

# Management: MSc

## Innovation, Commercialization and Entrepreneurship

Lang's Master of Science (MSc) in Management provides an enriching, professionally relevant, and flexible academic experience in a collaborative learning environment. The Innovation, Commercialization and Entrepreneurship field of the MSc program is ideal for forward-thinking innovators looking to gain expertise in transforming ideas into commercial offerings.

[uoguelph.ca/lang/msc-management](http://uoguelph.ca/lang/msc-management)

### PROGRAM

Innovation, Commercialization and Entrepreneurship (ICE) students explore topics in leadership, innovation and management with faculty who encourage creativity and collaboration. Harness your ideas and learn how to turn them into real-world enterprises.

ICE students take a set of core courses in evidence-based management research and leadership development and a set of field-specific courses and electives selected to match your interests. Consult our website for a complete listing of courses.

The MSc Management (ICE) is completed in 16 months (4 semesters). All students are offered 2 years (6 semesters) to complete the program.

### ADMISSION REQUIREMENTS

A 4-year honours undergraduate degree (or equivalent) with a B average (73%) or higher. An English proficiency test may be required for students whose first language is not English.

The ICE field is open to students from a range of academic backgrounds, including management, engineering, information technology, agriculture-food sciences, and environmental science.



*"It has always been a goal of mine to open my own business. I guess you could say I have inherited an "entrepreneurial spirit". The innovation, commercialization, and entrepreneurship stream was the perfect choice to help me develop my entrepreneurial skills."*

– Tyler Yap Young, MSC Management, Innovation, Commercialization and Entrepreneurship (2023)

### Application Timeline

**January 15, 2026:** submission of your online application form.

**February 1, 2026:** submission of all required supporting documents.

Prospective applicants are encouraged to connect with LANG's graduate studies administrative team when preparing their application to the program.

**Entry:** Fall semester only

### ARE YOU INTERESTED IN:

- Innovation and commercialization
- Entrepreneurship
- Evidence-based management

### CAREER OPPORTUNITIES:

- Entrepreneur
- Project Manager
- Business Consultant
- Business Development Manager

### CONTACT INFORMATION

**Graduate Program Coordinator**  
Ruben Burga  
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# Management: MSc

## Management Research

Lang's Master of Science (MSc) in Management provides an enriching, professionally relevant, and flexible academic experience in a collaborative learning environment. The Management Research field of the MSc program emphasizes leadership development and evidence-based management in preparation for entry to a PhD program or a career in industry.

[uoguelph.ca/lang/msc-management](http://uoguelph.ca/lang/msc-management)

### PROGRAM

Management Research (MR) students explore such topics as leadership, management, and organizational behaviour with faculty experts. This research-focused program culminates in a thesis.

MR students take a set of core courses in evidence-based management research and leadership development and a set of field-specific courses and electives selected to match your interests. Consult our website for a complete listing of courses.

The MSc Management (MR) is completed in 16 – 24 months (4 – 6 semesters). All students are offered 2 years months (6 semesters) to complete the program.

### ADMISSION REQUIREMENTS

A 4-year honours undergraduate degree (or equivalent) with a B average (73%) or higher. Students whose first language is not English may be required to submit an English proficiency test.

The GMAT or GRE test is required for admission to this thesis-based field.



*"The overall message of the Lang school of business resonates with me; business as a force for good. Although I am in the early stages of my research, I plan on researching the effect of drag queens within a workplace context. this research truly excites me as I plan on bringing a unique take to research with a relatively new topic in academia."*

– Danielle Kaczmarek, MSc Management, Management Research graduate student

### Application Timeline

**January 15, 2026:** submission of your online application form.

**February 1, 2026:** submission of all required supporting documents.

Prospective applicants are encouraged to connect with LANG's graduate studies administrative team when preparing their application to the program.

