



# Canada's Leading MBA in Hospitality, Food and Agribusiness Management

## Overview

The University of Guelph MBA applies contemporary management concepts and strategies to industries where the University has distinctive capability. Upon admission, participants choose to concentrate their MBA studies in one of two broad industry groups: Food and Agribusiness Management and Hospitality and Tourism Management. The University of Guelph MBA program includes a core group of courses that build and develop key managerial skills, and specialization courses that allow participants to apply concepts and skills to management situations in a particular sector. Case studies are widely used. Participants complete their program with a Major Research Project or have the option to substitute two courses for the Major Research Project.

The MBA is offered in an interactive on-line learning format enhanced by three brief in-classroom sessions.

## Program Features

- Managerial Development - The MBA provides students with the relevant skills and knowledge to move their careers forward in an increasingly competitive global environment.
- Networking - The diversity of student representation provides an invaluable opportunity for students to network with others within and across industries.
- Accessibility & flexibility - The program is uniquely designed and delivered. Leading-edge interactive technology provides students with unparalleled flexibility and accessibility.

## Why the MBA is for you

### As a participant in the program you will:

- Integrate community, ethics and sustainability with competitive strategy
- Develop your managerial skills and competencies through our comprehensive program of theoretical study backed by practical experience and analysis
- Study management topics and approaches that are most relevant to executives in your selected specialization, while gaining perspective through exposure to issues and problems in the general business environment industries focusing on relevant industry issues
- Gain insight into your own strengths and weaknesses thereby allowing you to draw more effectively on your managerial abilities



College of  
**Business +  
Economics**

## Course Outline – Core Courses

### Management Communications

Examination of the theory, function and practice of managerial communications with particular emphasis on developing communication strategies and skills.

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### Foundations of Management Leadership

This course will enhance students' interpersonal skills, as well as their knowledge and understanding of the theory and research underlying effective team management and collaboration on an organization. Experiential approaches are used to enhance managerial skills.

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### Financial & Managerial Accounting

This course emphasizes the gathering and use of financial information to facilitate effective financial and management decisions. Cases are used to approach the subject from the perspective of the user of accounting information rather than that of the supplier.

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### Research Methods for Managers

Students learn to formulate a research problem, undertake a literature review, and to select and use appropriate quantitative and qualitative techniques for the collection and analysis of relevant data. The course also promotes the use of the World Wide Web as an information resource.

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### Financial Management

This course takes the viewpoint of the senior financial officer of a commercial enterprise. The focus is on the management of cash, accounts receivable, inventories and capital assets, as well as on the sourcing of funds through short-term liabilities, long-term debt and owners' equity.

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### Foundations of Human Resource Management

This course examines the essential human resource management functions of planning, staffing, employee development, compensation, health and safety, labour relations, and legal compliance, in a variety of organizational settings.

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### Operations Management

This course applies operations research theory and practices to management problem solving and decision-making. The focus is on modeling service and product delivery systems and major emphasis is placed on managerial problems in food and agribusiness organizations.

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### Sustainable Value Creation

This course is designed to provide an introduction to the relevance of sustainability as a strategic framework for driving value creation and to enhance critical thinking skills that will enable students to more effectively identify and formulate strategic sustainability initiatives for organizations.

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### Strategic Management

An integrative course which draws together the conceptual theories and models of the graduate program core. Utilizes conceptual, analytical, problem identification, and problem solving skills.

## Course Outline – Hospitality and Tourism Management Specialization

### Hospitality and Tourism Marketing Strategy

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

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### Revenue Management

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.

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### Managing Service Quality

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.

## Course Outline – Food and Agribusiness Management Specialization

### Food and Agribusiness Economics and Policy

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.

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### Managing Price Risk

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.

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### Food and Agribusiness Marketing Strategy

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

## Choice: Major Research Project OR Pass by Course Option

### Major Research Project

This course involves a directed research project leading to a referenced, professional report on a management problem or issue.

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### Organizational Theory and Design – Pass by Course

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

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### Global Business Today – Pass by Course

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.

Application Deadline  
**March 31st**



\* Information may be subject to change  
Last updated October 2015

## Admission Requirements

- A four-year Honours undergraduate degree from a “recognized university” with a minimum average of “B-” (70-72%) during the last four semesters or two academic years of the program.
- Work Experience: Minimum 3 years of relevant work experience.

### OR...

- The GMAT is mandatory for applicants from a honours program who do not offer the relevant work experience.

### OR...

- General degree, diploma and/or an acceptable professional designation.
- Work Experience: At least 5 years of work experience showing progressive increases in responsibility.

## Testimonials

“I am amazed at the contributions to agriculture made by our alumni. The sector benefits from their efforts, plus it’s wonderful to see our students really reap rewards from taking our program,” states Dr. Funk when asked to describe the benefits of the MBA Food and Agribusiness program. After founding the program and being involved for over a dozen years,

Dr. Funk believes one of the main advantages of doing the MBA at Guelph is the immediate credibility graduates gain. That the University of Guelph is so highly regarded in agriculture, both nationally and internationally, legitimizes the credential.

Funk asserts, “I believe our alumni enjoy it overall, despite it being a challenging program academically. It’s where they networked with a wide variety of people from the sector and likely met some of their best friends. So many alumni have told me that they feel the investment definitely did pay off for their career.”

**Dr. Tom Funk**, Adjunct Professor, College of Business and Economics, Professor Emeritus, Ontario Agricultural College, University of Guelph

[www.mba.uoguelph.ca](http://www.mba.uoguelph.ca)

## Contact Information

### Executive Programs

College of Business and Economics  
University of Guelph  
MacKinnon Building, Room 800  
Guelph, ON, CANADA N1G 2W1  
Toll Free: 1-888-622-2474  
Local: 519-824-4120 x56607  
E-mail: [mbaguelph@uoguelph.ca](mailto:mbaguelph@uoguelph.ca)

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