

BUSINESS ADMINISTRATION

The MBA program is based on the application of contemporary management concepts and strategies to industries where the University of Guelph has distinctive capabilities. Upon admission, participants choose an industry focus for their program. The three fields available to students are:

- Food and Agribusiness Management
- Hospitality and Tourism Management
- Sustainable Commerce

Administrative Staff

If you have any enquiry pertaining to the MBA Program at the University of Guelph, please contact:

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Graduate Faculty

The MBA program is administered and managed by the Gordon S. Lang School of Business and Economics, through the Executive Programs Office. The MBA currently has three fields;

1. Food and Agribusiness Management;
2. Hospitality and Tourism Management; and
3. Sustainable Commerce

which are offered in partnership with academic units:

- the Department of Food, Agricultural and Resource Economics (in the Ontario Agricultural College),
- the Department of Management (in LANG),
- the School of Hospitality, Food and Tourism Management (in LANG),
- the Department of Economics and Finance (in LANG) and
- the Department of Marketing and Consumer Studies (in LANG).

This list may include Regular Graduate Faculty, Associated Graduate Faculty and/or Graduate Faculty from other universities.

Paul Anglin

B.Sc. Toronto, MA, PhD Western Ontario - Professor
Graduate Faculty

May H. Aung

B.Comm., M.Comm. Burma, PhD York - Associate Professor

Graduate Faculty

Andreas Boecker

M.Sc., PhD Kiel - Associate Professor and Chair
Graduate Faculty

Nita Chhinzer

BA York, MBA, PhD McMaster - Associate Professor
Graduate Faculty

Hwan-Suk (Chris) Choi

BA Chung-Ang (Seoul, Korea), MTA George Washington, PhD Texas A&M - Professor
Graduate Faculty

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B.Sc., M.Sc. Guelph, PhD Purdue - Professor and Associate Dean (External Relations), Ontario Agricultural College
Graduate Faculty

Brady J. Deaton

BS Missouri, MS Virginia Tech, PhD Michigan State - Professor
Graduate Faculty

Rumina Dhalla

MBA, PhD York - Associate Professor
Graduate Faculty

Statia Elliot

B.Comm. St. Mary's, MA McMaster, PhD Carleton - Professor and Director
Graduate Faculty

Joan Flaherty

BA, MA, MSc Guelph - Associate Professor
Graduate Faculty

Lianne Foti

B.Comm. Guelph, MBA EDHEC, DBA Bradford - Associate Professor
Graduate Faculty

Getu Hailu

B.Sc., M.Sc. Alemaya, PhD Alberta - Professor
Graduate Faculty

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Graduate Faculty

Spencer Henson

B.Sc., PhD Reading - Professor
Graduate Faculty

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Graduate Faculty

Kalinga Jagoda

B.Sc. Moratuwa (Sri Lanka), PhD Western Sydney (Australia), CPA, CMA - Associate Professor
Graduate Faculty

WooMi Jo

BS Kansas, MS Houston, PhD Kansas - Associate Professor
Graduate Faculty

Marion Joppe

BA Waterloo, MA, PhD Univ.d'Aix-Marseille III (France) - Professor
Graduate Faculty

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Graduate Faculty

Nadège Levallet

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Graduate Faculty

Sean Lyons

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and Graduate Studies), Gordon S. Lang School of Business and
Economics
Graduate Faculty

Sara Mann

B.Comm. MBA McMaster, PhD Toronto - Professor and Associate Dean
(Academic), Gordon S. Lang School of Business and Economics
Graduate Faculty

Bruce McAdams

B.Comm., MA Guelph - Associate Professor
Graduate Faculty

William C. Murray

BA Carleton, MBA Guelph, PhD Saint Mary's - Assistant Professor
Graduate Faculty

Norm O'Reilly

B.Sc. Waterloo, MBA Ottawa, PhD Carleton - Dean, Maine School of
Business, University of Maine
Associated Graduate Faculty

Davar Rezanian

M.Sc. Utrecht, MBA Derby, PhD Ramon LLULL, CPA, CMA - Associate
Professor and Chair
Graduate Faculty

Rakhal C. Sarker

B.Sc., M.Sc. Bangladesh, PhD Guelph - Associate Professor
Graduate Faculty

Sandra Scott

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Graduate Faculty

Simon Somogyi

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Graduate Faculty

Francis Tapon

DES Paris, MBA Columbia, MA, PhD Duke - Professor
Graduate Faculty

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BA Waterloo, M.Sc., PhD Guelph - Professor
Graduate Faculty

