



ROBERT H. LEE
GRADUATE SCHOOL

Career Track Info Session Full-time MBA

November 13, 2018

UBC SAUDER
SCHOOL OF BUSINESS

Today's Agenda

Choosing Your Track

1. Quick Review of UBC MBA Program
2. Innovation & Entrepreneurship – Paul Cubbon
3. Finance – Murray Carlson
4. Product & Service Management – Tim Silk
5. Custom Track
6. General Q & A

OVERVIEW OF UBC MBA PROGRAM

- Sept 2018 – Dec 2019, graduate May 2020
- P1, P2 & P5 = set curriculum
- P3, P4, P6 & P7 = electives & track required modules
- **Registration for P3-P4 opens November 14th at 12.30 pm**
- As you move through the program, you will have more choice and dive deeper into selected business areas
- Need to complete **51.5 credits** to graduate and meet specific program/track requirements

4 Tracks:

- Product & Service Management (PSM)
- Finance (FIN)
- Innovation & Entrepreneurship (IE)
- Custom (General)

You can complete **only 1 track** – this track will be listed on your transcript, but not on your degree.

“Custom” is not listed on your transcript.

TRACK WORKSHEETS

- Each sheet is a snapshot for the track and will help you understand what modules are required/affiliated with each track
- Worksheet is for your reference, to better understand where you are at in your program and with your track – they do not need to be submitted
- Worksheet enables you to see what is required in each Period, and where you have elective choices to make
 - Outlines how many credits of electives you need to take in each Period
 - Outlines where overloading is allowed – 1 extra course, minimum 80% cumulative academic average to qualify

Updated: Nov 13, 2018

Track Champion: Murray Carlson

Finance Career Track Requirements – Class of 2020

Knowledge is power in the competitive field of finance, and you'll gain plenty of it in this track. Hone your financial analytical skills and learn to apply the principles of financial economics to investment, commercial and retail banking, corporate finance, trading, and risk management. Develop innovative approaches and products for both individuals and institutions. Become an authority on topics like: mergers and acquisitions, capital budgeting, strategic financial management, corporate restructuring, credit analysis, private equity and venture capital. Careers available to Finance graduates span asset management, investment banking, risk management, financial engineering, corporate finance, securities sales and trading, commercial banking, and financial consultancy.

UBC MBA Program Requirements – all students must complete the following:

Foundation Courses – Required

(total of 13.5 credits)

BAAC 550: Foundations in Accounting I – 1.5 credits
BAAC 551: Foundations in Accounting II – 1.5 credits
BABS 550: Application of Statistics in Management – 1.5 credits
BAEN 550: Fundamentals of Entrepreneurship – 1.5 credits
BAFI 500: Introductory Finance or BAFI 580A: Fundamental Finance – 1.5 credits
BAHR 550: Organizational Behaviour – 1.5 credits
BAMA 550: Marketing – 1.5 credits
BAPA 550: Managerial Economics I – 1.5 credits
BASC 550: Operations – 1.5 credits

Business Strategy Integration – Required

(total of 9.5 credits)

BA 504 BSI: Foundation – 4.0 credits
BA 507 BSI: Global – 3.0 credits
BA 508 BSI: Capstone – 1.0 credits
BA 512 BSI: Experiential Learning – 1.5 credits

Thematic Courses – Required

(total of 7.5 credits)

BA 560: Ethics and Sustainability – 1.5 credits
BA 561: Global Issues and 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

FIN Career Track Requirements – all FIN students must complete the following:

4 FIN Track Courses – Required

(total of 6 credits)

P3 BAFI 502 Corporate Finance – 1.5 credits
P3 BAFI 511 Investment Theory and Asset Pricing – 1.5 credits
P4 BAFI 520 Empirical Finance – 1.5 credits
+ at least one 1.5 credit course from the list of suggested FIN electives below

Suggested FIN Electives (select at least one to complete your track requirements):

P4 BAFI 513 Risk Management – 1.5 credit
P4 BAFI 580B Venture Capital – 1.5 credits

P6 BAAC 501 Financial Statement Analysis – 1.5 credits
P6 BAFI 507 Mergers and Acquisitions – 1.5 credits
P6 BAFI 532 International Financial Management – 1.5 credits

P7 BAFI 516 Financial Engineering – 1.5 credits
P7 BAFI 519 Topics in Investment Management – 1.5 credits

*P6 and P7 courses are tentative and subject to change

10 MBA Elective Courses

(total of 15 credits)

Choose 10 courses (equivalent to 15 credits) from any available courses in the program.

Program Total: 51.5 credits

IMPORTANT NOTE! It is each student's responsibility to check for updates to this information on the RHL Current Students page as it is subject to change.

Finance Career Track Worksheet – Class of 2020

Period 1

BA 504	BSI: Foundation (cont'd in P2) – 2.0 credits value
BA 560	Ethics and Sustainability – 1.5 credits
BAAC 550	Foundations in Accounting I – 1.5 credits
BABS 550	Application of Statistics in Management – 1.5 credits
BAHR 550	Organizational Behaviour – 1.5 credits
BAPA 550	Managerial Economics I – 1.5 credits
Total credits for P1: 9.5 credits	

Period 2

BA 504	BSI: Foundation (cont'd from P1) – 2.0 credits value
BAAC 551	Foundations in Accounting II – 1.5 credits
BAEN 550	Fundamentals in Entrepreneurship – 1.5 credits
BAFI 500 or BAFI 580A	Introductory Finance – 1.5 credits
BAMA 550	Marketing – 1.5 credits
BASC 550	Operations – 1.5 credits
Total credits for P2: 9.5 credits	

Period 3

Maximum 1.5 credits of electives (overloading not allowed)

BA 507	BSI: Global – 3.0 credits
BA 561	Global Issues and Macroeconomics – 1.5 credits
BAFI 502	Corporate Finance – 1.5 credits
BAFI 511	Investment Theory and Asset Pricing – 1.5 credits
Elective – 1.5 credits	
Total credits for P3: 9.0 credits	

Period 4

Maximum 4.5 credits electives (overloading allowed)

BAFI 520	Empirical Finance – 1.5 credits
Elective – 1.5 credits	
Elective – 1.5 credits	
Elective – 1.5 credits	
Total credits for P4: 6.0 credits	

Period 5

BA 562	Creativity – 1.5 credits
BA 564	Leadership Development – 1.5 credits
Total credits for P5: 3.0 credits	

Summer Session

BA 512	BSI: Experiential Learning – 1.5 credits
Total credits for Summer Period: 1.5 credits	

Period 6

Maximum 6 credits electives (overloading allowed)

Elective – 1.5 credits	
Elective – 1.5 credits	
Elective – 1.5 credits	
Elective – 1.5 credits	
Total credits for P6: 6.0 credits	

Period 7

Maximum 4.5 credits electives (overloading allowed)

BA 508	BSI: Capstone – 1.0 credit
BA 563	Decision Making for Managers – 1.5 credits
Elective – 1.5 credits	
Elective – 1.5 credits	
Elective – 1.5 credits	
Total credits for P7: 7.0 credits	

Program total: 51.5 credits

Ensure that you have:

- BAFI 502 Corporate Finance
- BAFI 511 Investment Theory and Asset Pricing
- BAFI 520 Empirical Finance
- At least one FIN elective
- 10 MBA electives

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

IMPORTANT NOTE! It is each student's responsibility to check for updates to this information on the RHL Current Students page as it is subject to change.

DIFFERENT KINDS OF MODULES IN THE PROGRAM:

- **Foundation Modules (P1 & P2)**
- **Thematic Modules** (Ethics and Sustainability, Global Issues & Macro Econ, Creativity, Leadership Development, Decision Making for Managers)
- **Business Strategy Integration Modules** (BSI: Foundation, BSI: Global, BSI: Experiential Learning, BSI: Capstone)
- **Track Required Modules** – each track has 6.0 credits (4.5 mandatory +1.5 elective)
- **Track Elective Modules** – each track provides a list
- **MBA Elective Modules** – make up the rest of your program credits



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Innovation & Entrepreneurship

Track Champion: Paul Cubbon

Innovation & Entrepreneurship (IE)

4 Track Required Modules - IE

- P2: BAEN 550 Intro to Innovation & Entrepreneurship
- P3/P4: BAEN 506: Technology Entrepreneurship (counts as 2 modules, 3.0 credits) **APPLICATION Deadline Friday Nov 16th, 23.59 pm.**
- https://www.sauder.ubc.ca/Programs/RHL_Current_Students/Courses_-_Full_Time_MBA/BAEN_506
- P4: BAEN 505: Entrepreneurial Finance
- + at least one 1.5 credit module from the list of recommended IE electives

Innovation & Entrepreneurship (IE)

Some recommended electives that support the IE track

P3 BASM 580A Economics of Innovation & Entrepreneurship

P3 BAMA 514 Brand Management

P3/4 BAMA 508 Marketing Research (better to do in P3)

