

# DIGITAL ENTERPRISE MANAGEMENT (HBA)

*Institute of Communication, Culture, Information & Technology*

**Digital Enterprise Management (DEM)** graduates are in high demand! DEM provides students with the skills and knowledge for utilizing digital technologies to solve business management and organizational problems in creative and innovative ways. Students study, build, and critically analyze enterprise-grade emerging technologies in addition to studying the traditional managerial fields such as finance, law, economics, organizational studies, risk management, design, and project management. Understanding the challenges and demands of managing organizations that use and/or develop digital technologies will prepare students for 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.utm.utoronto.ca/program-plans) found at [www.utm.utoronto.ca/program-plans](http://www.utm.utoronto.ca/program-plans)

### 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
<b>PLAN YOUR ACADEMICS*</b>	<p>Enrol in courses CCT109H5, 110H5 and 112H5.</p> <p>Choose a program of study (Subject POS) 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 academic skills and strategies by enrolling in a <b>utmONE</b> First-Year Foundations Course. Build community and gain academic support through <b>LAUNCH</b>. Join a <b>RGASC Peer Facilitated Study Group</b>.</p>	<p>Enrol in courses CCT203H5, 206H5, 219H5, 221H5, 224H5, 225H5 and 260H5.</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, 328H5, 354H5, 355H5 and 360H5. 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>PART</b> to enhance your research skills.</p>	<p>Enrol in courses CCT424H5, 460H5; MGD421H5 and 426H5. Attain 1.0 credit from CCT401H5/410H5/476H5/MGD415H5/427H5.</p> <p>Enrol in CCT403H5 Finance, Innovation and the Digital Firm to learn more on industry trends covering online and traditional media industries, e-commerce, open source software and crowd-sourcing.</p> <p>Log on to ACORN to request graduation.</p>
<b>BUILD SKILLS</b>	<p>Students can apply to join the <b>UTM Co-op Internship Program (UTMCIP)</b> stream at the end of their first year. The UTMCIP includes mandatory work-readiness modules, followed by a 12- or 16-month paid, full-time, academically related work experience.</p> <p>Attend the <b>Experiential Education Fair</b> to learn about for-credit EL opportunities.</p>	<p>Use the <b>Career &amp; Co-Curricular Learning Network (CLNx)</b> to find postings for on- and off-campus work as well as the <b>Work-Study program</b>. Attend the <b>Get Hired Fair</b> through the Career Centre (CC) to meet employers.</p> <p>Use the <b>Co-Curricular Record (CCR)</b>. Search for opportunities beyond the classroom, and keep track of your accomplishments.</p>	<p>Interested in information technology consulting? Why not enrol in CCT341H5 and gain experience working for a real client?</p> <p>Build essential skills for the workplace and connect with ICCIT industry experts through workshops, lectures and hands-on experiences. For upcoming events, check out <b>ICCIT PROfessional Series</b>.</p>	<p>Consider a practical work-based experience through the internship courses CCT410H5 and CCT411H5. You will apply your DEM expertise and knowledge you have gained in class through a part-time unpaid or paid work commitment and earn a course credit. Speak to the <b>ICCIT Internship Coordinator</b>.</p> <p>Demo your favourite project at the annual <b>ICCIT Project Showcase</b>.</p>
<b>BUILD A NETWORK</b>	<p>Networking simply means talking to people and developing relationships with them. Start by joining the <b>Digital Enterprise Management Association (DEMA)</b>. Follow the department @icctutm.</p> <p>Visit the UTM Library <b>Reference Desk</b>.</p>	<p>Do you have a professor you want to 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 <b>Experiential Education Unit (EEU)</b>.</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 DEMA's <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> <p>Do you have innovative business ideas? Visit <b>ICUBE</b> in the lower level of the Innovation Complex to receive expert advice.</p>
<b>BUILD A GLOBAL MINDSET</b>	<p>Engage with the many programs offered by the <b>International Education Centre (IEC)</b>, whether you are an international or domestic student. Consider joining the <b>Canada Eh?</b> day trips or <b>English Language Conversation Circles</b> to deepen your global mindset.</p> <p>First-year international students can also take advantage of <b>THRIVE-IN</b>, a one-day conference dedicated to helping you start your UTM journey successfully.</p>	<p>Participate in <b>International Education Week</b> and engage in programs like <b>Global and Intercultural Fluency Training Series (GIFTS)</b> to build on your leadership and communication skills in global citizenship.</p> <p>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>Expanding your intercultural awareness and developing intercultural skills will help you in your academics, personal growth and are highly sought out by employers.</p> <p><b>Earn credits overseas!</b> Apply to study for a summer term, or year at one of 170+ universities. Speak to the IEC for details about <b>Outbound Exchange</b>, funding and travel safety. Attend Global Learning Week to learn about the various opportunities available to you!</p>	<p>Engage in programs like <b>ISTEP</b> and <b>THRIVE-OUT</b> to support your transition out of the University!</p>
<b>PLAN FOR YOUR FUTURE</b>	<p>Start by exploring the <b>UTM Career Centre Model</b>—a chance to reflect and choose what's right for you with guided support. Access <b>MyCareerCentre</b> 24/7 for flexible, interactive career learning at your own pace.</p> <p>Connect with support in-person:</p> <p>Drop-in to an <b>Academic &amp; Career Planning Session</b> to chat with Advisors and Career Counsellors. Visit the Career Corner in the <b>Student Services Hub</b> to chat with a Peer Career Assistant about resources that fit your goals.</p>	<p>Explore your options with the CC's <b>Job Shadow Program, In the Field</b>, or a one-on-one with a <b>Career Counsellor</b>.</p> <p>Thinking about grad school? Attend the <b>Graduate &amp; Professional School Fair</b>, research application requirements, admission tests, and explore funding options.</p> <p>Getting ready for work? Join workshops, drop-ins, and networking events to build experience and confidently share your skills – Register on <b>CLNx</b>.</p>	<p>Need job search support? Book a coaching appointment with an <b>Employment Strategist</b> for personalized guidance.</p> <p>Ready to take the next step for grad school, visit the Pursue Learning section on <b>MyCareerCentre</b> and drop-in to chat with a <b>Career Counsellor</b> about grad school prep tips.</p> <p>Want to grow your network? Attend the Career Centre Networking Series and Let's Talk About events — Register on <b>CLNx</b>.</p>	<p>Join the <b>Now That I'm Graduating, What's Next?</b> session to start building your job search plan. Attend the <b>Sweats to Suits Job Search Conference</b> and discover diverse career pathways.</p> <p>Work with the <b>Employment Strategist</b> team to review your resume and prep for interviews.</p> <p>Still figuring things out? Meet with a <b>Career Counsellor</b> to create a career plan and attend a <b>Career Wellness</b> session to support your well-being along the way.</p>

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

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

## 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
- Digital Enterprise Management Association (DEMA)
- TEDxUofTMississauga
- DesignUTM
- Women in Leadership (WIL)

For a full listing of clubs on campus visit the [Student Groups and Societies Directory](#)

## Services that support you

- **Accessibility Services (AS)**
- **Career Centre (CC)**
- **Centre for Student Engagement (CSE)**
- **Equity, Diversity & Inclusion Office (EDIO)**
- **Experiential Education Unit (EEU)**
- **Health & Counselling Centre (HCC)**
- **International Education Centre (IEC)**
- **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  
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)