Michael von Massow

BA Manitoba, B.Sc., M.Sc. Guelph, PhD McMaster - Associate Professor
Graduate Faculty

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BA Thames Polytechnic, MBA, PhD Western - Professor
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Graduate Faculty

Agnes Zdaniuk

BA, M.A.Sc., PhD Waterloo - Associate Professor
Graduate Faculty

MBA Program

The MBA program is offered in three broad fields:

1. Food and Agribusiness Management;
2. Hospitality and Tourism Management; and
3. Sustainable Commerce

and involves a core group of courses that build and develop key managerial skills. These courses allow students to apply concepts and skills to management situations in their chosen industry, and course work is followed by industry-related research culminating in a major project. Case studies are widely used. Program prerequisites include relevant experience in the participant's chosen industry.

Admission Requirements

A four-year undergraduate degree or its equivalent (from a recognized university) with an average of at least a B- (70-72%) in the last two years of study and:

1. At least three years of industry related experience including supervisory and managerial responsibility **or**
2. At least three years of industry-related experience (without supervisory and managerial responsibility) and a GMAT (with a minimum score of 550-600).

Alternate admission may be offered to applicants with a three-year General degree, diploma and/or an acceptable professional designation AND having completed at least five years of relevant work experience.

Meeting minimum criteria for admission does not guarantee acceptance into the program. Limitations of funds, space, facilities or personnel may make it necessary for the University, at its discretion, to refuse admission to an otherwise qualified applicant.

Program Requirements

MBA Online

The MBA online program combines online coursework with three on-site residential periods are held in Guelph, Ontario, Canada. Online courses allow students to study anywhere, anytime with the flexibility that enables them to balance family, career and study priorities. Participants normally complete the online MBA within two years.

Core Courses

Participants complete nine core courses, which provide a foundation for graduate management education. These courses build and develop key managerial skills applicable in the private and public sectors of the

economy. The core program is specifically geared to today's manager-leader, team player, decision maker and coach:

Code	Title	Credits
BUS*6050	Business Fundamentals	0.50
BUS*6110	Foundations of Leadership	0.50
BUS*6140	Foundations of Human Resource Management Resource Management	0.50
BUS*6150	Research Methods for Managers	0.50
BUS*6180	Financial and Managerial Accounting	0.50
BUS*6200	Financial Management	0.50
BUS*6600	Sustainable Value Creation	0.50
BUS*6700	Strategic Management and Business Game	0.50
BUS*6790	Operations Management	0.50

Fields

Food and Agribusiness Management

The Food and Agribusiness Management field is designed to prepare graduates for advanced careers in the food, agribusiness and production agriculture sectors.

Working with faculty from the Gordon S. Lang School of Business and Economics, participants complete three advanced courses related to the food and agribusiness sector:

Code	Title	Credits
BUS*6100	Food and Agribusiness Economics and Policy	0.50
BUS*6120	Food and Agribusiness Marketing	0.50
BUS*6520	Managing Price Risk	0.50

In addition, the program allows participants to choose to complete the requirements for the MBA degree by taking two additional elective courses or by completing a major research project (BUS*6900 Major Research Project).

Hospitality and Tourism Management

The Hospitality and Tourism Management field is designed to prepare graduates for advanced careers in the accommodation, food service and tourism industries.

Working with faculty from the School of Hospitality, Food and Tourism Management, participants complete three advanced courses related to the hospitality and tourism sector:

Code	Title	Credits
BUS*6510	Hospitality and Tourism Revenue Management	0.50
BUS*6320	Hospitality and Tourism Marketing	0.50
BUS*6550	Managing Service Quality	0.50

In addition, the program allows participants to choose to complete the requirements for the MBA degree by taking two additional elective courses or by completing a major research project (BUS*6900 Major Research Project).

Sustainable Commerce

The Sustainable Commerce field is designed to prepare graduates for advanced careers in which sustainability is a key business objective

Working with faculty of the Gordon S. Lang School of Business and Economics and the Department of Geography, participants complete three advanced courses related to sustainable commerce sector:

Code	Title	Credits
BUS*6300	Business Practices for Sustainability	0.50
BUS*6500	Governance for Sustainability	0.50
BUS*6850	Marketing Strategy	0.50

In addition, the program allows participants to choose to complete the requirements for the MBA degree by two additional courses for the course work option or by the completion of a major research project (BUS*6900 Major Research Project).

Major Research Project

The major research project (BUS*6900 Major Research Project) is comprised of developing a research proposal, researching an applied management problem and requires data collection, analysis and the ability to link understanding of the problem with an appropriate body of literature.