P4 BAFI 580B Venture Capital

P6 BAEN 580A Impact Investing

P6 BAEN 580C Innovation and Sustainability

P6-P7 BAEN 580B Creative Destruction Lab (taught over 2 periods)

P7 BAEN 502 Growing and Exiting a Venture

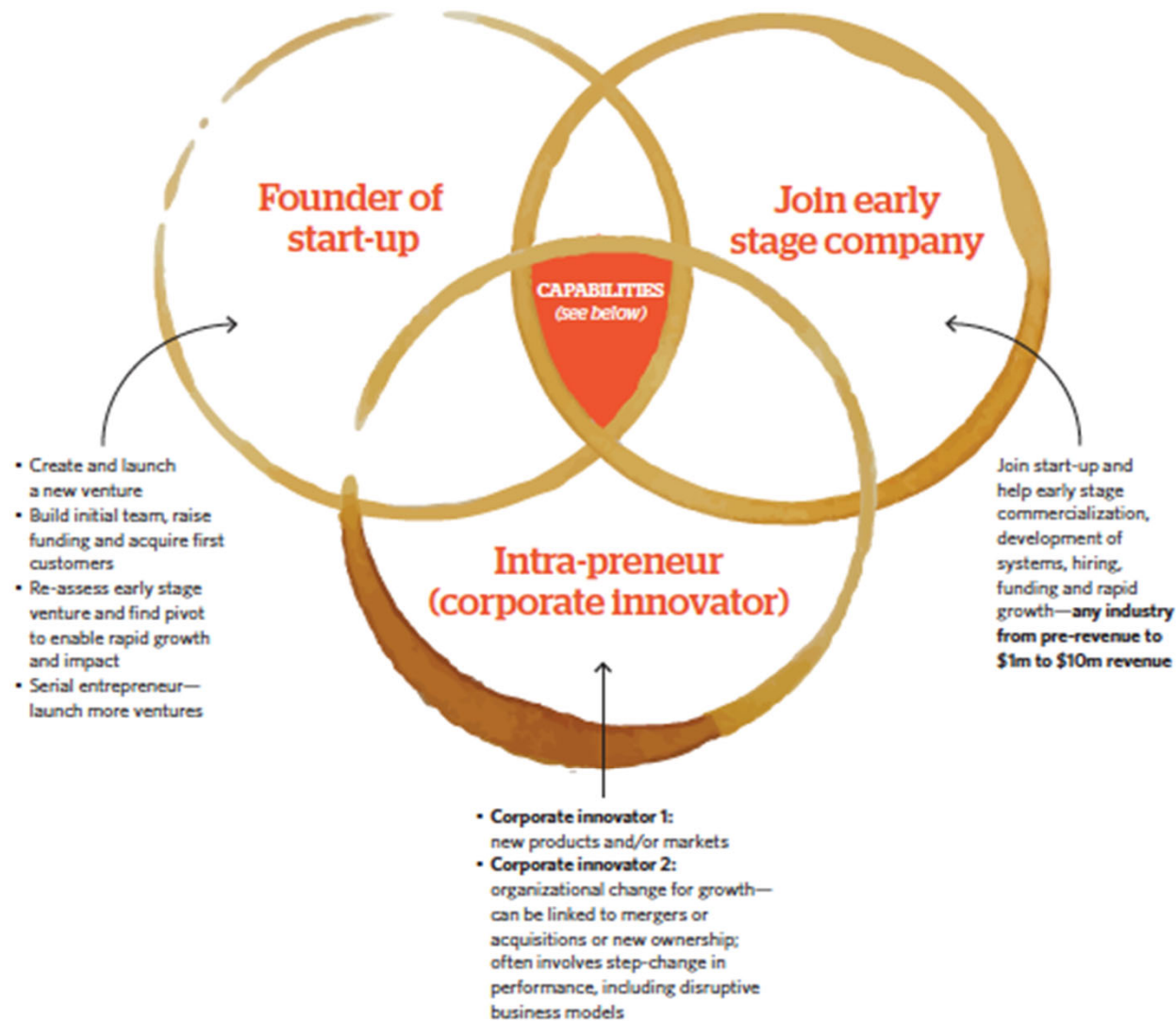
P7 BAMA 503 New Product Development

Innovation & Entrepreneurship

Summer experience options:

- [Work full-time on start-up venture \(unpaid, but potential funding\)](#)
 - Enter **e@ubc** incubator or BC Tech partner
 - Assigned Faculty advisor & help with industry mentor
 - Individual or team
- [Paid internship in relevant role and organization](#)
 - Entrepreneurial role in start-up or early stage company
 - Intra-preneur or Innovation role in scale-up or larger co.
- [Social enterprise, non-profit or NGO innovation](#)
 - Paid and volunteer opportunities including iHub

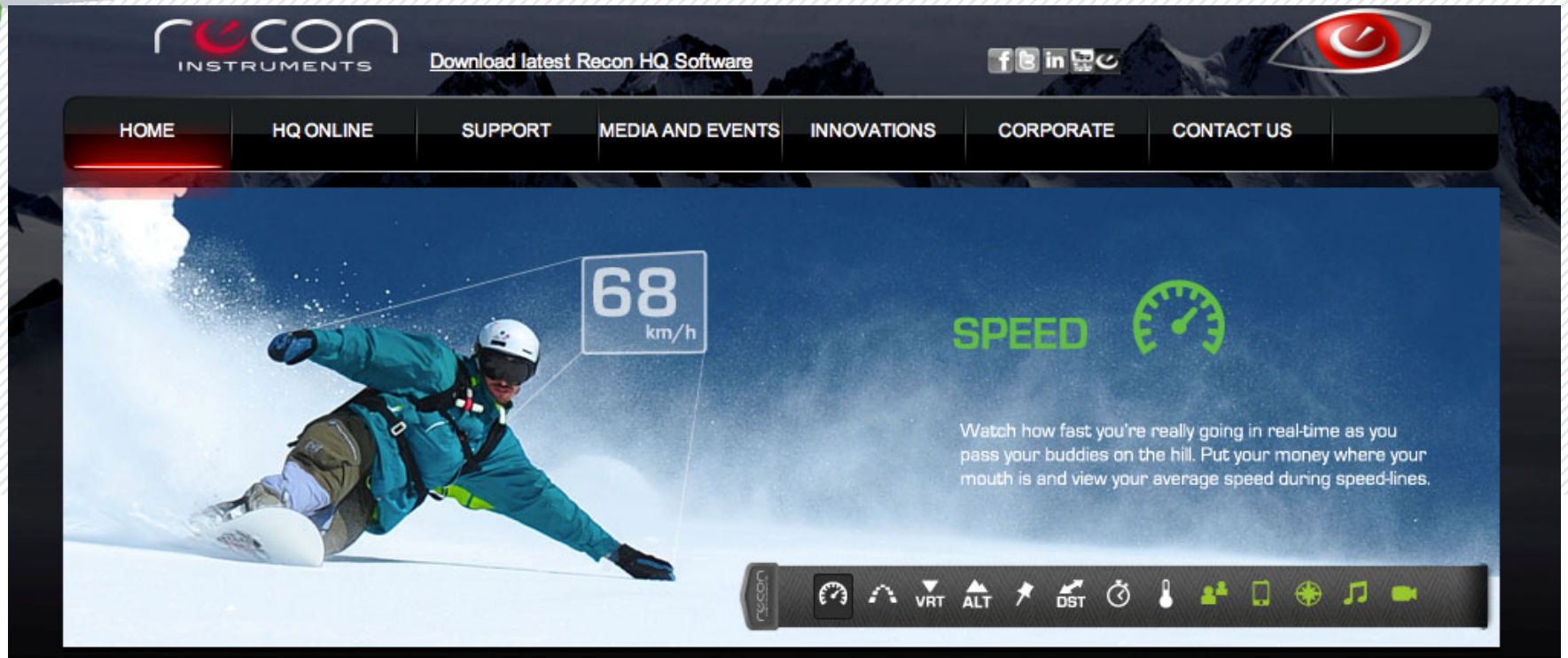
Entrepreneurial Careers



THE SKILL SET THEY SHARE:

- Dealing with ambiguity, messy and incomplete data
- Working fast with very limited resources
- Ability to multi task and improvise
- Design and run rapid experiments, find out what does not work, and to find pivot points
- Build partnerships internally and externally to increase capability

Entrepreneurs in Action: MBA 2007



Type 1: Founder: Recon sold to Intel 2015: Fraser Hall now runs Vancouver Founder Fund (VFF) Article (e-com furniture) and Vancouver Founder Fund; Darcy Hughes started Skio Music, Dan Eisenhardt started Form (Wearable Tech for Sport.)

Where are they now?

UNIVERSITY OF BRITISH COLUMBIA



Ryan Smith • 1st

Love Matching People & Shoes, CEO at FTSY
FTSY • The University of British Columbia
Vancouver, Canada Area • 500+ &

Message

More...

