

Product & Service Management Career Track Requirements – Class of 2020

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 must complete the following:

Foundation Courses – Required

(total of 15 credits)

BA 515: Fundamentals of Analytics & Tech – 1.5 credits OR BA 563 Decision Making for Managers – 1.5 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 – 1.5 credits 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 6 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 564: Leadership Development – 1.5 credits

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

4 PSM Track Courses – Required

(total of 6 credits)

P3 BASC 500 Process Fundamentals – 1.5 credits
P3 or P4 BAMA 508 Marketing Research – 1.5 credits

P4 BASC 523 Supply Chain Management – 1.5 credits

+ at least one 1.5 credit course from the list of suggested PSM electives below

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

P3 or P4 BAMA 514 Brand Management – 1.5 credits
P3 BAMA 506 Consumer Behaviour – 1.5 credits

P4 BAAC 511 Intermediate Managerial Accounting: Decision Making and Performance Evaluation – 1.5 credits
P4 BAMA 504 Integrated Marketing Communication

P6 BAIT 527 *Business Intelligence for Management* – 1.5 credits
P6 BAMA 513 *Digital Marketing* – 1.5 credits
P6 BAMS 523 *Managerial Decision Modeling and Analytics* – 1.5 credits

P7 BAMA 503 *New Product Development* – 1.5 credits
P7 BASC 524 *Supply Chain Analytics* – 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

Product & Service Management 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 OR Fundamental 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
BAMA 508	Market Research (may be taken in P3 or P4) – 1.5 credits
BASC 500	Process Fundamentals – 1.5 credits
Elective – 1.5 credits	
Elective – 1.5 credits	
Total credits for P3: 9.0 credits	

Period 4

Maximum 4.5 credits electives (overloading allowed)

BASC 523	Supply Chain Management – 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 4.5 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 6.0 credits electives (overloading allowed)

BA 508	BSI: Capstone – 1.0 credits
BA 515 OR BA 563	Fundamentals of Analytics & Tech – 1.5 credits OR 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:

- BAMA 508 Market Research
- BASC 500 Process Fundamentals
- BASC 523 Supply Chain Management
- At least one PSM 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.