

Product & Service Management Career Track Requirements – Class of 2018

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 12 credits)

- BAAC 505: Fundamentals in Accounting – 2.25 credits
- BABS 540: Data Utilization – 0.75 credits
- BAFI 500: Corporate Finance – 1.5 credits
- BAHR 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 and Logistics – 1.5 credits

2 of 3 Track specific mini-modules – 1.5 credits:

[BAMA 541: Product Service Management \(0.75 credits –required track module\)](#)

+ one of:

1. BAFI 541: Principles of Finance (0.75 credits)
2. BAEN 541: Innovations and Entrepreneurship (0.75 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 Modules – Required

(total of 7.5 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

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

5 PSM Track Modules – Required

(total of 6 credits)

- P2** [BAMA 541](#) [Product Service Management*](#)
- P3** BASC 500 Process Fundamentals – 1.5 credits
- P3 or P4** BAMA 508 Market Research – 1.5 credits
- P4** 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)

- P3** BAMA 514 Brand Management – 1.5 credits
- P3** BAIT 527 Business Intelligence for Management – 1.5 credits
- P4** BAAC 510 Cost Analysis for Decision Making – 1.5 credits
- P4** BAMA 504 Integrated Marketing Communication – 1.5 credits
- P4** BAMA 506 Consumer Behaviour – 1.5 credits
- P6** BAMA 505 Business Development – 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** BAMA 505 Business Development – 1.5 credits
- P7** BASC 524 Supply Chain Analytics – 1.5 credits

10 MBA Elective Modules:

(total of 15 credits)

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

credits counted under **Foundation Modules.*

Program Total: 50 credits

*It is each student's responsibility to check for updates to this information on Program Site as Track Requirements are reviewed regularly and are subject to change.
Updated April 21, 2017*

Product & Service Management Career Track Worksheet – Class of 2018

Period 1

BA 504	BSI: Foundation (cont'd in P2) – 4.0 credits
BA 562	Creativity – 1.5 credits
BAAC 505	Fundamentals in Accounting (cont'd in P2) – 2.25 credits
BABS 540	Data Utilization – 0.75 credits
BAHR 550	Organizational Behaviour – 1.5 credits
BAMA 550	Marketing Fundamentals – 1.5 credits
BAPA 550	Foundations of Managerial Economics – 1.5 credits
Total credits for P1: 13 credits	

Period 2

BA 504	BSI: Foundation (cont'd from P1)
BAAC 505	Fundamentals of Accounting (cont'd from P1)
BAFI 500	Corporate Finance – 1.5 credits
BASC 550	Operations and Logistics – 1.5 credits
BAMA 541	Product Service Management – 0.75 credits
+ one of: BAEN 541 BAFI 541	Innovation and Entrepreneurship – 0.75 credits Principles of Finance – 0.75 credits
Total credits for P2: 4.5 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
BASC 500	Process Fundamentals – 1.5 credits
BAMA 508	Market Research (may be taken in P3 or P4) – 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	
Elective – 1.5 credits	
Total credits for P4: 6.0 credits	

Period 5

BA 560	Ethics & Sustainability – 1.5 credits
BA 563	Decision Making for Managers – 1.5 credits
Total credits for P5: 3.0 credits	

Summer Period

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

Period 6

Maximum 6.0 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 credits
BA 564	Leadership Development – 1.5 credits
Elective – 1.5 credits	
Elective – 1.5 credits	
Elective – 1.5 credits	
Total credits for P7: 7.0 credits	

Program total: 50.0 credits

Ensure that you have:

- BAMA 541 Product Service Management
- BASC 500 Process Fundamentals
- BAMA 508 Market Research
- 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.