



PMBA Class of 2025

Residency 2 Preview

Welcome!



Land Acknowledgement

Agenda

1. Introductions
2. Residency 2 Preview
3. Q+A
4. Thanks & Reminders

UBC SAUDER
SCHOOL OF BUSINESS

ROBERT H. LEE
GRADUATE SCHOOL

Peter P. Dhillon
Centre for Business Ethics

David Lam

Management Research Centre

PMBA Program Team



Donna Wood
Manager, PMBA



Dharm Joshi
Director, MBA Programs



Wendy Mann
Career Coach, PMBA Careers

PMBA Residency 2 Team



Darren Mahaffy

Adjunct Professor
Marketing and Behavioural
Sciences Division



Trevor Sones

Adjunct Professor
Organizational Behaviour and
Human Resources Division



Wendy Mann

Career Coach
PMBA Careers

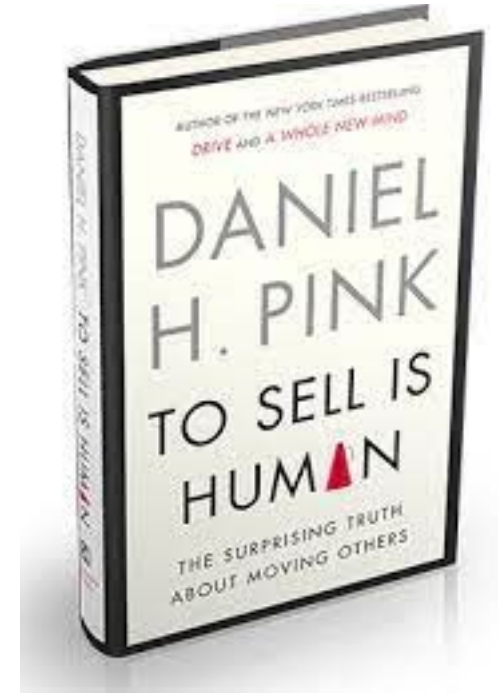


Rocio Izquierdo

Experiential Learning
Coordinator
RHL Graduate School

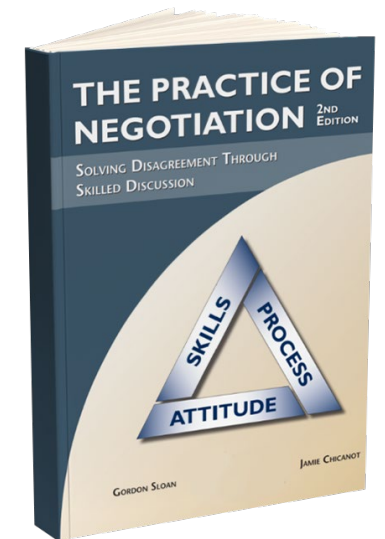
Residency 2 Overview: Business Development

- Broad Themes
 - Skills for sales (in business and in life)
 - Sales Strategy
 - Success in Managing a Business Development function
 - Emerging issues in Business Development including AI impacts
- Pre-Work
 1. Read Daniel Pink's book *"To Sell is Human"*
 2. Business Development Cases assignment:
 - Review the 4 cases and select one case
 - Complete a 2-page case analysis on the question asked in Canvas
 - Due Sunday night (Jan 14th), but can be submitted anytime after Jan 1st



Residency 2 Overview: Negotiations

- Broad Themes
 - Practical, hands-on, focused skills – we will learn what professional negotiators use
 - 5 real-time role-play skills practices
 - Read your assigned cases in advance, and attend class prepared to jump directly into negotiation
- Pre-Work
 - Read “*The Practice of Negotiations: 2nd Edition – Training Manual*”
 - Purchase online as an e-book at:
<https://conflictability.com/products/>



Residency 2 Overview: Career & Professional Development

- Creative Collaboration – using improvisation
 - Pre-reading: Improvisation Power (PDF on Canvas)
- Employment & Salary Negotiations
- Monday evening networking event: January 15th from 6-8pm

An aerial photograph of a university campus during the golden hour. The scene is filled with lush green trees and well-maintained lawns. Several modern academic buildings are visible, featuring large windows and contemporary architectural styles. In the background, a city skyline with high-rise apartment buildings is visible against a clear sky. The overall atmosphere is bright and serene.

Questions?