.

BTM 231 – Business Operations Simulation

BTM 231 prepares students to launch and manage a simulated small business using cloud-based financial systems. Students manage customers, vendors, banking, payroll, and financial reporting while learning how financial information supports day-to-day business operations.

BTM 236 – Supervision

BTM 236 introduces the responsibilities and practices of first-line supervision. Topics include management functions, employee motivation, workplace communication, problem-solving, team effectiveness, and the role supervisors play in supporting employee and organizational performance.

BTM 245 – Business Process Management

BTM 245 examines how organizations analyze, map, improve, and automate business processes and workflows. Students learn to identify inefficiencies and evaluate opportunities for improvement. They apply process management techniques to help organizations operate more effectively and better meet customer and organizational needs.

BTM 260 – Agile & Adaptive Project Management

BTM 260 develops practical project management skills from business and technology perspectives. Students learn project planning, estimation, scheduling, budgeting, resource allocation, risk and contingency planning, implementation, and evaluation. Agile and adaptive approaches to managing projects are explored. Students complete an applied project using Agile methodology.

BTM 278 – Organizational Behavior

BTM 278 examines how individuals, teams, organizational structures, policies, and workplace environments influence organizational behavior and performance. Students explore communication, motivation, leadership, management effectiveness, organizational culture, innovation, and change to better understand how people and organizations respond to evolving workplace needs.