Ryan is Founder & CEO of FTSY ('footsy') a platform to match people and shoes. As a trusted relationship builder, Ryan advanced UBC's \$1.5B campaign with companies, foundations, and f...

[See more](#)

Highlights



269 Mutual Connections

You and Ryan both know Ian Christie, Steven Forth, and 267 others



You both worked at The University of British Columbia

Ryan worked at The University of British Columbia after you started

[Show more highlights](#)

Ryan's Activity

1,950 followers

[Following](#)



6 Brands Working Hard to Make the World a Better Place

Ryan liked



Shopify Meetup NYC: Williamsburg / Tuesday,...

Ryan liked



On October 27th Oaklins DeSilva+Phillips Hosted the...

Ryan liked



Some big announcements by Seattle companies this week i...

Ryan liked



So glad I had had the opportunity to attend the 201...

Ryan liked



If you're in the #retailtech space and in NYC on November 7,...

Ryan shared this

[See all activity](#)

Experience



CEO (HIRING)

FTSY

Sep 2014 – Present • 3 yrs 3 mos
Vancouver, Canada Area



Julian (Jay) Rhind · 1st

Principal at Vancouver Founder Fund
Beanworks Solutions Inc. · Sauder School of Business
Vancouver, British Columbia, Canada · 500+ &

Message

More...

Highlights



300 Mutual Connections
You and Julian (Jay) both know David Miller, Ryan Smith, and 298 others



1 Mutual Group
You and Julian (Jay) are both in the UBC MBA Alumni (official) - Sauder School of Business group

Show more highlights ▾

Julian (Jay)'s Activity

1,125 followers

✓ Following



This Consumer-Level AR App Targets A \$400 Billion Industry
Julian (Jay) liked

[See all activity](#)

Experience



Board Observer
Beanworks Solutions Inc.
Feb 2017 – Present · 10 mos
Vancouver, Canada Area



Board Observer
Tutela
Oct 2016 – Present · 1 yr 2 mos
Victoria, British Columbia



Principal
Vancouver Founder Fund
Aug 2016 – Present · 1 yr 4 mos
Vancouver, Canada Area



Adjunct Professor
UBC Sauder School of Business



Janelle Goulard · 1st

Director of Health Investment at Pangaea Ventures
Pangaea Ventures · The University of British Columbia
Vancouver, Canada Area · 500+ &

Message

More...

Innovation enthusiast with private capital market investment experience with both traditional (private equity) and innovative (healthcare venture capital) business models. Eight years of str...

[See more ▾](#)

Highlights



178 Mutual Connections
You and Janelle both know Ryan Smith, Ian Christie, and 176 others



1 Mutual Group
You and Janelle are both in the Angel Forum - Vancouver group

Experience



Director of Health Investment
Pangaea Ventures
Dec 2016 – Present · 1 yr
Vancouver, Canada Area

Pangaea is the world leader in advanced materials venture capital. We invest in start-up companies using advanced materials to make our world better. Established in 2000, Pangaea has built an outstanding portfolio addressing multi-billion dollar markets in energy, electronics, health, and sustainability.



Consulting Manager
bernelle
Aug 2013 – Present · 4 yrs 4 mos

Serving a broad range of clients both in the private and public sector, to deliver on strategic initiatives, evaluate and execute on new growth opportunities.



Associate
RecapHealth Ventures
Apr 2015 – Mar 2016 · 1 yr
Vancouver, Canada Area

RecapHealth Ventures is an investment fund focused on producing meaningful financial and social return in the areas of health and wellness. RecapHealth incubated an internally generated venture; a digital Health Solution for Home and Community Care).



Rian Gauvreau • 1st
COO and Founder at Clio

Clio • The University of British Columbia
Vancouver, British Columbia, Canada • 500+

Message

More...

Highlights



60 Mutual Connections

You and Rian both know Reg Nordman, Boris Wertz, and 58 others



Rian can introduce you to 4 people at Gowling WLG Canada

Rian worked at Gowling WLG Canada

Experience



COO and Founder

Clio
2008 – Present • 9 yrs
Vancouver, Canada Area

Clio is the leading and most widely-used provider of cloud-based practice management software for small-to-mid sized law firms.



Legal Technology

Gowling Lafleur Henderson LLP
May 2000 – Jan 2008 • 7 yrs 9 mos
Vancouver, Canada Area

Gowlings is an international full-service law firm with more than 750 legal professionals who have consistently been sought out for their creativity, effectiveness and value.

Education



The University of British Columbia
M.B.A., Strategic Management
2011



Kerry Costello • 1st

COO at HeadCheck Health
HeadCheck Health • The University of British Columbia
Vancouver, Canada Area • 500+

Message

More...

Kerry Costello graduated from UBC in 2013 with a Masters of Business Administration. She is an enthusiastic leader, manager, coach, and student with an entrepreneurial drive and passion fo...

[See more](#)

Highlights



326 Mutual Connections

You and Kerry both know Praj Patel, Ryan Smith, and 324 others



You both worked at The University of British Columbia

Kerry worked at The University of British Columbia after you started

[Show more highlights](#)

Kerry's Activity

[Following](#)

1,446 followers



"Product market fit for health startups" event with...

Kerry liked



A big thanks to Jennifer E. Thompson for helping us "ma...

Kerry liked



ATB Financial rolls out world's first full-featured virtual banki...

Kerry liked



Great Discussion forum today on #Agile, and want to thank all...

Kerry liked



Talking about #entrepreneurs #innovation and #diversity tod...

Kerry liked

[See all activity](#)

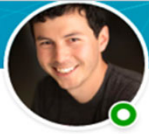
Experience



Co-Founder & COO

HeadCheck Health
Dec 2013 – Present • 4 yrs
Vancouver, Canada Area

HeadCheck Health enables Athletic Trainers and Team Doctors to make better sports concussion decisions. The key pieces of information that are needed to make a sound sideline judgement are provided to these medical professionals through a mobile app called HeadCheck. Through the app they have access to athlete baseline and test history as well as to a variety of tests including new objective test measures when the app is paired with the HeadCheck headband. 31 teams are already using the HeadCheck system on the sideline of their games including two WHL teams, UBC, University of the Fraser Valley and the University of Saskatchewan.



Timothy Yu • 1st

Founder at Kilslaay Restaurant Group
Kilslaay Restaurant Group • IE (Instituto de Empresa)
Vancouver, British Columbia, Canada • 500+ &

Message

More...

I am a recent MBA grad with a dual specialization in Strategy, and Marketing. I achieved my MBA from the Sauder School of Business at UBC – where I was ranked in the top ten of my class – an...

[See more](#) ▾

Highlights



115 Mutual Connections

You and Timothy both know Ian Christie, Angelo Veotte, and 113 others



3 Mutual Groups

You and Timothy are both in the UBC - StartUps by Alums, UBC MBA Alumni (official) - Sauder School of Business, and 1 other group

Experience



Founder

Kilslaay Restaurant Group
May 2015 – Present • 2 yrs 7 mos
Vancouver, Canada Area

Kilslaay Restaurant Group operates Koerner's Pub, Loafe Cafe and Cafe MOA.

Principal



Koerner's Pub

Sep 2013 – Present • 4 yrs 3 mos
University of British Columbia

Founder



Hong Kong Gourmet for iPhone
Apr 2010 – Present • 7 yrs 8 mos

Partnered with Chua Lam - one of Asia's most famous and loved celebrity food critics - to produce a location based recommendation App for Hong Kong restaurants.

Director, Creative Operations



Aritzia

Apr 2013 – Aug 2013 • 5 mos

Director of Marketing



Recon Instruments

Feb 2012 – Apr 2013 • 1 yr 3 mos
Vancouver, BC

[See more positions](#) ▾



Jacek Mis • 1st

Business Development Manager at The Centre for Drug Research & Development (CDRD)
The Centre for Drug Research & Development (CDRD) • Sauder School of Business
Vancouver, Canada Area • 331 &

Message

More...

Over 15 years of experience in the fields of biotechnology, market research, health care and business development have taught me to be analytical, resourceful, and question driven. I am ...

[See more](#) ▾

Highlights



91 Mutual Connections

You and Jacek both know Ryan Smith, Ian Christie, and 89 others



You both worked at The University of British Columbia

Jacek worked at The University of British Columbia after you started

[Show more highlights](#) ▾

Jacek's Activity

[Following](#)

331 followers



Aspect Biosystems: Creating Meaningful Impact

Jacek liked



Merck & CDRD Announce Joint Investment in the Canadian Lif...

Jacek liked



"Canada punches above weight on research but we need to up..."

Jacek liked



BC Innovation Council Awards \$735,000 to Fund Market-Drive...

