

Connect.  
Collaborate.  
Network.  
Improve Life.

Specializations in: Sustainable Commerce | Food and Agribusiness Management | Hospitality and Tourism Management



# An MBA that Improves Life

*The Gordon S. Lang School of Business and Economics is a globally ranked business school with the bold mission of using business to improve life in our communities. We believe that sustainable, ethical leaders are unquestionably the future of business. We are one of 39 global Champions of the United Nations PRME initiative for responsible business education and our MBA is ranked #9 in the world for its focus on sustainability.*

*The Gordon S. Lang School of Business and Economics is built upon three pillars:*

## THREE **PILLARS**

### Active Learning

We foster teamwork, critical-thinking and problem-solving skills that connects modern academics to solve real-world business challenges.

### Research with Impact

We aim to push the frontiers of knowledge through research in business, management and economics, building on industry foundations unique to the University of Guelph.

### Community Engagement

We are recognized locally and globally for our commitment to developing leaders for a sustainable world, who aspire to use business to improve both the bottom line and our communities.



**I AM PASSIONATE ABOUT THE ENVIRONMENT. FOR ME, IT IS ABOUT CHANGING THE WORLD IN A SUSTAINABLE WAY. I WANT TO LEARN HOW TO DEVELOP A FORWARD-THINKING SUSTAINABILITY POLICY FOR MY COMPANY.**

Abdi Mohamud, Lang MBA candidate  
Sustainable manufacturing expert



# An MBA that fits you.

Your life. Your career. Your schedule. The Lang MBA is designed to give you the rigour of an on-campus program with the flexibility of online learning. The intensive, exhilarating and satisfying 24 months of the program are filled with collaboration, entrepreneurial thinking, and new perspectives on business.

## WITHIN THIS TIME, YOU COMPLETE:

9

Core Management Courses

3

Specialized Courses

3

Residential Experiences

11 days

10 days

5 days

1

Major Research Project

or

2

Elective Courses

# Your industry. Your career. Your Lang MBA.

After mastering core business principles, you specialize in areas that are highly industry focused. Our goal is to enhance your leadership and management skills that you can use for the rest of your career. We inspire you to improve life by focusing on sustainability, ethics, and community engagement, helping you to bring these values into your organization and become a ‘force for good’.

## LANG AT A GLANCE

\*Corporate Knights Better World MBA Rankings 2018

3

Unique Specializations

Sustainable Commerce

Globally recognized as a leader in sustainability.

Food & Agribusiness Management

U of G is one of the world's leaders in food and agriculture research.

Hospitality & Tourism Management

One of Canada's longest running hospitality programs.

#9

MBA in the World

for Sustainability\*

32

Average Age

of MBA Students

45

Average Class Size

10

Years

average work experience

83%

of Faculty

with a PhD

87%

of Alumni

said the Lang MBA expanded their career options

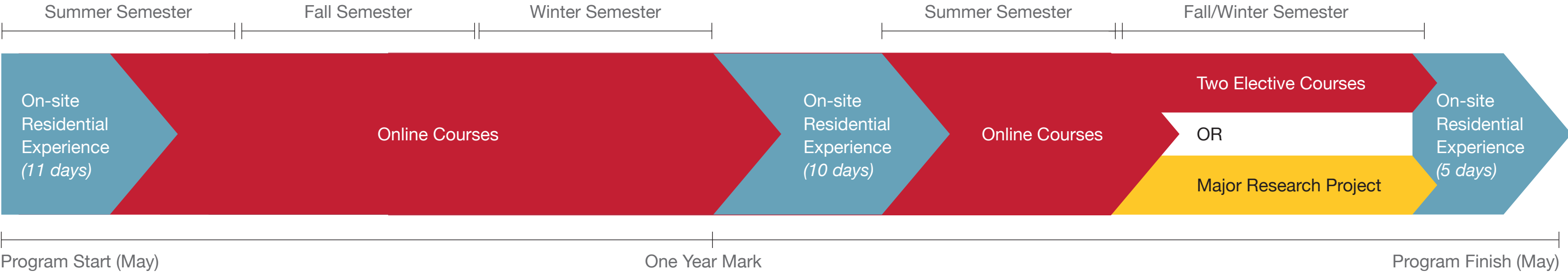


# The Lang MBA

Lang's MBA program is an intensive two-year program for working professionals that combines on-site residential experiences with interactive online learning. You will immediately join our impressive network of alumni who are making an impact throughout the world.

