

Product & Service Management Track Requirements Sheet – Class of 2015

The Product and Service Management track delivers a deep understanding of Marketing, Operations Management and Information Management to develop the integrated skill set required to excel in product, service and brand management roles. The track shapes you into a leader who will develop, introduce and sustain products and services in a wide range of private and public sector organizations, as well as managing collaborations among supply chain and channel partners. You will develop firm-wide perspectives for problem solving and an intuition for transforming consumer and business market insights into marketplace opportunities. The PSM track also provides students the opportunity to concentrate in traditional areas of marketing or operations management.

UBC MBA Program Requirements – all students complete the following:

BA 504 IPD: Foundation – 3.0 credits
 BA 507 IPD: Global – 3.0 credits
 BA 508 IPD: Capstone (includes Business in Society Project) – 2.0 credits
 BA 512 IPD: Experiential Learning – 1.5 credits
 BA 560: Ethics & Sustainability – 1.5 credits
 BA 561: Global Issues & Macroeconomics – 1.5 credits
 BA 562: Creativity – 1.5 credits
 BA 563: Decision Making for Managers – 1.5 credits
 BA 564: Leadership Development – 1.5 credits
 BAAC 550 Foundations in Accounting – 1.5 credits
 BABS 540 – Data Utilization – 0.75 credits
 BAFI 500 – Corporate Finance – 1.5 credits
 BAHF 550 Organizational Behaviour – 1.5 credits
 BAMA 550 Marketing Fundamentals – 1.5 credits
 BAPA 550 Foundations of Managerial Economics – 1.5 credits
 BASC 550 Operations & Logistics – 1.5 credits
 3 of 4 Track specific mini-modules – 2.25 credits:
 BA 541 Consulting & Strategic Management
 BAEN 541 Innovation & Entrepreneurship
 BAFI 541 Principles of Finance
 BAMA 541 Product Service Management
 14 additional 1.5 credit modules – 21.0 credits

Program Total: 50 credits

PSM Career Track Requirements – all PSM students complete:

5 Track Required Modules:

P2 BAMA 541	Product Service Management
P3 BAMA 514	Brand Management
P3 BASC 500	Process Fundamentals
P4 BAMA 508	Market Research
P4 BASC 523	Supply Chain Management

5 Track Elective Modules chosen from the following list:

P3 BAAC 510	Cost Analysis for Decision Making
P3 BAMA 506	Consumer Behaviour
P4 BAIT 527	Business Intelligence for Management
P4 BAMA 504	Integrated Marketing Communication
P6 BAMA 515	Services Management
P6 BAMA 580D	Strategic Management of Customer Relationships
P6 BAMS 523	Managerial Decision Modeling and Analytics
P6 BASC 521	Project Governance and Oversight
P7 BAEN 510	Intrapreneurship
P7 BAHF 500	Introduction to Healthcare Management
P7 BAMA 503	New Product Development
P7 BAMA 513	Internet Marketing
P7 BASC 524	Supply Chain Analytics

5 MBA Elective Modules:

Choose 5 modules (equivalent to 7.5 credits) from any available modules in the program

If you choose more Track elective modules than required above, additional Track electives can count towards your MBA elective module requirements.

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Period 1

BA 504	IPD: Foundation
BA 562	Creativity
BAAC 550	Accounting
BABS 540	Data Utilization
BAHR 550	Organizational Behaviour
BAMA 550	Marketing Fundamentals
BAPA 550	Foundations of Managerial Economics
Total credits for P1: 11.25 credits	

Period 2

BA 504	IPD: Foundation (con't from P1)
BA 562	Creativity (con't from P1)
BAFI 500	Corporate Finance
BASC 550	Operations & Logistics
BAMA 541 + two of: BA 541 BAEN 541 BAFI 541	Product Service Management Consulting and Strategic Management Innovation and Entrepreneurship Principles of Finance
Total credits for P2: 5.25 credits	

Period 3

maximum 1.5 credits of electives (overloading not allowed)

BA 507	IPD: Global
BA 561	Global Issues and Macroeconomics
BAMA 514	Brand Management
BASC 500	Process Fundamentals
Elective Track / MBA	
Total credits for P3: 9.0 credits	

Period 4

maximum 3.0 credits electives (overloading allowed)

BAMA 508	Market Research
BASC 523	Supply Chain Management
Elective Track / MBA	
Elective Track / MBA	
Total credits for P4: 6.0 credits	

Period 5

BA 560	Ethics & Sustainability
BA 563	Decision Making for Managers
Total credits for P5: 3.0 credits	

Summer Period

BA 512	IPD: Experiential Learning
Total credits for Summer Period: 1.5 credits	

Period 6

maximum 6.0 credits electives (overloading allowed)

BA 508	IPD: Capstone
Elective Track / MBA	
Elective Track / MBA	
Elective Track / MBA	
Elective Track / MBA	
Total credits for P6: 8.0 credits	

Period 7

maximum 4.5 credits electives (overloading allowed)

BA 508	IPD: Capstone (con't from P6)
BA 564	Leadership Development
Elective Track / MBA	
Elective Track / MBA	
Elective Track / MBA	
Total credits for P7: 6.0 credits	

Program total: 50.0 credits

Ensure that you have:

- BAMA 508 Market Research
- BAMA 514 Brand Management
- BAMA 541 Product Service Management
- BASC 500 Process Fundamentals
- BASC 523 Supply Chain Management
- 5 Track electives
- 5 MBA electives
 - If you choose more Track elective modules than required above, these modules will count towards your MBA elective module requirements.

Overloading: students must have a minimum cumulative post-P1 grade average of 80% in order to overload in periods where it's allowed