**Entry:** Fall semester only

### ARE YOU INTERESTED IN:

- Managerial processes
- Organizational decision making
- Social constructors
- Organizational behaviour
- Human resources management

### CAREER OPPORTUNITIES:

- Doctoral studies
- Management consulting
- Management strategy
- Business development manager
- Consultant
- Project management

### CONTACT INFORMATION

**Graduate Program Coordinator**  
 Louise Hayes  
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 519-824-4120 x58450

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 mscmgmt@uoguelph.ca

# Management: PhD

## Marketing and Consumer Behaviour

The PhD in Management at the Gordon S. Lang School of Business and Economics offers students the unique opportunity to join an inter-departmental program that explores complex challenges in modern business management and scholarship. Lang doctoral students develop research with impact in one of three possible fields -- Organizational Leadership, Services Management, or Marketing and Consumer Behaviour – and graduate as innovative and successful researchers and lecturers.

[uoguelph.ca/lang/phd-management](http://uoguelph.ca/lang/phd-management)

### PROGRAM

The Marketing and Consumer Behaviour (MCB) field of the PhD program gives students a balanced foundation in management theory to allow them to pursue research on consumer behaviour drivers and marketing trends. Our MCB students investigate strategic marketing planning and implementation issues and use cutting-edge analytical tools to generate insights into consumer purchasing patterns.

**Timeline:** After completing coursework and a qualifying exam, students devote the remainder of their time in the program to the completion and defence of a doctoral dissertation.

**Study Options:** Full-time only

### Application Timeline

**January 16, 2026:** submission of your online application form.

**February 1, 2026:** submission of all required supporting documents. Prospective applicants are encouraged to connect with LANG's graduate studies administrative team when preparing their application to the program.

**Entry:** Fall semester only

### ADMISSION REQUIREMENTS

A Master's degree from a recognized university with a first-class average (80% or A-) or higher.



*"Joining the PhD in Management allowed me to improve my research skills by working closely with knowledgeable faculty members, which inspired me to move further to advance knowledge in my field."*

– Dr. Bianca Kato, PhD Management, Marketing and Consumer Behavior (2023)

Complete application packages include: transcripts, 2 letters of recommendation, statement of research interest, CV, proof of English proficiency (if applicable) and the submission of a GMAT score of 600 or higher or a GRE score in the 60th percentile or higher across all sections.

### FUNDING

PhD Management students receive funding from a mix of the following sources:

- Internal and external scholarships
- Graduate Teaching Assistantships
- Graduate Research Assistantships
- Sessional Lecturer positions

### ARE YOU INTERESTED IN:

- Marketing strategy
- Consumer decision-making
- Data analytics
- Modelling
- Brand loyalty and management
- Social marketing

### CAREER OPPORTUNITIES:

- Academic research and teaching
- Public and private sector
- Industry
- Business consulting

### CONTACT INFORMATION

**Contact the LANG Graduate Program team at:**

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**Graduate Program Coordinator**

Beverly Hayes

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# Management: PhD

## Organizational Leadership

The PhD in Management at the Gordon S. Lang School of Business and Economics offers students the unique opportunity to join an inter-departmental program that explores complex challenges in modern business management and scholarship. Lang doctoral students develop research with impact in one of three possible fields – Organizational Leadership, Services Management, or Marketing and Consumer Behaviour – and graduate as innovative and successful researchers and lecturers.

[uoguelph.ca/lang/phd-management](http://uoguelph.ca/lang/phd-management)

### PROGRAM

The Organizational Leadership (OL) field of the PhD program gives students a balanced foundation in management theory to allow them to pursue research that helps organizations and employees thrive. Rooted in a sustainable and socially-responsible stakeholder mindset, our OL students delve into how to balance competing concerns and opportunities and how to create economic, social, and environmental value from a public or private organizational standpoint.

Timeline: After completing coursework and a qualifying exam, students devote the remainder of their time in the program to the completion and defence of a doctoral dissertation.