*We select the best and brightest professionals who want to maximize their career potential and make a real impact.*

## HERE'S A QUICK RUNDOWN:



## Admission Requirements

A four-year undergraduate degree or its equivalent (from a recognized university) with a minimum average of B- (70-72%) in the last two years of study, and a minimum of three years of industry related experience including supervisory and managerial responsibility, or a minimum of three years of industry related experience (without supervisory and managerial responsibility) and a minimum GMAT score of 550.

Alternate admission may be offered to those with a three-year general degree, diploma and/or an acceptable professional designation with a minimum average of B- (70-72%) in the last two years of study, and at least five years of relevant work experience showing progressive increases in responsibility.



# The Best of Both Worlds: Online + On-site Learning

*It can be difficult to pause your career to pursue an on-campus MBA, and online-only MBA programs don't allow you to immerse yourself in course content or to receive the full student experience. At Lang, we combine intensive on-site experiences with interactive, engaging, online learning. The Lang MBA gives you the flexibility to complete the program on your own schedule, as well as the benefit of face-to-face interactions with your fellow peers and our world-class faculty. This creates a community of business connections that stay with you for the rest of your career.*

## Online Learning

Lang's online learning platform allows you to complete your degree while maintaining your career and personal commitments. Our team will send you the course materials far in advance, allowing you to plan for your learning when your schedule allows. You can expect to commit 20-25 hours each week during the online portion of the program.



**I LIKED BEING ABLE TO ACCESS MY CLASS FROM ANYWHERE. IF I WAS OUT OF TOWN FOR WORK OR NOT AT HOME, I WAS STILL ABLE TO ACCESS MY COURSE WORK AND SEE WHAT I HAD TO DO, WHICH MADE IT EASIER TO GET MY ASSIGNMENTS DONE.**

**Karmagna Trivedi**  
MBA '14 Senior HR Business Analyst  
Rogers Communications



## Onsite Experiences

Lang MBA's on-site residential experiences provide a career defining opportunity for you to learn from our world-class faculty who have significant industry experience and have developed industry-changing research. Just as important, you tackle your coursework with peers who are in a diverse range of industries. We strive to create an innovative cohort experience that mixes class time with experiential learning and off-site, team-building excursions. This collaborative process is crucial to our learning approach. You not only learn new strategies and skills relevant to your career, you make connections with your classmates that last a lifetime!



**NOT ONLY IS IT GREAT THAT YOU CAN PUT A FACE TO THE NAME, YOU START SEEING, THROUGHOUT THE RESIDENCE EXPERIENCE, THE TYPE OF PERSON THAT YOU WILL BE WORKING WITH THROUGHOUT YOUR PROGRAM.**

**Greg Tremble**  
MBA '16, General Manager  
Great Canadian Gaming Corporation





**I WAS ALWAYS REALLY STRONG IN THE FINANCIAL SIDE OF BUSINESS. WHAT MY LANG MBA REALLY TAUGHT ME WAS LEADERSHIP AND PEOPLE SKILLS.**

**Jason Stoter, Lang MBA '03**  
Founder, Vivere  
Named one of Canada's fastest-growing companies by PROFIT 500.

# The skills you need to succeed

*The Lang MBA elevates your knowledge and skills in management and leadership. The skills you learn will stay with you throughout your career.*

### Our promise to you:

You master core management skills helping you build a solid base of expertise that will significantly enhance your career. At Lang, we create a catalyst for transformation, helping you become a true change-maker.

You receive industry-specific strategies for your own career development. What you learn in your Lang MBA can be applied directly to your job, helping you boost your value within your organization.

We get to know you as a person. Smaller cohort sizes allow you to get to know your classmates and our faculty on a more personal level. You have the opportunity to network and grow from a diverse group of professionals who tackle challenges from unique perspectives.

### Learn core management skills including:

BUSINESS FUNDAMENTALS

LEADERSHIP

OPERATIONS

HUMAN RESOURCES MANAGEMENT

MARKETING

FINANCIAL MANAGEMENT & ACCOUNTING

### The Lang MBA provides you with the skills and knowledge to:

- make and present sound business decisions using evidence-based ethical frameworks,
- consider the impact of business decisions related to sustainability and corporate social responsibility, and
- suitably recognize, analyze, and develop appropriate solutions to business problems.



