

# INTG 202. INTEGRATED MANAGEMENT ESSENTIALS 2.

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Credits: 3

Offered by: Management (Desautels Faculty Management)

This course is not offered this catalogue year.

## Description

Essentials of management using an integrated approach. Four modules (managing customer relationships, managing processes, managing digital innovation and managing the enterprise) cover fundamentals of marketing, strategy, operations and information systems; and illustrate how this knowledge is harnessed in an organization to create value for customers and other stakeholders. Emphasizes an integrated approach to management, highlighting how organizations function as a whole and the importance of being able to work across functional and organizational boundaries.

- Restriction(s): Open to U2, U3 students.
- It is suggested that students take INTG 201 prior to INTG 202, but is not required.
- Restriction(s): Only open to U1, U2, U3 students. Not open to students in the Desautels Faculty of Management or students who have taken two or more of courses MGCR 331, MGCR 352, MGCR 423 or MGCR 472 or MGCR 372.
- Limited enrolment; priority registration to students in Minors in Entrepreneurship. It is suggested that students take INTG 201 prior to INTG 202, but is not required. Note: this course is not part of the Desautels Minors in Management, Finance, Marketing or Operations Management (for non-Management Students).

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

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