Digital Enterprise Management (DEM) graduates are in high demand! Specialists in utilizing digital technologies to solve business management and organizational problems in creative and innovative ways and develop new businesses, DEM students study, build and analyze enterprise-grade, emerging digital technologies such as blockchain, drones, virtual reality and databases. In addition to studying the traditional managerial disciplines such as finance, organizational behavior, risk management, and project management, students take courses that are relevant to managing organizations that use or develop digital technologies, such as: law and technology, e-business strategy, economics and the digital firm, data analytics, entrepreneurship, the management of innovation, and information visualization.

The DEM program is both Business Technology Management (BTM) compliant and the Institute works closely with the International Technology Association of Canada (ITAC) as a source of insight and standards for the industry. With this combined understanding of both technology and managerial challenges and techniques, graduates will be uniquely prepared to offer unique value to both traditional and digital enterprises.

We want to help you maximize your university experience, so we’ve pulled together information and interesting suggestions to get you started. As you review the chart on the inside pages, note that many of the suggestions need not be restricted to the year they are mentioned. In fact, activities such as joining an academic society, engaging with faculty and seeking opportunities to gain experience should occur in each year of your study at UTM. Read through the chart and create your own plan using My Program Plan found at www.utm.utoronto.ca/program-plans.

Programs of Study (POSt)

- Specialist Program ERSPE1307 Digital Enterprise Management (Arts)

Check out...

Take CCT356 Online Advertising and Marketing to learn about effectively marketing and promoting goods and services online. Delve into the role of entrepreneurship in society and the process of initiating and developing a new business venture in MGD421 Technological Entrepreneurship.

What can I do with my degree?

The career you choose will depend on your experience and interests. Visit the Career Centre to explore your career options.

Careers for Graduates: Managing business analyst, Business solutions expert; Cybersecurity management consultant, Business project manager, Business systems consultant, Data analyst lead, IT project manager, Digital marketing manager, Design project manager, Creative lead in marketing and advertising.

Workplaces: E-Commerce; Communications services/media; Technology start-ups; Financial and banking; Consulting; Marketing; High-tech.
# HOW TO USE THIS PROGRAM PLAN

Read through each year. Investigate what appeals to you here and in any other Program Plans that apply to you. Visit [www.utm.utoronto.ca/program-plans](http://www.utm.utoronto.ca/program-plans) to create your own plan using My Program Plan. Update your plan yearly.

## PLAN YOUR ACADEMICS*

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<tr>
<th>1ST YEAR</th>
<th>2ND YEAR</th>
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<tr>
<td>Enrol in courses CCT100H5, 110H5, MGMT101H5 and 102H5.</td>
<td>Enrol in courses CCT206H5, 208H5, 224H5, 225H5, 226H5 and 260H5.</td>
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| Choose a program of study (Subject POS1) once you complete 4.0 credits. Use the Degree Explorer Planner and the Academic Calendar to plan your degree. Start strong and get informed with utmONE and LAUNCH through the Office of Student Transition. Join a RGASC Peer Facilitated Study Group. | Throughout your undergraduate degree:  
- use the Degree Explorer to ensure you complete your degree and program requirements  
- use the Office of the Registrar and the ICCIT Undergraduate Program Coordinator. |

## BUILD SKILLS

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<td>Use the Co-Curricular Record (CCR). Search for opportunities beyond the classroom, and keep track of your accomplishments.</td>
<td>Use the Career Learning Network (CLN) to find postings for on- and off-campus work and volunteer opportunities.</td>
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<tr>
<td>Attend the Get Experience Fair through the Career Centre (CC) to learn about on- and off-campus opportunities.</td>
<td>Work on-campus through the Work-Study program. View position descriptions on the CLN.</td>
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## BUILD A NETWORK