# We look for a different kind of student.

*We have a diverse group of students in our MBA program. They come from all career levels, professions and industries. One thing is common amongst all of our students – a willingness to learn and a passion for creating positive change through business. We look for students who are driven, self-aware, inspired, versatile and above all else, passionate about their careers.*



**Preet, Lang MBA ‘18**  
Charity founder, community builder, business development expert



**John, Lang MBA candidate**  
Cello enthusiast, real estate investor, sustainable food executive.



**Melanie, Lang MBA candidate**  
Mother, blogger, hobby farmer.



**Jordan, Lang MBA ‘18**  
Entrepreneur, Hamiltonian, golf and hospitality professional.



**Susan, Lang MBA ‘13**  
Global traveller, life-long learner, mentor.



**Chris, Lang MBA ‘18**  
IT professional, family man, sports junkie



## We are flexible.

We believe education shouldn't be offered in one-dimensional settings. That is why we combine online learning with brief, intensive and interactive on-site experiences; allowing you to learn and complete course work around your busy life.

We also provide two unique ways of completing your MBA degree, either through a major research project OR by taking two elective courses. This allows you to tailor your program to meet your needs.

## We are specialized.

We developed this MBA for you. Our three specializations draw upon University of Guelph's strengths in sustainable commerce, food and agriculture business, and hospitality and tourism management. You delve deep into specialized, industry-specific topics taught by faculty who are experts in their fields. You can be sure that the concepts that you learn in our MBA program are important to your industry and will advance your career to the next level.



# Specialize your MBA.

Choose from one of our three unique specializations:

## SUSTAINABLE COMMERCE

### Become the sustainability expert of your organization

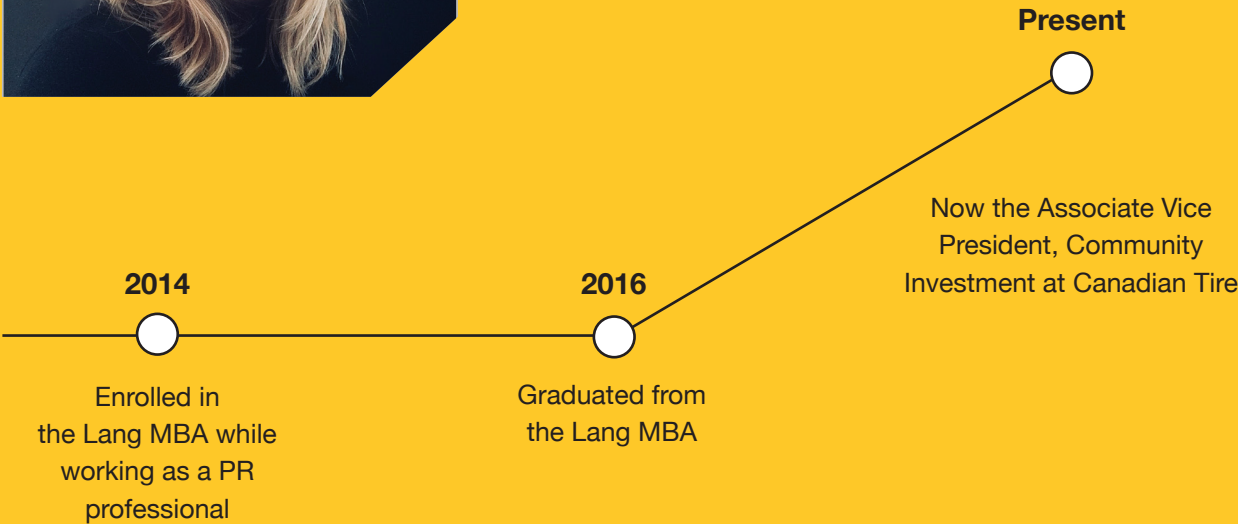
In today's global and complex economy, businesses need to focus their efforts on more than just the financial bottom line. The Lang MBA in Sustainable Commerce emphasizes responsible social and environmental business practices, as well as traditional financial drivers for growth and sustainability.

This approach allows you to develop your skills as a leader in sustainable commerce. Let us show you how to build triple-bottom-line focused strategies to help your organization thrive.

### ALUMNI PROFILE: ASHLEY CURRAN, LANG MBA '16



WORKING AS AN AVP AT CANADIAN TIRE, ASHLEY CURRAN DRIVES TRIPLE BOTTOM LINE VALUE (PEOPLE, PLANET, PROFIT) WITHIN CANADA'S LARGEST RETAILER. SHE HAS OVER 15 YEARS EXPERIENCE IN BUILDING BRAND CAMPAIGNS THAT ADVOCATE FOR A CAUSE AND CHANGE LIVES.