Jacek shared this

[See all activity](#)

Experience



Business Development Manager

The Centre for Drug Research & Development (CDRD)
Oct 2017 – Present • 2 mos
Vancouver, Canada Area



Principal

Hive Business Solutions Inc.
Jan 2016 – Oct 2017 • 1 yr 10 mos
Vancouver, Canada Area

- Working with businesses, organizations and government agencies providing expertise in healthcare, life sciences, technology, and financial services.
- Specializing in strategic planning, business development, market research, financial modeling and valuation.



Mark M. Chen • 1st

Consultant at Boston Consulting Group
The Boston Consulting Group (BCG) • Sauder School of Business
Canada • 500+ &

[Message](#) [More...](#)

PRESENT: Mark is currently an MBA candidate at the UBC Sauder School of Business, expecting to complete his studies in December 2016. He is also an entrepreneur working on PeerLoop, a s...

[See more](#) v

Highlights



197 Mutual Connections
You and Mark M. both know David Miller, Ian Christie, and 195 others



Mark M. can introduce you to 6 people at Massachusetts Institute of Technology
Mark M. worked at Massachusetts Institute of Technology

[Show more highlights](#) v

Experience



Consultant
The Boston Consulting Group (BCG)
May 2017 – Present • 7 mos
Calgary, Canada Area



Student & Event Volunteer
Creative Destruction Lab
Feb 2017 – May 2017 • 4 mos
Vancouver, Canada Area



Co-Founder
PeerLoop.ca
Jul 2016 – May 2017 • 11 mos
Vancouver, Canada Area

PeerLoop is a platform for students and employees to solicit feedback from their teammates and mentors for continuous self-improvement and better team dynamics. Our original goal was to create a stronger feedback culture within our student cohort at UBC Sauder and beyond. We believe feedback shouldn't just be for a company's annual 360-degree employee evaluation. Feedback from peers and mentors is an important part of professional and personal development for top performing individuals who wants to know their strengths and the areas



Clea Stone • 1st

Manager at The Sound: Exploration Strategy Innovation
The Sound: Exploration Strategy Innovation • Sauder School of Business
Vancouver, British Columbia, Canada • 500+ &

[Message](#) [More...](#)

I get to spend my days uncovering insights about human behavior that help solve business problems and drive innovation in diverse industries all over the world. I have always been fasci...

[See more](#) v

Highlights



124 Mutual Connections
You and Clea both know Ian Christie, Ann Stone, and 122 others

Experience



Manager
The Sound: Exploration Strategy Innovation
Aug 2016 – Present • 1 yr 4 mos
Vancouver

The Sound is a Consumer Exploration, Brand Strategy and Product Innovation agency, applying leading edge research techniques, technologies and marketing models to solve client brand, marketing, communications and product challenges.

We are a team of brand experts, strategic researchers, idea generators and cultural anthropologists based in New York, Chicago, London, Mumbai, Toronto and Vancouver. We provide clients with the insight, inspiration and strategy needed to answer the brand challenges most important to their business all over the world.

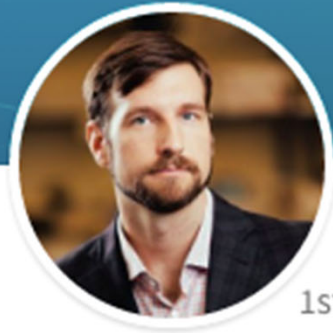


Senior Associate
The Sound: Exploration Strategy Innovation
Feb 2016 – Jul 2016 • 6 mos
Vancouver, Canada Area



MBA Internship
The Sound: Exploration Strategy Innovation
May 2015 – Aug 2015 • 4 mos
Vancouver, Canada Area

Intra-preneur – scaling early stage tech venture



1st

Tomas Skrinskas

Associate Director - Commercial Operations at Precision NanoSystems Inc.

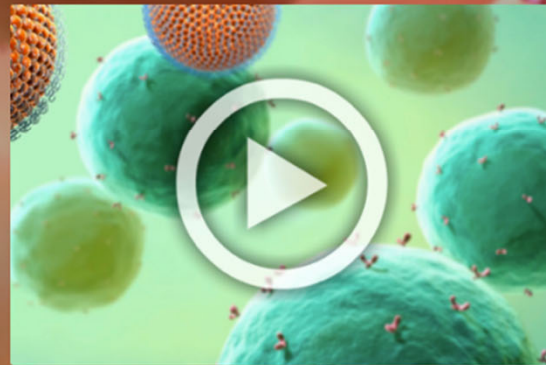
Precision NanoSystems Inc. • The University of British Columbia / UBC



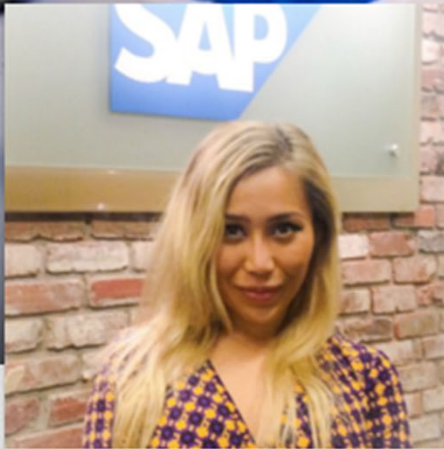
PRODUCTS TECHNOLOGY & APPLICATIONS RESOURCES ABOUT CONTACT 

NanoAssemblr™ Transfection Kits

Effective RNA/DNA transfection in vitro & in vivo for neuroscience and other applications



Corporate Innovator



Vivienne Wang, MBA M.A.Sc

1st • PREMIUM

Innovation Practice Lead, SAP Marketing Strategy & Transformation | Office of the CMO

Vancouver, British Columbia, Canada | Computer Software

Current SAP
Previous SAP, The University of British Columbia, IBM
Education The University of British Columbia

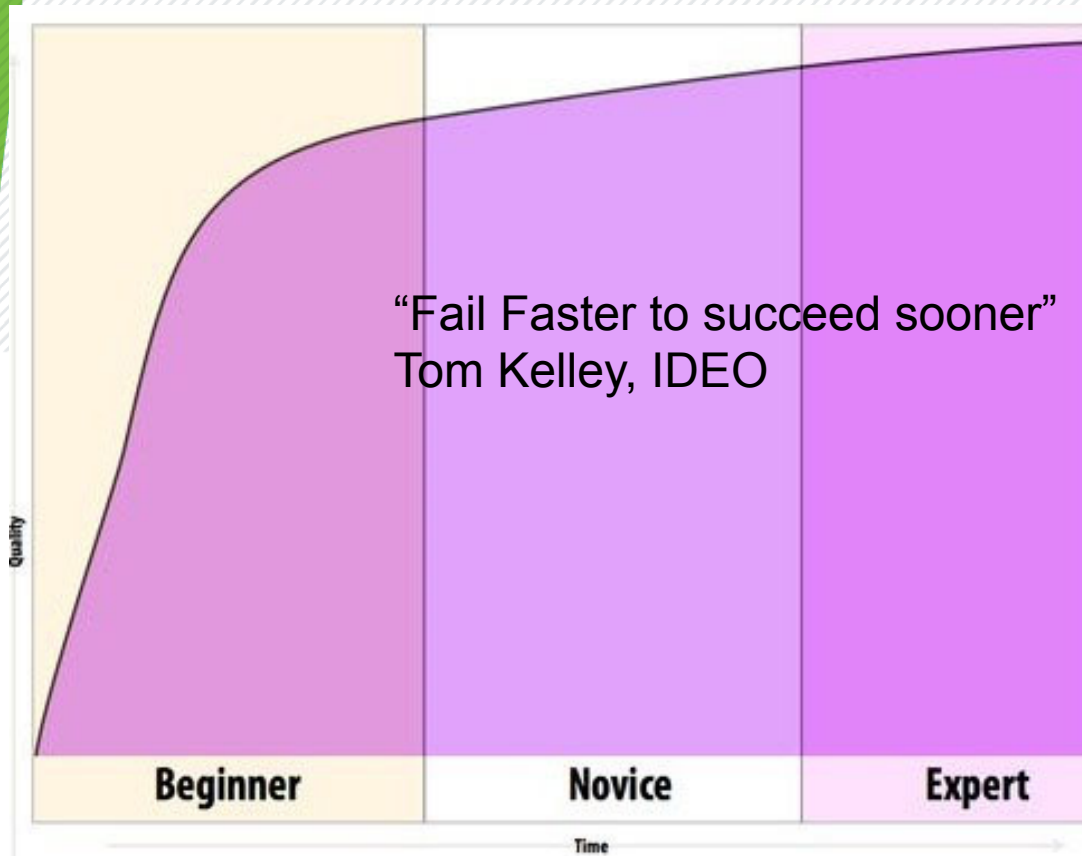
[Send a message](#) [Endorse](#) ▼

500+
connections

Seth Godin

“Being a Novice Is Way Overrated”