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<td>Networking simply means talking to people and developing relationships with them. Start by joining the Digital Enterprise Management Association. Follow them @DEMSOCIETY and follow the department @iccitutm. Attend ICCIT Councils Meet the Prof Night. Visit the UTM Library Reference Desk.</td>
<td>Do you have a professor you really like or connect with? Ask them a question during office hours. Discuss an assignment. Go over lecture material. Don’t be shy! Learn Tips On How to Approach a Professor available through the Experiential Education Office (EEO).</td>
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<tr>
<td>Attend events held by the International Education Centre (IEC) to explore different cultures through food, music, and sport or through sight-seeing around the GTA.</td>
<td>Embark on a UTM Abroad Co-Curricular Experience through the IEC. Take advantage of this opportunity to travel with a faculty member and learn about a topic of interest in a unique location. Prefer traveling in Canada? Check out the IEC’s UTM Across Canada program.</td>
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## BUILD A GLOBAL MINDSET

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<td>Attend the Program Selection &amp; Career Options workshop offered by the Office of the Registrar and the CC.</td>
<td>Explore careers through the CC’s Extern Job Shadowing Program.</td>
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<tr>
<td>Check out Careers by Major at the CC to see potential career options.</td>
<td>Considering further education? Attend the CC’s Graduate and Professionals School Fair. Talk to professors—they are potential mentors and references.</td>
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## PLAN FOR YOUR FUTURE

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*Consult the Academic Calendar for greater detail on course requirements, program notes and degree requirements.

Visit [www.utm.utoronto.ca/program-plans](http://www.utm.utoronto.ca/program-plans) for the online version and links.

Revised on: 08/18/17

Skills developed in DEM

To be competitive in the job market, it is essential that you can explain your skills to an employer. Visit the Career Centre to learn how to articulate and market the following skills.

**Communication**: present ideas clearly and in a persuasive manner; mediate and negotiate conflicts; public speaking; and write effective business documents.

**Leadership**: manage teams effectively; motivate and provide constructive criticism; and build and maintain relationships.

**Technical**: understanding of business terminology and the technologies underlying digital businesses; knowledge of the operations and challenges faced by digital enterprises; and use software applications to solve business problems.

**Decision-making**: evaluate and prioritize, as well as flexibility to change and innovation.

Get involved

Check out student organizations on campus. Here are a few:

- ICCIT Council
- DEM Association
- UTM Student Union (UTMSU)
- UTM Athletics Council (UMAC)

For a listing of clubs on campus visit [www.utm.utoronto.ca/clubs](http://www.utm.utoronto.ca/clubs).

Institute of Communication, Culture, Information and Technology

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Mississauga ON Canada L5L 1C6

905-569-4489
iccit.utm@utoronto.ca
www.utm.utoronto.ca/iccit

Services that support you

- AccessAbility Resource Centre (AARC)
- Career Centre (CC)
- Centre for Student Engagement (CSE)
- Experiential Education Office (EEO)
- Health & Counselling Centre (HCC)
- Indigenous Centre (IC)
- International Education Centre (IEC)
- Office of Student Transition (OST)
- Office of the Registrar (OR)
- Recreation, Athletics and Wellness Centre (RAWC)
- Robert Gillespie Academic Skills Centre (RGASC)
- UTM Library, Hazel McCallion Academic Learning Centre (HMALC)

FUTURE STUDENTS

**Admission to UTM**

All program areas require an Ontario Secondary School Diploma, or equivalent, with six Grade 12 U/M courses, or equivalent, including English. The admission average is calculated with English plus the next best five courses. The approximate average required for admission is mid- to high-70s. More information is available at [utm.utoronto.ca/viewbook](http://utm.utoronto.ca/viewbook).

Note: During the application process, applicants will select the Communication, Culture, Information + Technology admissions category but will not officially be admitted to a formal program of study (Specialist, Major, and/or Minor) until after first year.

**Sneak Peek**

What is the role of computers and communication systems in modern organizations? Find out in CCT225H5! You’ll learn how to use computer-based systems to support information requirements for problem solving and managerial decision-making.

What laws govern digital media? Learn about copyright, trademark and patent law for digital media in CCT206H5.

Students in our program will gain an understanding of the technologies that underlie digital businesses and the managerial challenges and techniques appropriate for being active and valuable participants in digital enterprises.

**Student Recruitment & Admissions**

Innovation Complex, Room 1270
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905-828-5400
www.utm.utoronto.ca/prospective