### Learn from industry experts.

Professor Rumina Dhalla's research explores sustainability, in particular focusing on the link between identity and reputation at organizational and industry levels. Her current research projects explores sustainability within the Australian wine industry, sustainable tourism and social enterprise.

View our full list of faculty at [uoguelph.ca/lang](http://uoguelph.ca/lang)



LANG MBA GRADUATES GO BEYOND THE BOTTOM LINE TO SEE THE REAL IMPACT A BUSINESS CAN HAVE IN THE WORLD.

Rumina Dhalla, Associate Professor  
Expertise in sustainability and corporate social responsibility



### Sample Courses

#### Business Practices for Sustainability

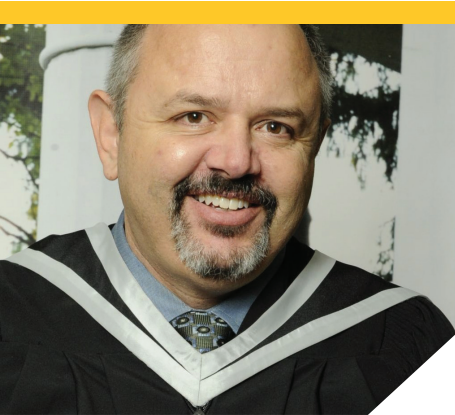
Exploring the business practices and strategies to increase competitive advantage and drive environmental, social, and economic value.

#### Sustainable Commerce Marketing Strategy

Exploring a foundation in marketing, and an in-depth analysis of strategic marketing issues.

#### Governance for Sustainability

Introducing environmental governance, and the processes through which businesses and society make decisions that impact the environment.



THE SUSTAINABLE COMMERCE FOCUS PROVIDED THE DIFFERENTIATION AGAINST GENERAL OR LEADERSHIP MBA PROGRAMS. WHILE PROFITABILITY IS STILL THE PRIMARY GOAL, LARGE CORPORATIONS RECOGNIZE THAT STAKEHOLDERS EXPECT BUSINESSES TO HAVE A SOCIAL CONSCIENCE AS WELL.

Dan Sparrow, MBA '16  
VP Esko



# MBA Specializations continued

FOOD & AGRIBUSINESS MANAGEMENT

Grow your career at Canada’s ‘Food University’

If you’re looking for one of the world’s top agricultural schools, you came to the right place. The University of Guelph is renowned for its research and education in agriculture and Lang’s Food and Agribusiness Management specialization draws upon that strength to provide an experience that elevates your career potential in an industry that affects every human being.

ALUMNI PROFILE: GORDON STOCK, LANG MBA ‘14



“

THE LANG MBA MADE ME MORE CAPABLE AND ABLE TO TO TAKE ON COMPLEX CHALLENGES.

2012

Enrolled in the Lang MBA while working as a program coordinator

2014

Graduated from the Lang MBA

Present

Senior Policy Advisor and Government Relations at Ontario Fruit and Vegetables Grower’s Association

17

Learn from industry experts.

Professor Andreas Boecker is a sought after expert in the analysis of consumer risk perception related to food and agricultural technologies. His research is relevant for decision making in marketing management and public policy, as well as science communication.

“

MY EXPERIENCE IN TEACHING, RESEARCH AND STUDENT ADVISING COVERS ALL STAGES OF THE FOOD AND AGRIBUSINESS VALUE CHAIN.

Andreas Boecker  
Associate Professor & Chair of the Department of Food, Agricultural & Research Economics.

## Sample Courses

Marketing Strategy


Explore a foundation in marketing for the food and agribusiness management sector, and an in-depth analysis of strategic marketing issues.

Economics & Policy

Introduction and analysis of economic and policy issues relevant for food and agribusiness managers.

Managing Price Risk

Explore the use of futures, options and other instruments for marketing, risk management and investments.



“

THE ONLINE PORTION OF THE LANG MBA GAVE ME THE FLEXIBILITY WITH MY WORK AND TRAVEL SCHEDULE. I WOULDN'T MISS CLASSES IF I WAS ON THE ROAD. I COULD LEARN AT MY OWN PACE WITHIN THE SCHEDULE.

Meagan Shields, MBA ‘16  
Syngenta Canada Inc.