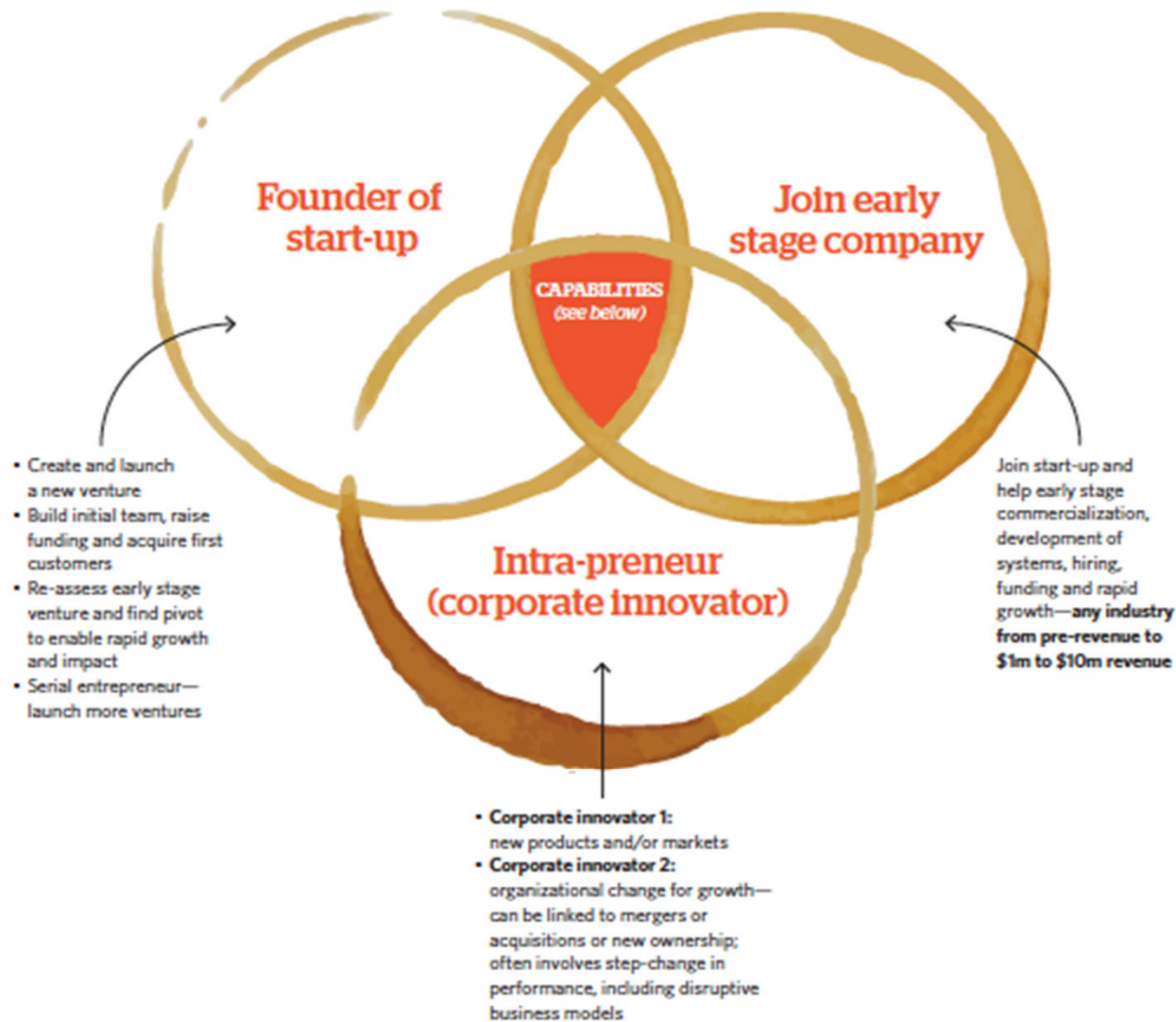
“Winners”
live here



The IE track
Develops
entrepreneurial
thinkers and do-ers

http://sethgodin.typepad.com/seths_blog/2010/09/the-myth-of-preparation.html

Entrepreneurial Careers



THE SKILL SET THEY SHARE:

Dealing with ambiguity, messy and incomplete data • Working fast with very limited resources
 • Ability to multi task and improvise • Design and run rapid experiments, find out what does not work, and to find pivot points • Build partnerships internally and externally to increase capability



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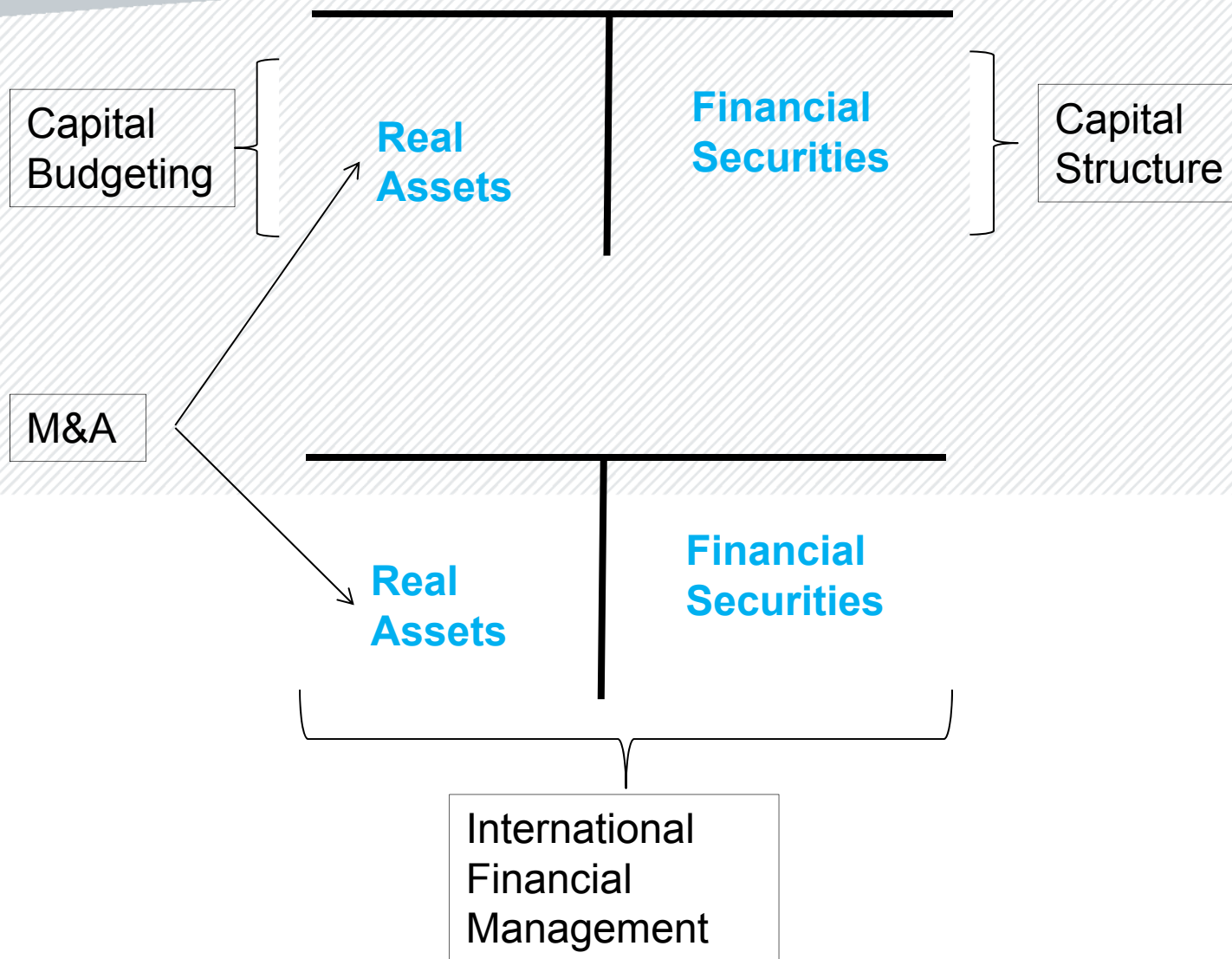
Finance Track

Track Champion: Murray Carlson

Finance

- **Corporate Finance:** Solving strategic financial problems in a company.
- **Investment:** Making optimal investment decisions for investors.

Corporate Finance



Investment

Real Assets

Financial Securities

Security Analysis

Financial Engineering

Risk Management

Portfolio Strategies

Real Assets

Financial Securities

Finance Career Opportunities

Corporate Finance

- Economic Analysis
- Budgeting
- Cash and Credit Management
- Risk Management
- ...

