

# DIGITAL ENTERPRISE MANAGEMENT (HBA)

*Institute of Communication, Culture, Information & Technology*

**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 analyse 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 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 a combined understanding of technological innovation and management skills, graduates will be uniquely prepared to offer unique value to both traditional and digital enterprises.

## MAKE THE MOST OF YOUR TIME AT UTM!

We want to help you maximize your university experience, so we've pulled together information and interesting suggestions to get you started, although there are many more! 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](http://www.uoft.me/myUTMprogramplan) found at [www.uoft.me/myUTMprogramplan](http://www.uoft.me/myUTMprogramplan)

### Program of Study (POSt)

- Specialist Program ERSPE1307 Digital Enterprise Management (Arts)

### Check out...

Take CCT354H5: Digital 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 MGD421H5 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 (technology; banking data; project management), 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.



# DEM

## SPECIALIST Program Plan

## 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.



	1 <sup>ST</sup> YEAR	2 <sup>ND</sup> YEAR	3 <sup>RD</sup> YEAR	4 <sup>TH</sup> OR FINAL YEAR
PLAN YOUR ACADEMICS*	<p>Enrol in courses CCT109H5, 110H5 and 112H5.</p> <p>Choose a program of study (Subject POST) once you complete 4.0 credits. Use the <b>Degree Explorer</b> and the <b>Academic Calendar</b> to plan your degree.</p> <p>Develop foundational academic skills and strategies by enrolling in a <b>utmONE</b> course. Build community and gain academic support through <b>LAUNCH</b>. Join a RGASC <b>Peer Facilitated Study Group</b>.</p>	<p>Enrol in courses CCT203H5, 206H5, 219H5, 221H5, 224H5, 225H5 and 261H5.</p> <p>Throughout your undergraduate degree:</p> <ul style="list-style-type: none"> <li>use the <b>Degree Explorer</b> to ensure you complete your degree and program requirements.</li> <li>see the <b>Office of the Registrar</b> and the <b>ICCIT Undergraduate Program Coordinator</b>.</li> </ul>	<p>Enrol in courses CCT321H5, 324H5, 325H5, 354H5, 355H5 and 361H5. Attain an additional 2.0 credits from any 300/400 CCT or MGD courses.</p> <p>Consider applying for <b>Research Opportunity Program (ROP)</b> courses CCT399Y and CCT499Y. Visit the EEU website for <b>ROP Course Prerequisites</b>. Attend the RGASC's <b>P.A.R.T.</b> to enhance your research skills.</p>	<p>Enrol in courses CCT424H5, 461H5; MGD421H5, 426H5 and 428H5. Attain 1.0 credit from CCT401H5/ 410H5/ CCT476H5/ MGD415H5/ 425H5/ 427H5.</p> <p>Log on to ACORN and request graduation.</p>
BUILD SKILLS	<p>Use the <b>Co-Curricular Record (CCR)</b>. Search for opportunities beyond the classroom, and keep track of your accomplishments.</p> <p>Attend the <b>Get Experience Fair</b> through the Career Centre (CC) to learn about on- and off-campus opportunities.</p> <p>Attend the <b>Experiential Education Fair</b>.</p>	<p>Use the <b>Career Learning Network (CLNx)</b> to find postings for on- and off-campus work as well as the <b>Work-Study program</b>.</p> <p>Enhance your professional communication skills with the <b>Professional Experience Certificate in Digital Media, Communications and Technology</b>. Enrol in CCT273H5, a required course for the certificate.</p>	<p>Interested in information technology consulting? Why not enrol in CCT341H5 and gain experience working for a real client? Speak to the <b>ICCIT Undergraduate Program Coordinator</b> for details.</p> <p>Attend an ICCIT Internship Information Session and learn more about internships. Check your email for details.</p> <p>Enrich your learning experience with an <b>ICCIT Media Skills workshop</b> with topics from UXD, video/audio editing to virtual reality, AI, API, coding, copy writing, and more!</p>	<p>Consider a practical work-based experience through the internship courses CCT410H5 and CCT411H5. Speak to the <b>ICCIT Internship Coordinator</b>.</p>