HOSPITALITY & TOURISM MANAGEMENT

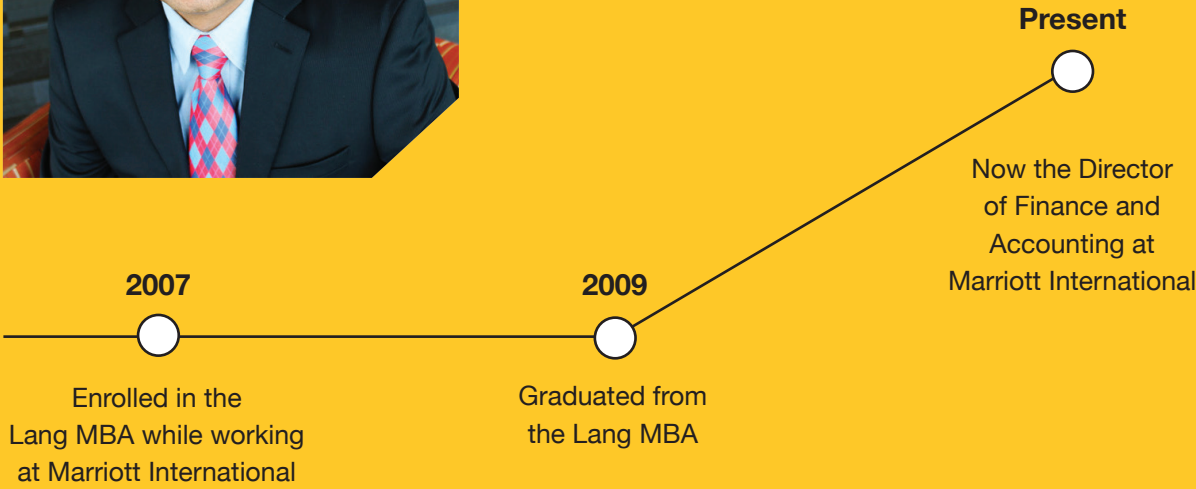
Ignite change in a fast paced industry that is truly global

There is no industry more global than tourism and hospitality. Our experience of developing leaders in this industry is longstanding and we're ready to help you enhance your business management skills to develop game-changing strategies for your industry.

ALUMNI PROFILE: VINEET SALUJA, LANG MBA '09



VINEET SALUJA CREDITS HIS MOST RECENT CAREER SUCCESSES TO HIS LANG MBA. THE PROGRAM EQUIPPED HIM WITH A HIGH-LEVEL UNDERSTANDING OF THE COMPLEX WORLD OF TOURISM AND HOSPITALITY FINANCE.



Learn from industry experts.

Professor Mark Holmes is sought after for his research expertise in sustainability as it applies to workplace diversity, tourism management, and food service operations. Holmes combines his experience in the restaurant industry, with his passion for industry focused research, to deliver courses that prepare students for executive-level careers in the hospitality, foodservice and tourism industries.

View our full list of faculty at [uoguelph.ca/lang](http://uoguelph.ca/lang)



THE LANG MBA PROVIDES STUDENTS WITH AN OPPORTUNITY TO DEVELOP AND HONE THEIR BUSINESS ACUMEN AND MANAGEMENT SKILLS.

Mark Holmes, Assistant Professor  
Expertise in food, hospitality & sustainability



Sample Courses

Marketing Strategy

Explore a foundation in marketing for the hospitality and tourism management sector, and an in-depth analysis of strategic marketing issues.

Managing Service Quality

Explore service management and strategies to enhance quality service.

Revenue Management

Learn how to maximize profitability in fixed capacity environments.

Alumni



THE LANG MBA GAVE ME THE OPPORTUNITY TO FURTHER MY EDUCATION IN THE HOSPITALITY INDUSTRY WHILE GIVING ME RELEVANT SKILLS THAT I COULD PUT INTO MY CAREER IMMEDIATELY.