Program Time Commitment and Duration

Participants normally complete the MBA within two years. Courses are completed in sequence and each course is typically two months in length. Students are expected to devote 20 to 25 study hours per week to participate in the program.

Courses

BUS*6050 Business Fundamentals Unspecified [0.50]

Examination of theory, function, application, and practice of business with a particular emphasis on important skills, including strategy, communications, content, stakeholders, and decision-making. Course also includes study of critical business concepts such as ethics/ethical decision making; sustainable business development; ethical management; diversity and cross cultural management.

Equate(s): HTM*6050

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6100 Food and Agribusiness Economics and Policy Unspecified [0.50]

An analysis of economic and policy issues relevant for food and agribusiness managers in affluent economies, with emphasis on the economic and policy environment that exists within North America.

Equate(s): AGBU*6100

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6110 Foundations of Leadership Unspecified [0.50]

The course will enhance students' interpersonal skills, expand their knowledge and understanding of the theory and research behind leadership and leader development. Leadership issues such as ethical decision-making, engagement, toxic leadership and the impact of team management and collaboration in the organization are explored.

Equate(s): HTM*6100

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6120 Food and Agribusiness Marketing Unspecified [0.50]

A study of marketing decision-making in food and agribusiness firms, with emphasis on the formulation of strategic marketing plans.

Equate(s): AGBU*6120

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6140 Foundations of Human Resource Management Resource Management Unspecified [0.50]

This course examines the essential strategic and operational human resource management functions. Topics covered include the legal context, attracting, acquiring and building human capital, employee empowerment, engagement, and rights, globalization of HR, health and safety, labour relations, and legal compliance, in a variety of organizational settings.

Equate(s): HTM*6140

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6150 Research Methods for Managers Unspecified [0.50]

Students learn to formulate a research problem and to select and use appropriate quantitative and qualitative techniques for the collection and analysis of relevant data. The course also covers ethical issues and responsibilities in research.

Equate(s): HTM*6150/AGBU*6070

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6180 Financial and Managerial Accounting Unspecified [0.50]

This course emphasizes the gathering and use of financial information to facilitate effective financial and management decisions by managers to contribute towards overall corporate vision and exercise fiscal responsibility towards overall corporate results and governance. This course takes an accounting information user rather than supplier perspective.

Equate(s): AGE*6180/AGBU*6180

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6200 Financial Management Unspecified [0.50]

This course takes the viewpoint of a senior financial officer, focusing on cash management, accounts receivable, inventories and capital assets, and sourcing of funds through debt and equity. Business decisions impact on employees and customers, society and community, government relations, and the environment are considered.

Prerequisite(s): BUS*6180

Restriction(s): Restricted to Lang Executive MBA students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6220 Special Topics in Management Issues Unspecified [0.50]

An advanced course for those specializing in management, marketing or organizational behaviour. Deals with current and future topics, trends and problems in the industry, strategic planning, and the integration of management, marketing, and organizational behaviour.

Equate(s): HTM*6220

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6230 Special Topics in Business Unspecified [0.50]

An advanced course for those specializing in organizational behaviour. Deals with in-depth analysis of industry organizational behaviour, management of current and future problems, reorganizations, corporate cultures, multi-cultural organizations, and ethics.

Equate(s): HTM*6120/AGBU*6700

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6300 Business Practices for Sustainability Unspecified [0.50]

This course focuses on critical strategic and managerial issues related to sustainability and introduces students to concepts linking organizational strategies and sustainability principles. It explores how managers can integrate consideration of the environment and society into business strategies and business practices to improve competitive advantage and create environmental, social and economic value.

Prerequisite(s): BUS*6600

Restriction(s): Restricted to Lang Executive MBA students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6320 Hospitality and Tourism Marketing Unspecified [0.50]

Analysis and application of marketing foundations through integration of marketing variables with real-world situations and in-depth analysis of strategic marketing issues.

Equate(s): HTM*6300

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6400 Canadian Business Law: Addressing Legal Issues in Organizations Fall and Winter [0.50]

This course provides an introduction to Canadian business law and an understanding of legal principals as they apply to business organizations. After reviewing basic foundational concepts and sources of law in Canada, students will undertake a more in-depth review of practical legal issues and solutions that arise in various business environments. Topics include contracts, torts, employment law, class action and conflict resolution.

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6450 Global Business Today Unspecified [0.50]

This course will survey the key issues related to doing business internationally including the cultural context for global business, cross border trade and investment, ethics, the global monetary system, foreign exchange challenges and effectively competing in the global environment.

