

## Part-Time MBA Class of 2019: Product & Service Management Career Track Requirements

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 Modules – Required

*(total of 13.5 credits)*

- BAAC 505: Foundations in Accounting – 2.25 credits
- BABS 540: Data Analysis and Utilization – 0.75 credits
- BAFI 500: Introductory 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 and Logistics – 1.5 credits
- BASM 501: Business Strategy – 1.5 credits
- BASM 502: Corporate Strategy – 1.5 credits

#### Business Strategy Integration – Required

*(total of 8 credits)*

- BA 504 BSI: Foundation – 4.0 credits
- BA 520 BSI: Career Professional Development – 1.5 credits
- BA 508 BSI: Capstone – 1.0 credits
- BA 512 BSI: Experiential Learning – 1.5 credits
- BA 507 BSI: Global – 3.0 credits (Optional in Year 3)

#### Thematic Modules – 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

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

#### 4 PSM Track Modules – Required

*(total of 6 credits)*

- BASC 500 Process Fundamentals – 1.5 credits
- BAMA 508 Marketing Research – 1.5 credits
- BASC 523 Supply Chain Management – 1.5 credits
- + at least one 1.5 credit module from the list of suggested PSM electives below**

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

- BAAC 511 Intermediate Managerial Accounting: Decision Making and Performance Evaluation – 1.5 credits
- BAIT 527 Business Intelligence for Management – 1.5 credits\*
- BAMA 506 Consumer Behaviour – 1.5 credits\*
- BAMA 505 Business Development – 1.5 credits\*
- BAMA 513 Digital Marketing – 1.5 credits\*
- BAMA 514 Brand Management – 1.5 credits\*
- BAMS 523 Managerial Decision Modeling and Analytics – 1.5 credits\*
- BAMA 503 New Product Development – 1.5 credits
- BAMA 504 Integrated Marketing Communication – 1.5 credits\*
- BASC 524 Supply Chain Analytics – 1.5 credits\*

\*Courses offered in Full-Time MBA program

#### 10 MBA Elective Modules:

*(total of 15 credits)*

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

## Program Total: 50 credits

## Class of 2019 - Part-time MBA Program Requirements (Product & Service Management)

### Track Requirement Summary

	Credits	Status
Business Strategy Integration (BSI)	8.0	
Required Foundation Modules	13.5	
5 MBA Required Thematic Modules	7.5	
14 MBA Advanced Modules	21.0	
<b>Total</b>	<b>50</b>	

### Business Strategy Integration (BSI)

Code	Course Name	Credits	Status
BA 504	BSI: Foundation	4.0	
BA 508	BSI: Capstone	1.0	
BA 520	BSI: Career Professional Development	1.5	
BA 512	BSI: Experiential Learning	1.5	

### Required Foundation Modules

Code	Course Name	Credits	Status
BAAC 505	Foundations in Accounting	2.25	
BABS 540	Data Analysis and Utilization	0.75	
BAFI 500	Introductory Finance	1.5	
BAHR 550	Organizational Behavior	1.5	
BAMA 550	Marketing	1.5	
BAPA 550	Managerial Economics I	1.5	
BASC 550	Operations and Logistics	1.5	
BASM 501*	Business Strategy	1.5	
BASM 502*	Corporate Strategy	1.5	

\*BASM 501/502 must be taken in the same section with the same instructor.

### 5 MBA Thematic Modules

Code	Course Name	Credits	Status
BA 560	Ethics and Sustainability	1.5	
BA 561	Global Issues and Macroeconomics	1.5	
BA 562	Creativity	1.5	
BA 563	Decision Making for Managers	1.5	
BA 564	Leadership Development	1.5	

Policies on taking courses outside the Sauder MBA Program and overloading modules can be found on the Program Site under the “Academic Policies” page.

### 4 Track Required Modules

Code	Course Name	Credits	Status
BASC 500	Process Fundamentals	1.5	
BAMA 508	Marketing Research	1.5	
BASC 523	Supply Chain Management	1.5	
<b>+ Choose 1 additional PSM module from the list below</b>			
BAAC 511	Intermediate Managerial Accounting	1.5	
BAMA 503	New Product Development	1.5	
<b>PSM Track Electives (all offered in the Full-Time MBA Program)</b>			
BAMA 506	Consumer Behaviour	1.5	
BAMA 505	Business Development	1.5	
BAMA 513	Digital Marketing	1.5	
BAMA 514	Brand Management	1.5	
BAMS 523	Managerial Decision Modeling and Analytics	1.5	
BAIT 527	Business Intelligence for Management	1.5	
BAMA 504	Integrated Marketing Communication	1.5	
BASC 524	Supply Chain Analytics	1.5	

### 10 MBA Advanced Modules

Choose 10 modules (equivalent to 15.0 credits) from any available advanced modules including global opportunities offered (ie. GNAM, GIE, Summer Study Abroad). The modules below are offered in the Part-time program, Full-time program, and International MBA program.

Code	Course Name	Credits	Status
		1.5	
		1.5	
		1.5	
		1.5	
		1.5	
		1.5	
		1.5	
		1.5	
		1.5	
		1.5	
<b>Global Opportunities (Advanced Modules):</b>			
BA 507	BSI: Global Immersion (GIE)	3.0	
BA 530A	GNAM: Mar 2018, Oct 2018, Mar 2019	1.5	
BA 530B/C/D	Summer Study Abroad	1.5-6.0	

Student Name (please print): \_\_\_\_\_

Student Number: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_