BUILD A NETWORK	<p>Networking simply means talking to people and developing relationships with them. Start by joining the <b>Digital Enterprise Management Association</b>. Follow the department @iccitutm. Attend ICCIT Council's <b>Meet the Profs Night</b>.</p> <p>Visit the UTM Library <b>Reference Desk</b>.</p>	<p>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 <b>Tips On How to Approach a Professor</b> available through the Experiential Education Unit (EEU).</p> <p>Join the <b>ICCIT Student Mentorship Program</b> to connect with upper-year ICCIT peers and for opportunities to build your professional networks.</p>	<p>Establish a professional presence on social media (e.g., LinkedIn).</p> <p>Attend the DEM <b>Young Entrepreneur's Conference</b>. From GTA's hottest start-ups to the world's most influential Fortune 500 companies, this is a great opportunity to network at UTM's biggest business and professional conference.</p>	<p>Join a professional association. Check out the <b>Canadian Management Professionals Association</b> and the <b>Canadian Information Processing Society (headquartered in Mississauga)</b>.</p>
BUILD A GLOBAL MINDSET	<p>Attend events held by the <b>International Education Centre (IEC)</b>, whether you are an international or domestic student. Explore your culture and other cultures through weekly/regular conversations, <b>Language Conversation Circles</b>, debates, and activities to enhance your global and intercultural mindset.</p>	<p>Engage in programs like the <b>Global and Intercultural Fluency Training Series (GIFTS)</b> or learn about and prepare for a future <b>UTM Abroad Experience</b> through the IEC to strengthen and enhance your intercultural skill set, and learn about other cultures while sharing your own!</p>	<p><b>Earn credits overseas!</b> Apply to study for a summer, term or year at one of 140+ universities. Speak to the IEC for details about <b>Course Based Exchange</b>, funding and travel safety.</p>	<p>Learn about working abroad. Read up on worldwide employment trends and industry outlooks through <b>GoGlobal</b>. Attend the <b>Go Global Expo</b>. See if you are eligible for <b>International Experience Canada</b>.</p>
PLAN FOR YOUR FUTURE	<p>Attend the <b>Program Selection &amp; Career Options</b> workshop offered by the Office of the Registrar and the CC.</p> <p>Check out <b>Careers by Major</b> at the CC to see potential career options.</p>	<p>Explore careers through the CC's <b>Job Shadowing Program</b>.</p> <p>Considering <b>further education</b>? Attend the CC's <b>Further Education Showcase</b>. Talk to professors – they are potential mentors and references.</p>	<p>What's your next step after undergrad?</p> <p>Entering the workforce? Evaluate your career options through a CC <b>Career Counselling appointment</b>. Create a job search strategy — book a CC <b>Employment Strategies appointment</b>.</p> <p>Considering further education? Research application requirements, prepare for admission tests (LSAT, GMAT) and research funding options (OGS, SSHRC).</p>	<p>Market your skills to employers. Get your <b>resume critiqued</b> at the CC. Attend the CC workshop <b>Now That I'm Graduating What's Next?</b></p> <p>Write a strong application for further education. Attend the CC's <b>Mastering the Personal Statement workshop</b>.</p>

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



## 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 the 100+ student organizations on campus. Here are a few:

- ICCIT Council
- DEM Association
- Diversity Business League
- UTM Student Union (UTMSU)

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

## Services that support you

- Accessibility Services (AS)
- Career Centre (CC)
- Centre for Student Engagement (CSE)
- Experiential Education Unit (EEU)
- 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)

## Institute of Communication, Culture, Information & Technology

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[www.utm.utoronto.ca/iccit](http://www.utm.utoronto.ca/iccit)

## 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  
University of Toronto Mississauga  
3359 Mississauga Rd  
Mississauga ON Canada L5L 1C6

905-828-5400

[www.utm.utoronto.ca/future-students](http://www.utm.utoronto.ca/future-students)

