

# Integrated Management

Western Integrated Resource Education

**UW-Online Course: Agec-4890**

**Spring 2000, 3 Cr**

**B**alance is a much sought-after goal these days. Balance in resource access, balance in resource use, balance in work versus family, balance in human relationships, and balance of the individual versus the rest of society. The WIRE Integrated Management course can help students understand that balance



which is so necessary in competitive markets. The process of management covered in this course helps chart a course for business and personal lives. It helps to find the balance between strategic, tactical and operational goals, while moving the entire business toward its intended target.

The course recognizes that every business is composed of a unique set of environmental and physical resources, as well as a particular set of capacities/capabilities within the human resource. The *integrated management process* seeks to find the optimal combination of resources, using them to reach the goals set. Quantity and timing of resource use by business activities is considered, as well as the interactions and sustainability of resource demands.

This on-line course is being adapted from the successful UW Cooperative Extension Service program developed in Wyoming in 1992, and expanded to Idaho, Utah, and Montana. Offerings have also received positive reviews in Saskatchewan and Queensland, Australia.

To register for this unique UW *integrated management* course, see:  
<http://agecon.uwyo.edu/wire>