Equate(s): MCS*6500

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6500 Governance for Sustainability Unspecified [0.50]

This course introduces MBA students to the rise of environmentalism and state-led environmental management, and the evolving world of environmental governance. Coupled with this review is coverage of some key contemporary environmental issues of relevance to business executives such as climate change and fisheries decline.

Prerequisite(s): BUS*6600

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6510 Hospitality and Tourism Revenue Management Unspecified [0.50]

This course discusses revenue maximization strategies and tactics that improve the profitability of businesses that work in fixed capacity environments, face time-varied demand, their product is homogeneous and their cost structure reflects a high proportion of fixed and a low proportion of variable cost items.

Prerequisite(s): BUS*6320

Equate(s): HTM*6510

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6520 Managing Price Risk Unspecified [0.50]

The course deals with the use of futures, options and other instruments for marketing, risk management and investment purposes. Emphasis is placed on the development and implementation of trading strategies and on the policy and corporate governance framework necessary to support effective management.

Equate(s): AGBU*6510

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6550 Managing Service Quality Unspecified [0.50]

A holistic and interdisciplinary approach is used to explore the principles of service management. The course will enhance participants' understanding of what actually constitutes quality, the nature of service, and strategies for improving it.

Equate(s): HTM*6550

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6590 Organizational Theory and Design Unspecified [0.50]

Core concepts in organizational theory and their interrelationships as well as concepts such as group decision making and intragroup and intergroup dynamics are explored.

Equate(s): HTM*6590

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6600 Sustainable Value Creation Summer Only [0.50]

Many organizations have redefined their business strategies in line with principles of sustainability in order to maximize value creation for the organization and its stakeholders. In this course students will critically examine these sustainability drivers and strategic approaches to value creation.

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6700 Strategic Management and Business Game Unspecified [0.50]

This course examines the study of business in a global context through a "live case study," with specific emphasis on the strategic implications of food, hospitality, agribusiness, and sustainable commerce. This integrative course draws together the conceptual theories and models of the graduate program core.

Equate(s): HTM*6700/AGBU*6400

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6790 Operations Management Unspecified [0.50]

This course delves into key decisions and techniques used to provide a good or service and deliver customer value in today's global environment. The focus is on modelling service and product delivery systems with emphasis on managerial problems in hospitality, tourism, food and agribusiness organizations.

Equate(s): HTM*6800

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6800 Readings in Leadership I Unspecified [0.50]

This course is available to individuals or groups of graduate students. Students will complete a set of readings and an associated paper as approved by designated faculty. Specific learning objectives consistent with the University's will be developed each time the course is offered.

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6810 Readings in Leadership II Unspecified [0.50]

This course is available to individuals or groups of graduate students. Students will complete a set of readings and an associated paper as approved by designated faculty. Specific learning objectives consistent with the University's will be developed each time the course is offered.

Co-requisite(s): BUS*6800

Department(s): Department of Management

Location(s): Guelph

BUS*6820 Readings in Management Unspecified [0.50]

This course is available to individuals or groups of graduate students. Students will complete a set of readings and an associated paper as approved by designated faculty. Specific learning objectives consistent with the University's will be developed each time the course is offered.

Department(s): Department of Management

Location(s): Guelph

BUS*6830 Foundational Theories of Leadership Fall Only [0.50]

This doctoral seminar introduces students to the underlying philosophical assumptions that support empirical research methods within management studies. The challenge facing future researchers, leaders and managers is to distill vast amounts of information into meaningful and action oriented knowledge.

Restriction(s): Instructor consent required.

Department(s): Department of Management

Location(s): Guelph

BUS*6840 Foundational Theories of Management Winter Only [0.50]

This doctoral seminar provides a survey of classic and contemporary management thought. The objective of this course is to explore foundational and emerging areas of inquiry that are influential in the realm of management theory and practice.

Restriction(s): Instructor consent required.

Department(s): Department of Management

Location(s): Guelph

BUS*6850 Marketing Strategy Unspecified [0.50]

An advanced course for those specializing in marketing. Deals with marketing theories, models, and specific subsets of marketing such as pricing, consumer and industrial-buyer behaviour, distribution, services, and service-delivery concepts.

Restriction(s): Restricted to Lang Executive MBA and Leadership students.

Department(s): Executive Programs

Location(s): Guelph

BUS*6900 Major Research Project Unspecified [1.00]

A detailed critical review of an area of study specific to the specialization of students in the MBA by course work and major paper option.

Restriction(s): Restricted to Lang Executive MBA students.

Department(s): Executive Programs

Location(s): Guelph