

## 2004-2006 Graduate Calendar

The information published in this Graduate Calendar outlines the rules, regulations, curricula, programs and fees for the 2004-2006 academic years, including the Summer Semester 2005, the Fall Semester 2005 and the Winter Semester 2006.

For your convenience the Graduate Calendar is available in PDF format.

If you wish to link to the Graduate Calendar please refer to the Linking Guidelines.

The University is a full member of:

- The Association of Universities and Colleges of Canada

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## **Disclaimer**

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The Office of Graduate Program Services has attempted to ensure the accuracy of this on-line Graduate Calendar. However, the publication of information in this document does not bind the university to the provision of courses, programs, schedules of studies, fees, or facilities as listed herein.

## **Limitations**

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The University of Guelph reserves the right to change without notice any information contained in this calendar, including any rule or regulation pertaining to the standards for admission to, the requirements for the continuation of study in, and the requirements for the granting of degrees or diplomas in any or all of its programs.

The university will not be liable for any interruption in, or cancellation of, any academic activities as set forth in this calendar and related information where such interruption is caused by fire, strike, lock-out, inability to procure materials or trades, restrictive laws or governmental regulations, actions taken by the faculty, staff or students of the university or by others, civil unrest or disobedience, or any other cause of any kind beyond the reasonable control of the university.

The University of Guelph reaffirms section 1 of the Ontario Human Rights Code, 1981, which prohibits discrimination on the grounds of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, handicap, age, marital status or family status.

The university encourages applications from women, aboriginal peoples, visible minorities, persons with disabilities, and members of other under-represented groups.

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## Agriculture

The University of Guelph is proud to be a world leader in business education for agriculture. The electronic MBA in Agriculture is a unique program designed to meet the management education needs of agribusiness executives and primary producers around the world. With the electronic method of delivery, we are able to present first class courses to students who are widely dispersed. Our MBA is a specialized program for individuals wishing to pursue and develop opportunities in agribusiness. The program has been developed by both academics and practitioners and is designed to improve the quality of participants' management abilities and practices. Business courses, delivered during segment one of the program, provide the foundation for graduate management education. Upon completion of segment two, students proceed into the University of Guelph's courses designed to deal with business areas of special interest in agriculture.

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#### Erna van Duren

BA Waterloo, MSc, PhD Guelph - Associate Professor

### MBA Program

### Admission Requirements

Admission as a student is granted, on recommendation of the department concerned, to:

1. the holder of an honours baccalaureate (4 year degree) or its equivalent (from a recognized university or college) with an average standing of at least a "B-" (70-72%) in the last four semesters or the last two undergraduate years. At least three years of managerial experience is also required. Or,
2. the holder of:
  - a diploma in agriculture and/or;
  - a diploma in agriculture and/or;
  - an acceptable professional designation; having completed at least five years experience showing progressive increase in responsibility.

The normal academic requirement for admission to the MBA Degree program is a four-year baccalaureate degree and minimum three years of relevant industry experience.

Applicants are also admitted on the basis of prior learning gained through substantial workplace experience. In some cases the admissions committee may ask for a (GMAT) Graduate Management Admissions Test.

### Degree Requirements

On average participants allot 20 to 25 hours per week to study and participate in the program. This is an approximate number of hours and may vary depending on personal learning style. Students normally complete the MBA in Agribusiness Management in 36 months. Course modules are completed in a pre-determined sequence and are typically two months in length, some variations exist. Students must complete the program within six years of commencement.

The Electronic MBA in Agribusiness Management is completed in two segments:

#### Core Courses

Requires participants to complete seven core management courses which provide a foundation. Students complete the following courses: Human Resource Management, Financial and Managerial Accounting, Foundations of Leadership, Management Communications, Research Methods, Financial Management and Operations Management.

#### Specialization Courses

Consists of courses in applied aspects of agricultural business management. Eight courses are required for this phase, or six courses and a major research project.

#### Major Research Project

The research project is comprised of developing a research proposal, researching an applied agribusiness problem and requires data collection, analysis and the ability to link understanding of the problem with an appropriate body of literature.