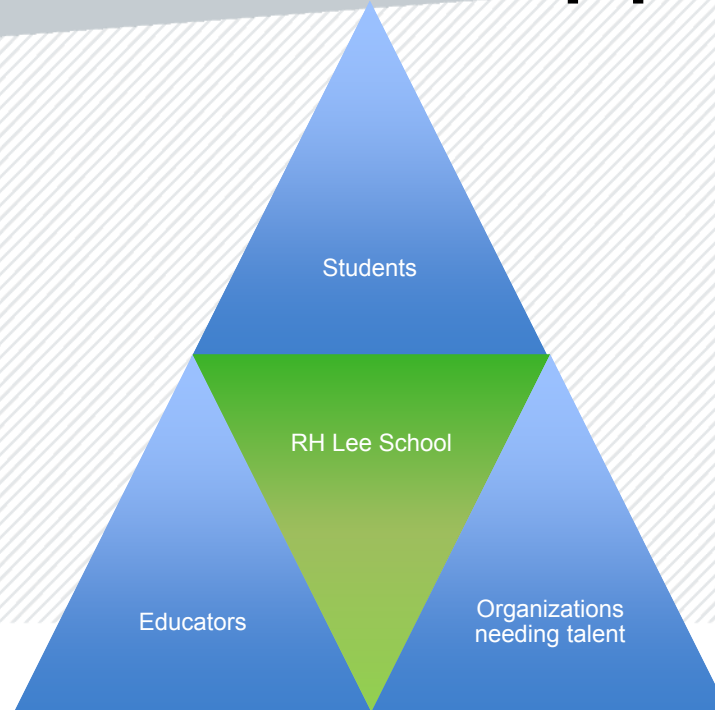
Banking

- Commercial Lending
- Securities Underwriting
- Trading
- M&A
- Securities Analyst
- ...

Investment Management

- Research Analyst,
- Portfolio Manager
- Financial Planner
- Private Wealth Management
- ...

A Skills-based Approach



What skills should I build or improve during the time I have access to this platform?

Accounting
Finance
Business economics
Marketing
Business analytics

Writing
Public Speaking

Team-based problem solving
Leadership

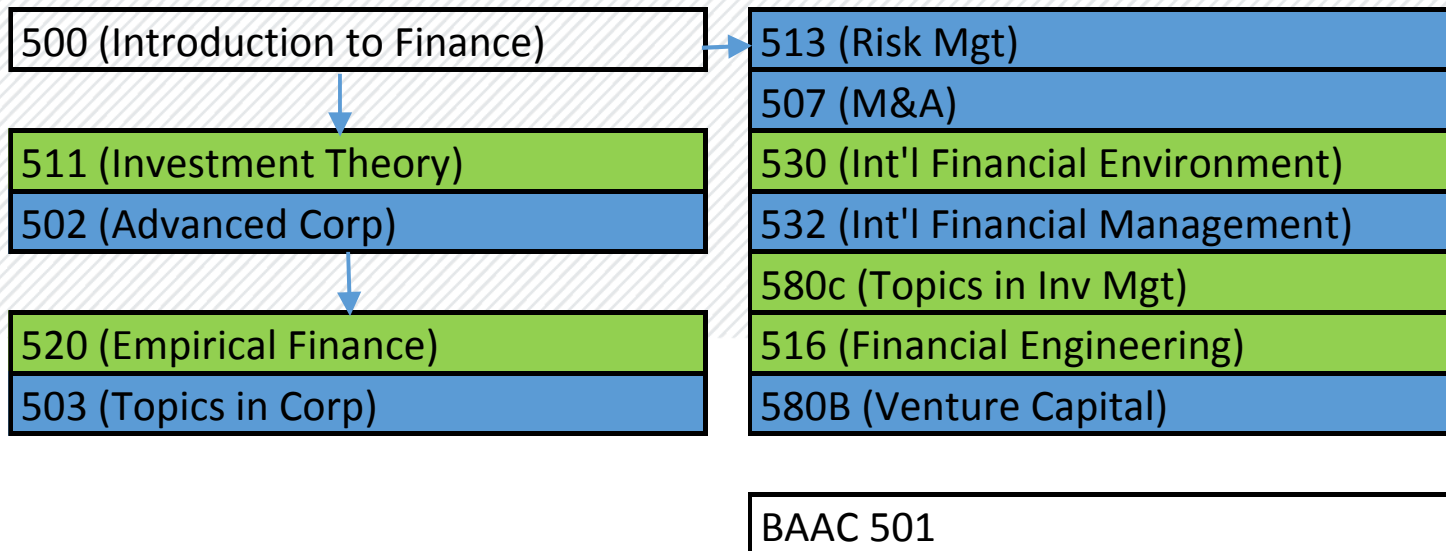
Finance Track Requirements

4 Track Required Modules - FIN

- BAFI 502 Corporate Finance
- BAFI 511 Investment Theory and Asset Pricing
- BAFI 520 Empirical Finance
- + at least one 1.5 credit module in list of suggested FIN electives

Choose 10 MBA Electives (any module in any track) to make up the rest of your program credits

Finance Curriculum



Entrepreneurial Finance and Venture Capital

Growth Stage	Point of View		Financing
	Inside	Outside	
Early	Entrepreneurial Finance		Direct interaction (e.g., Angel \$)
Late		Venture Capital	Intermediated (e.g., Limited Partner \$)



ROBERT H. LEE
GRADUATE SCHOOL

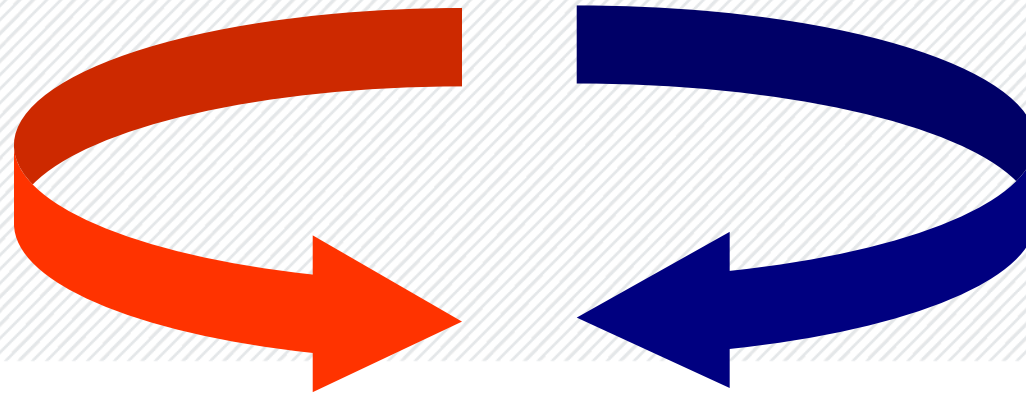
Product and Service Management

Track Champion: Tim Silk

Product and Service Management (PSM)

Operations

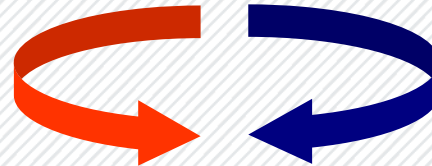
Marketing



Product / Service Management

- Managing the product/service portfolio as a business
- Develop, launch and manage products & services

Product and Service Management (PSM)



- **Insight into firm's capabilities & optimization.**
- **Manage interface between firm, supply chain and production.**

- **Insight into market expectations and opportunities.**
- **Manage interface between the market and the firm.**

Product and Service Management (PSM)

Objective:

- The PSM track develops a manager who combines a deep understanding of customer and market needs with strong knowledge in supply chain and product/service operations.
- You will learn how to 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.
- The track provides students with integrated skill set valued by employers in product & service management while providing an opportunity to concentrate in traditional areas of marketing or operations.

Product and Service Management (PSM)

Key Knowledge and Abilities:

1. Understand B2B and B2C buyer behavior to identify market opportunities.
2. Manage collaborations among supply chain and channel partners.
3. Learn how to develop, introduce and sustain products and services in a wide range of private and public sector organizations.
4. Design and improve production and service operations.
5. Develop firm-wide perspectives for problem solving, while proficient in traditional marketing and/or operations skillset.