Vito Curralli, MBA '05, Executive Director, Sales  
Hilton

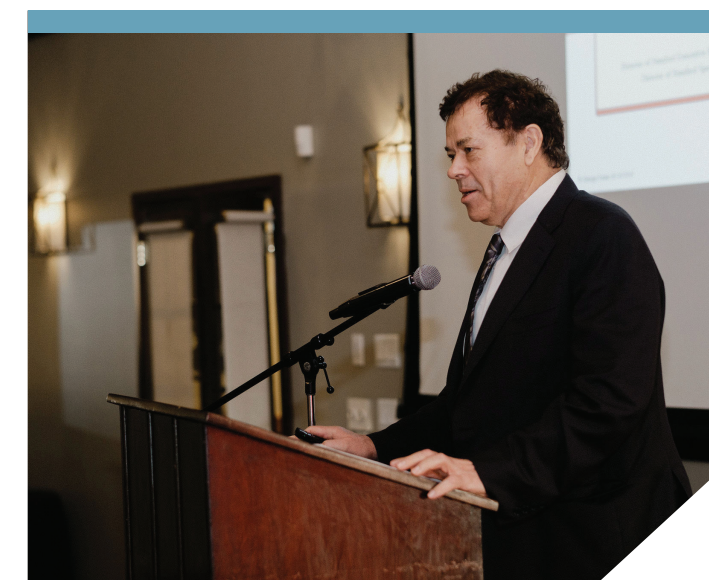


# Beyond the Classroom.

*Each year, Lang hosts a phenomenal guest speaker who exemplifies our longstanding excellence in sustainable commerce, food and agriculture, and hospitality and tourism. Students and alumni receive an extraordinary opportunity to hear from business leaders who have created positive change within their organization and industry.*



Lang MBA graduates Jeremy Vandelaar and Susanna Joy being named to the Dean's Honours List.



**Dr. George Foster**  
The Konosuke Matsushita Professor of Management at Stanford University



**THERE IS SUCH A GREAT COMMUNITY AT LANG, WITH MANY OPPORTUNITIES TO LEARN AND GROW WITH PEERS AND MENTORS WHO ARE WILLING TO SHARE THEIR EXPERIENCE AND WISDOM. I AM ALWAYS STRIVING TO BE A BETTER LEADER. I WORK HARD TO HAVE A POSITIVE IMPACT ON OTHERS.**

**Gayleen Gray, MBA '06**  
Assistant VP & Chief Technology Officer  
McMaster University



# Real research. Real impact.

## The Lang MBA Major Research Project

*Near the end of your MBA you have the option of completing two elective courses or a major research project. This project will allow you to conduct a meaningful and publishable academic paper. You are mentored by one of our world-class faculty members and conduct research in your chosen area.*

*Students often focus their paper in an area that impacts their organization, allowing them to take a high-impact report back to their organization to advance a specific priority.*



As the Canadian seed industry outlines their vision for a next-generation seed system, blockchain technology can be utilized as a foundational technology. Lang MBA grad, Doug Miller focused his major research project to investigate how blockchain technology can be incorporated into the industry. He also leveraged the opportunity to make an impact in a pilot project (funded by the Canadian Agricultural Strategic Priorities Program) for farm-to-table traceability using blockchain technology to follow locally produced certified soybean seed through production, processing, and ending on store shelves. In 2018, Miller was named one of Canada's 20 most influential leaders in the germination and seed industry for his work in the field.



**Doug Miller, Lang MBA '19**  
Director of Certification with the  
Canadian Seed Grower Association.



**OUR MBA STUDENTS ARE SOME OF THE BEST I HAVE  
EVER TAUGHT IN MY CAREER - ONE THAT SPANS  
MANY UNIVERSITIES IN FIVE COUNTRIES. THEY  
ARE CONCURRENTLY WORKING IN SENIOR AND  
PROGRESSIVE POSITIONS AND HAVE A DEEP DESIRE  
TO LEARN AND BECOME BETTER LEADERS.**

**Dr. Norm O'Reilly, Assistant Dean of Executive Programs**  
Professor & Director  
International Institute for Sport Business & Leadership



# Ready to take the next steps?

UNIVERSITY  
of GUELPH

- 1/ Visit [uoguelph.ca/executiveprograms](https://uoguelph.ca/executiveprograms) to learn more about the program
- 2/ Book a 1:1 appointment with a member of our team
- 3/ Attend an Information Session or Open House and hear from alumni and faculty
- 4/ Apply online through OUAC
- 5/ Upload your documents to WebAdvisor
- 6/ Accept your offer and become a Gryphon!

## Program Details

**Application Deadline Dates:** November 19, 2021 for May 2022 start

**Program Start Dates:** May 2022

**Location for on-site residential experience:** University of Guelph campus

**Fees\*:** Canadian Citizens and Permanent Residents: \$40,607 | International Students: \$52,212

*\*subject to University of Guelph's Board of Governors approval. The University may adjust fees at any time with limited notice.*



### Gordon S. Lang School of Business and Economics

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[uoguelph.ca/lang](https://uoguelph.ca/lang)



#LangBusiness



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