INSY 339. DIGITAL CONSULTING.

Credits: 3

Offered by: Management (Desautels Faculty Management)

Terms offered: Winter 2026

View offerings for Winter 2026 in Visual Schedule Builder.

Description

Developing a digital technology consulting practice by exploring the right sequence of phases: entry and scoping of technology, contracting, diagnosis and data collection, managing resistance and feedback, effective technology implementation. Case studies on big data analytics, user experience and e-commerce.

- Prerequisite: MGCR 331

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

Launch Visual Schedule Builder