PSM Career Opportunities



Specialize in Operations



- Operations Manager
- Supply Chain Specialist
- Process Improvement
- Transportation/Logistics
- Operations consultant
- Health Care Operations



Hybrid



- Business Unit Manager
- Product Manager
- Brand Manager
- Product Development
- Project Management
- Consultant



Specialize in Marketing



- Marketing Manager
- Market Research
- Advertising & Media
- Public Relations
- Business Development

Product and Service Management (PSM)

Full-Time Placements & Summer Internships:

Operations Focused:

- Process Manager
- Logistics Analyst
- Consultant

Integrated:

- Project Manager
- Brand Manager
- Business Analyst

Marketing Focused:

- Marketing Manager
- Marketing Analyst
- Social Media Planner



Product and Service Management (PSM)

4 Track Required Modules - PSM

- P3: BASC 500 Process Fundamentals
- P3 or P4: BAMA 508 Marketing Research (Mktg)
- P4: BASC 523 Supply Chain Management (Ops)
- + at least one 1.5 credit module from the list of PSM electives

Choose 10 MBA Electives (any module in any track) to make up the rest of your program credits

Product and Service Management (PSM)

Suggested Electives (not restricted to these)

- P3
- BAMA 506 Consumer Behavior
 - BAMA 514 Brand Management (P3 & P4)
- P4
- BAAC 511 Intermediate Managerial Accounting: Decision Making and Performance Evaluation
 - BAMA 504 Integrated Marketing Communication
- P6
- BAIT 527 Business Intelligence for Management
 - BAMA 513 Digital Marketing
 - BAMS 523 Managerial Decision Modeling & Analytics
- P7
- BAMA 505 Business Development
 - BAMA 503 New Product Development
 - BASC 524 Supply Chain Analytics

Who Went Where



Skye Collyer, MBA • 2nd

Senior Consultant, Client Services at Cardinal Path
Cardinal Path • UBC Sauder School of Business
Vancouver, British Columbia, Canada • 500+ [👤](#)

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Experience

Senior Consultant, Client Services



Cardinal Path

Sep 2017 – Present • 2 mos
Vancouver, Canada Area

Providing strategic oversight and revenue growth on a book of industry-leading client businesses.

Cardinal Path is a multinational leader in digital analytics and data science and is a wholly owned subsidiary of the digital marketing communications company Dentsu Aegis Network.

Independent Business Consultant



SmallCapPower

Jun 2017 – Sep 2017 • 4 mos
Vancouver, Canada Area

Maximizing Exposure in the Investor Community through
- Media Coverage
- Analyst Research

Client Relationship Management

Vice President, Regional Sales



Hesperian Capital Management Ltd. & Norrep Funds

Jan 2014 – Jul 2015 • 1 yr 7 mos
Toronto, Canada Area

Raising assets for industry leading global investment manager providing unrivalled investment solutions, delivering exceptional long term performance and being a trusted partner.

UNIVERSITY OF BRITISH COLUMBIA



Vaughn Coomansingh • 2nd

Retail Solutions Manager at Labatt Breweries of Canada
Labatt Breweries of Canada • Sauder School of Business
Toronto, Ontario, Canada • 339 [👤](#)

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Experience

Retail Solutions Manager



Labatt Breweries of Canada

Jul 2017 – Present • 4 mos
Toronto, Canada Area

Territory Manager



Labatt Breweries of Canada

Jan 2017 – Present • 10 mos
Kelowna, Canada

Category Management Intern



Labatt Breweries of Canada

May 2016 – Aug 2016 • 4 mos
Vancouver, Canada

Project / Quality Coordinator



Bird Construction

Jun 2012 – Aug 2015 • 3 yrs 3 mos
Edmonton, Canada Area

• Kearn South MSF Buildings, \$64.0M

• Athabasca Oil Corp. Phase 1 Foundations, \$3.0M

• Kearn Expansion Project MSF Buildings, \$120M

UBC SAUDER SCHOOL OF BUSINESS | ROBERT H. LEE GRADUATE SCHOOL

Who Went Where



Swetha Kola • 2nd

MBA | Strategy | Transformation | LSS | Creating a climate of possibilities.
RBC • The University of British Columbia
Toronto, Canada Area • 500+

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Experience



Strategy & Transformation Manager

RBC
2015 – Present • 2 yrs
Canada

In-house consulting department to support the organisation with its current and future needs across all lines of businesses in RBC.

- Work on cost-efficiency & multi-million\$ revenue-generating projects such as Sales conversions, Market sizing, New Product Development, Process improvement initiatives across I&TS, Capital Markets, Insurance and Personal & Commercial Banking
- Chair the Engagement & Inclusion department under Persons with Disabilities committee to provide work opportunities and easy assimilation into work environment for Persons with Disabilities while educating the organisation.



Change Management Consultant

The University of British Columbia
2014 – 2014 • less than a year
Canada

Project: Rebranding and envisioning the future of UBC HR given the University's organic evolution. (MBA Internship)

- Conducted a current brand perception analysis and identified areas of opportunities through qualitative research, provided recommendations in the areas of communications, improving the working relationships between Central and decentralized HR units that would eventually impact 12000 employees and 50000 students.

UNIVERSITY OF BRITISH COLUMBIA



Clea Stone • 2nd

Manager at The Sound: Exploration Strategy Innovation
The Sound: Exploration Strategy Innovation • Sauder School of Business
Vancouver, British Columbia, Canada • 500+

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Experience



Manager

The Sound: Exploration Strategy Innovation
Aug 2016 – Present • 1 yr 3 mos
Vancouver

The Sound is a Consumer Exploration, Brand Strategy and Product Innovation agency, applying leading edge research techniques, technologies and marketing models to solve client brand, marketing, communications and product challenges.

We are a team of brand experts, strategic researchers, idea generators and cultural anthropologists based in New York, Chicago, London, Mumbai, Toronto and Vancouver. We provide clients with the insight, inspiration and strategy needed to answer the brand challenges most important to their business all over the world.



Senior Associate

The Sound: Exploration Strategy Innovation
Feb 2016 – Jul 2016 • 6 mos
Vancouver, Canada Area



MBA Internship

The Sound: Exploration Strategy Innovation
May 2015 – Aug 2015 • 4 mos
Vancouver, Canada Area

UBC SAUDER SCHOOL OF BUSINESS | ROBERT H. LEE GRADUATE SCHOOL

Who Went Where



Dustin Tysick • 2nd

Growth Marketing Director @ Jostle Corporation
Jostle Corporation • The University of British Columbia
Vancouver, Canada Area • 500+ [28](#)

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Experience



Growth Marketing Director
Jostle Corporation
Dec 2016 – Present • 11 mos
Vancouver, BC

Focused on growing the entire funnel and finding ways to maximize revenue growth such as implementing a free trial and building out an outbound marketing strategy.



Digital Marketing Manager and Analyst
Jostle Corporation
Apr 2015 – Dec 2016 • 1 yr 9 mos
Vancouver, Canada Area

I lead Jostle's digital marketing initiatives with my primary focus being demand generation.

Other core responsibilities include launching and managing our HubSpot instance, analyzing & reporting on all of our marketing channels, optimizing content for search, and analyzing & reporting on a variety of key metrics across all departments (Customer Success, Sales etc.).



Business Analyst
Vancouver Coastal Health
May 2014 – Mar 2015 • 11 mos
Vancouver, Canada Area

My MBA internship which continued into contract work post-graduation.

Vancouver Coastal Health delivers medical services to more than one million BC residents.

Responsibilities & Achievements:

- Refined the quality assurance process for a new technology that resulted in an average savings of 25 work hours per week.
- Performed analysis and crafted reports and presentations to assist in the decision making process of the executive team.
- Conducted an analysis of business intelligence systems and crafted a proposal for a new platform which was approved.
- Utilized Business Intelligence software to collate and analyze multiple disparate data sources to produce a comprehensive list of KPIs.

UNIVERSITY OF BRITISH COLUMBIA



Karim Raphael • 2nd

Technical Account Manager at Microsoft | MBA | PMP
Microsoft • The University of British Columbia
Vancouver, British Columbia, Canada • 500+ [28](#)

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Experience



Technical Account Manager
Microsoft
Jun 2015 – Present • 2 yrs 5 mos
Vancouver, Canada Area



MBA Graduate class of 2015
Sauder School of Business at UBC
Aug 2013 – Dec 2014 • 1 yr 5 mos
Vancouver, Canada Area



Product Manager - Internship
Xodo Technologies Inc.
May 2014 – Aug 2014 • 4 mos
Canada

Set a strategy for Xodo's life cycle and potential features that would allow maximum impact on both Retention and Acquisition

Acquisition

- o Increased app downloads by 48% by analyzing the potential demand in Asian markets and providing a translated version on the app store

- o Researched and executed a Search Engine Optimization project and Google ads campaign to target specific segments that can yield the highest ROI

- o Created a unique value proposition for Xodo by setting up a competitor analysis and finding a white space that Xodo can leverage its features and benefits to potential users, resulting in securing a new customer segment neglected by other apps

Retention

- o Established a social network presence by researching recent trends and conversations that would relate to the brand and its persona to initiate a following and a loyal user base, which led to offers from media agencies and app review websites

- o Increased customer retention by establishing a clear communication channel between users and support team and ensured timely feedback or suggestions

UBC SAUDER SCHOOL OF BUSINESS | ROBERT H. LEE GRADUATE SCHOOL

Who Went Where



Sanjay Kumar • 2nd

Integration Project Manager at BuildDirect Technologies
 BuildDirect Technologies • The University of British Columbia
 Vancouver, British Columbia, Canada • 500+

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Experience

Integration Project Manager
 BuildDirect Technologies
 Jul 2016 – Present • 1 yr 4 mos
 Vancouver, Canada Area

Helping deliver new business growth and maximize revenue by onboarding vendors and ensuring smooth integration for sellers.