#### Computer System Requirements

Students are required to have adequate peripherals to support the learning system, which include CD-ROM capability and a sound card. A basic level of computer literacy is strongly recommended for the MBA program. For information pertaining to computer equipment requirements contact the Faculty of Management office. Students are solely responsible to arrange for the purchase/maintenance of the recommended computer system and software.

#### Program Fees

Contact the Faculty of Management office for current tuition fee information.

#### Courses

<b>AGBU*6070 Research Methods for Managers W [0.50]</b>
The objective of the course is to provide students with a working knowledge of quantitative and qualitative techniques used in the analysis of management problems. The emphasis is on the application and interpretation of quantitative and qualitative methods rather than on theoretical background.
<i>Restriction(s):</i> Distance MBA students only.
<b>AGBU*6100 Food and Agribusiness Economics and Policy U [0.50]</b>
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.
<i>Restriction(s):</i> Distance MBA students only.
<b>AGBU*6120 Marketing Management W [0.50]</b>
A study of marketing decision-making in food and agribusiness firms, with emphasis on the formulation of strategic marketing plans.
<i>Restriction(s):</i> Distance MBA students only.
<b>AGBU*6180 Financial and Managerial Accounting U [0.50]</b>
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.
<i>Restriction(s):</i> Distance MBA students only.

**AGBU\*6200 Financial Management U [0.50]**

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.

*Prerequisite(s):* AGBU\*6180 Financial and Managerial Accounting

*Restriction(s):* Distance MBA students only.

**AGBU\*6300 Problems in Agribusiness - Summer Residency S [0.50]**

A seven-day intensive session, delivered at the University of Guelph, that focuses on the development of a management plan for an agribusiness organization through the use of group case studies, seminars and speakers.

**AGBU\*6400 Food and Agribusiness Strategic Management U [0.50]**

An advanced course requiring the application of conceptual, analytical, problem identification, and problem solving skills to develop organizational strategy. Food, agribusiness and other cases are used to explore the development and implementation of strategy and to assess the dynamic relationship between strategy and competition.

*Restriction(s):* Distance MBA students only.

**AGBU\*6510 Managing Price Risk W [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.

*Restriction(s):* Distance MBA students only

**AGBU\*6520 Marketing Research and Analysis F [0.50]**

Students will learn the fundamentals of marketing research and analysis as they apply to decision-making. The key focus of the course will be on developing a marketing plan for a real product/service. Input into the marketing plan will come from actual marketing research information collected, analyzed and interpreted by participants. Students will develop and implement background-marketing research that can be used at the conclusion of the course to build the marketing plan. In addition to developing general research skills, special topics such as perceptual mapping for positioning, conjoint analysis for pricing and clustering for segmentation will be examined.

**AGBU\*6530 Management Issues in Agriculture W [0.50]**

This course discusses the application of general management concepts and practices to agricultural production. Topics include strategies farm managers can use to assess performance, set direction, build capabilities and implement change. All readings and cases are taken from the viewpoint of an owner-operator of a commercial farming operation.

**AGBU\*6610 Dairy Production Management W [0.50]**

This course deals with the specifics of applying business management strategies to farm operations. Trends facing the North American dairy industries and challenges faced by individual producers are examined. Relevant and practical operating decision-making and management skills are considered with the intent of maximizing the profitability and reducing the risk of the individual firm.

**AGBU\*6620 Swine Production Management W [0.25]**

This course deals with the specifics of applying business management strategies to farm operations. Trends facing the North American swine industries and challenges faced by individual producers are examined. Relevant and practical operating decision-making and management skills are considered with the intent of maximizing the profitability and reducing the risk of the individual firm.

**AGBU\*6700 Special Topics in Agribusiness Management U [0.50]**

A special topic course focusing on relevant business issues or problems allowing students to enhance and further develop expertise in specific areas of management. May be offered to students in any semester.

**AGBU\*6800 Directed Research Project U [0.50]**

A management research project leading to a referenced report focusing on selected topics of interest in agricultural business.