Study Options: Full-time only

### ADMISSION REQUIREMENTS

Applicants need to have a Master's degree from a recognized university with a first-class average (80% or A-) or higher.

Complete application packages include transcripts, 2 letters of recommendation, statement of research interest, CV, proof of English proficiency (if applicable) and the submission of a GMAT score of 600 or higher or a GRE score in the 60th percentile or higher across all sections.



*"My experience as a doctoral student has well prepared me to contribute productively to academia, provide effective learning opportunities for students, and to become a worthy colleague in business schools around the world"*

– Dr. Jinuk Oh, PhD Management, Organizational Leadership (2020)

### FUNDING

PhD Management students receive funding from a mix of the following sources:

- Internal and external scholarships
- Graduate Teaching Assistantships
- Graduate Research Assistantships
- Sessional Lecturer positions

### Application Timeline

**January 15, 2026:** submission of your online application form.

**February 1, 2026:** submission of all required supporting documents. Prospective applicants are encouraged to connect with LANG's graduate studies administrative team when preparing their application to the program.

**Entry:** Fall semester only

### ARE YOU INTERESTED IN:

- Organizational behaviour (micro, meso and macro-level)
- Leadership mobilization
- Social identity and organizational change
- Human resource management
- Accounting and governance
- Corporate social responsibility

### CAREER OPPORTUNITIES:

- Academic research and teaching
- Public and private sector
- Industry
- Business consulting

### CONTACT INFORMATION

**Graduate Program Coordinator**  
Beverly Hayes  
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**Contact the LANG Graduate Program team at:**  
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# Management: PhD Services Management

The PhD in Management at the Gordon S. Lang School of Business and Economics (AACSB Accredited) offers students the unique opportunity to join an inter-departmental program that explores complex challenges in modern business management and scholarship. Lang doctoral students develop research with impact in one of three possible fields – Organizational Leadership, Services Management, or Marketing and Consumer Behaviour – and graduate as innovative and successful researchers and lecturers.

[uoguelph.ca/lang/phd-management](http://uoguelph.ca/lang/phd-management)

## PROGRAM

The Services Management (SM) field of the PhD program gives students a balanced foundation in management theory to allow them to pursue research in the inter-connected services areas of hospitality, tourism, or food management. Our SM students investigate socially and economically relevant issues from the perspective of governmental or non-governmental organizations, consumers, and service providers.

Timeline: After completing coursework and a qualifying exam, students devote the remainder of their time in the program to the completion and defence of a doctoral dissertation.

## Application Timeline

**January 15, 2026:** submit application

**February 1, 2026:** submit all required supporting documents.

Prospective applicants are encouraged to connect with LANG's graduate studies administrative team when preparing their application to the program.

**Study Options:** Full-time only

## ADMISSION REQUIREMENTS

Applicants need to have a Master's degree from a recognized university with an overall average of at least an A- or 80%.



*"Attending the Lang School of Business and Economics means you are a part of a world class institution where you get to learn from leading researchers and interact with staff who care deeply about your professional growth".*  
– Joshua Gonzales, PhD Management (SM) student

Complete application packages include: transcripts, 2 letters of recommendation, statement of research interest, CV, proof of English proficiency (if applicable) and the submission of a GMAT score of 600 or higher or a GRE score in the 60th percentile or higher across all sections.

## FUNDING

PhD Management students receive funding from a mix of the following sources:

- Internal and external scholarships
- Graduate Teaching Assistantships
- Graduate Research Assistantships
- Sessional Lecturer positions

## ARE YOU INTERESTED IN:

- Sustainable tourism
- Hospitality operations
- Destination branding
- Agri-business development and sustainability
- Food supply chains

## CAREER OPPORTUNITIES:

- Academic research and teaching
- Public and private sector
- Industry
- Business consulting

## CONTACT INFORMATION

### Graduate Program Coordinator

Beverly Hayes  
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**Contact the LANG Graduate Program team at:**  
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