Marketplace Specialist
 Cymax Group
 May 2015 – Jun 2016 • 1 yr 2 mos
 Burnaby, British Columbia

Managed projects for Cymax' marketplace business unit.

Co-Founder
 ProfEdge Solutions Pvt. Ltd.
 Dec 2012 – Aug 2014 • 1 yr 9 mos
 Gurgaon, India

Conceptualized and co founded this company to provide consultancy services to small and medium ICT companies.

Program Manager - Telecom Solutions
 IB Technology Solutions Ltd
 May 2012 – Apr 2013 • 1 yr
 Gurgaon, India

Program management for Telecom Software Business in Telecom BU
 - ODC Head for Offshore Development Center of Nuance Communications Inc. (Formerly known as Ditech Networks Inc.)
 - Program Management through Governance
 - Management of Telecom Consulting and Solutions

UNIVERSITY OF BRITISH COLUMBIA



Felipe Gomez • 2nd

Marketing Director en in-Store Media
 in-Store Media • The University of British Columbia
 Mexico City Area, Mexico • 373

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Experience

Marketing Director
 in-Store Media
 Sep 2017 – Present • 2 mos
 México

Trade Marketing Manager Modern Trade
 Newell Rubbermaid
 Apr 2016 – Present • 1 yr 7 mos
 Mexico City Area, Mexico

Business Development
 BioScape Medical Imaging CRO
 May 2015 – Aug 2015 • 4 mos
 Vancouver, Canada Area

- Developed and delivered Industry business understanding and competitive analysis.
- Created a tailored communication analysis and incorporated improvements into website, corporate presentation, business brochure and social media (LinkedIn & Twitter).
- Co-build potential customer matrix to increase business penetration among pharmaceutical companies in a global scale.

New Distribution Manager
 L'Oréal Mexico
 Jul 2012 – Mar 2014 • 1 yr 9 mos
 Mexico City Area, Mexico

- Launched over 30 products that added US\$10 million to annual sales.
- Innovated low cost products distribution; Outsourced Barcel distribution & reached 400k new small retail stores.
- Invoiced US\$2.5 million by Partnering with Price Shoes (Direct Sales), including cosmetics sales in their brochures.
- Led the makeup distribution strategy into 300 Elektra stores nationwide. Generated US\$3 million additional revenues.

UBC SAUDER SCHOOL OF BUSINESS | ROBERT H. LEE GRADUATE SCHOOL

Who Went Where



Vivienne Wang, MBA M.A.Sc
Innovation Project Manager, SAP Marketing S
the CMO

Vancouver, British Columbia, Canada | Computer Software

Current SAP
Previous SAP, The University of British Columbia, IBM
Education The University of British Columbia

[Send a message](#) [Endorse](#)

Experience

Innovation Practice Lead | Project Manager, Marketing Strategy and Transformation

SAP

June 2014 – Present (1 year 4 months) | Vancouver, Canada Area

Office of the Chief Marketing Officer

"Mandate - bringing Intrapreneurship into SAP Marketing"

- Marketing Transformation Office
- Strategic Program Development & Implementation
- Innovation Practice Lead | co-Founder of the SAP Marketing Innovation Accelerator

- ▶ 3 organizations
- ▶ 1 honor or award



Global Licensing M&A Project Coordinator

SAP

January 2014 – May 2014 (5 months) | Vancouver, Canada Area



MBA Graduate Student

The University of British Columbia

August 2012 – December 2013 (1 year 5 months) | Vancouver, Canada Area



Websphere Commerce Client Services Engineer

IBM

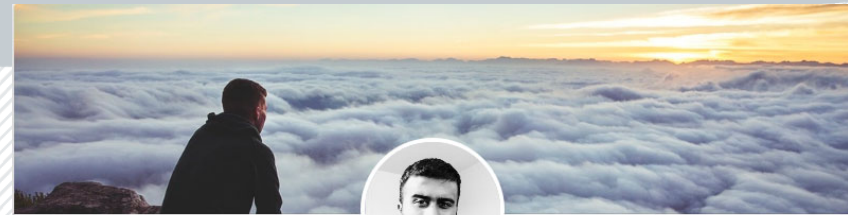
May 2010 – September 2011 (1 year 5 months) | Toronto, Canada Area



IT Project Lead, Process Improvement Specialist

GE Healthcare

April 2009 – April 2010 (1 year 1 month) | Mississauga, Ontario



Aditya Jaykumar Iyer • 2nd

Director of Marketing | Mediapreneur

Momentum Marketing - Moving Brands Forward • Sauder School of Business

Vancouver, British Columbia, Canada • 500+ &

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Experience

Director of Marketing

MOMENTUM

Momentum Marketing - Moving Brands Forward

Apr 2017 – Present • 7 mos

Vancouver, Canada Area

Chief Action-Enabler (CAE)

My Seven Chakras

May 2015 – Present • 2 yrs 6 mos

Vancouver, Canada Area

Rated #1 on the iTunes charts in USA, Canada and India, and top 10 in numerous other countries with 800,000+ downloads, My Seven Chakras (www.mysevenchakras.com) is an internet radio show available on iTunes and Stitcher radio.

The show airs thrice a week (Monday, Wednesday and Friday).

Our featured guests are experts, thought leaders and visionaries from around the world who have dedicated their lives to raising the level of human consciousness in their respective fields.

Through my interviews, our esteemed guests provide insights, advice and tips so our listeners can get inspired, take action and enhance the quality of their lives.

Oh and by the way, our tribe members are called - Action-takers!

Are you an action-taker? Join us at www.mysevenchakras.com/27/download



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Custom

CUSTOM MBA

a.k.a. the Choose Your Own Adventure track

- No track required modules, so more electives
- Guidance from track champions and career coaches
- Outlined on “custom” worksheet
- No track listed on transcript

TRADEOFFS

- Choice
- Breadth
- Articulating your story

WHO NEEDS THE CUSTOM TRACK?

- If Fin or PSM or IE is your thing, then you are all set.

BUT...

- Not every student wants one of the structured tracks
- Not every student knows exactly what they want to do *after* business school
- Not every student ends up pursuing the career that they thought they wanted *before* business school

CONSTRAINTS + TRADEOFFS

- A critical aspect of understanding choice is recognizing the existence of tradeoffs... you don't get something for nothing.
- What are the tradeoffs associated with the custom track?
 - The burden of choice → less structure
 - The signal → different info to job market

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Next Steps...

DECISION MAKING & NEXT STEPS

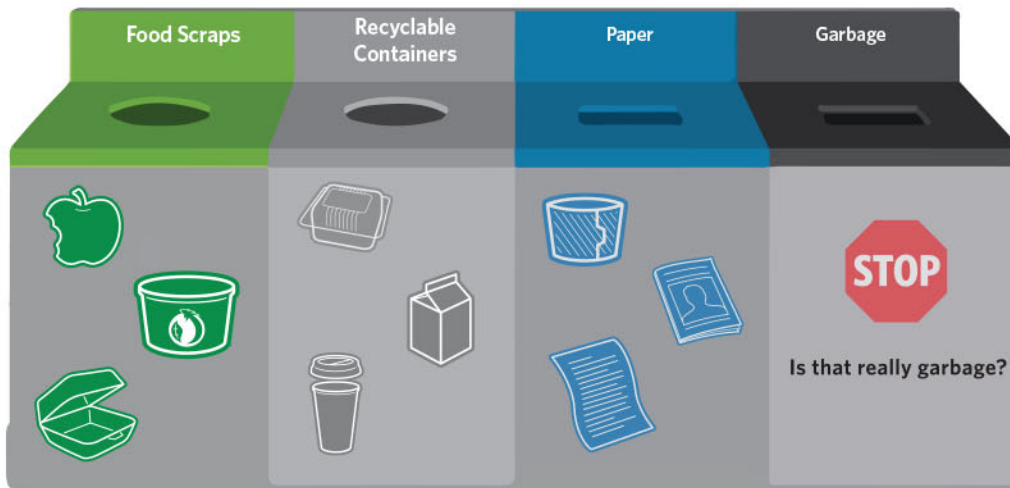
- Discuss career options and track options with Track Champions and your Career Coach
- P3 & P4 Registration – November 14th at 12:30 pm
- P3 is decision time! Your P3 registration will determine your track based on the required modules you choose and the pre-requisites that you take
- It is difficult, and in some cases not possible, to change Career Tracks after P3 (although can always change to Custom
- You will officially declare your track via a survey we send out in mid-January. We then update this on the SSC for you.

QUESTIONS?

FOR ANY QUESTIONS ON REGISTRATION AND PROGRAM
REQUIREMENTS EMAIL ASKMBA@SAUDER.UBC.CA

You Make a Difference. Sort It Out. Keep It Clean.

Respect your environment and others when you're sharing a space.



Recycling stations are available throughout the school for you to dispose your food scraps and recyclables.