

Master of Science in the field of Food Industry: Management and Marketing

Apply now for entry in September 2019



THE UNIVERSITY OF HONG KONG
FACULTY OF SCIENCE



The MSc in the field of Food Industry: Management and Marketing is a part-time taught master programme introduced in 1998. It is supported by the School of Biological Sciences. The objective is to offer advanced training in management skills and marketing research methodology for food professionals so as to enhance the competitiveness of local food manufacturers in a changing market. The programme emphasizes practical approaches to quality assurance and safety management in processing, packaging, storage and distribution of food products, waste management and control, as well as market research, financial planning, product development and evaluation, and compliance with food laws and regulations.

The programme extends over two academic years of part-time study. Instruction is given by the academic staff as well as experts both locally and from overseas with relevant industrial experience. This is the only taught postgraduate programme available in Hong Kong on food technology and management. It differs from other management programmes in that students are taught marketing and management skills relevant to the food industry, using case studies drawn from the food sector.

The effects of processing and packaging on the physical and chemical characteristics of food products will be discussed. Emphasis will be placed on the freezing technology of marine products and frozen dim sums. Analytical methods for sensitive nutrients and techniques to preserve the characteristic aroma and taste of a product in processing modification will be reviewed. Issues related to nutrient enrichment and fortification will be discussed. Sensory evaluation as an important component of food product development and marketing will be covered. Various evaluation methods and analytical techniques will be discussed in a case study setting.



FOOD7004 HACCP and food laws

As a core quality management tool in the food industry, the relevance, impact and use of HACCP in manufacturing and catering will be discussed. Topics covered will include the integration of HACCP and ISO 9000 as well as the practical implementation of HACCP using Asian case studies. The course will provide students with a proper perspective on local Chinese and international food laws and regulations. Familiarisation with international agencies such as the Codex Alimentarius Commission. Issues related to food inspection, food additives, and contaminants as well as the concept of and procedural details in attaining ISO registration will be discussed.

FOOD7005 R&D and export market strategies

The role of research from the management perspective, the R & D process and the impact of technological innovation on the development of new products will be discussed. Cultural aspects will be emphasized as an important consideration in developing new market frontiers. The strengths and weaknesses of major "Chinese food" manufacturers will be analyzed. Areas of potentials will be identified and explored. Basic concepts of intellectual property rights will also be described in this course: copyright, trademarks, trade secrets, patents; Patent strategy for research-intensive technology companies; Practical aspects and international considerations in filing for patent protection. The application of information technology in food manufacturing and catering will be discussed.

Second Year

FOOD8006 Marketing management

The course is designed to provide an understanding of the role of marketing in the business organization and its contribution to business success. Students will be taught in an applications oriented framework to become familiar with the various marketing concepts, marketing programmes and planning and control of marketing strategies. On completion of the course, students will be able to analyze customer requirements, the competitive environment and to formulate effective marketing programme. Perspectives of local food manufacturers will be introduced through special seminars.

FOOD8007 Financial control

The course aims to equip non-accounting professionals with the skills required to analyze and interpret the major financial reports prepared by businesses. The focus of the course is on providing a user perspective of the financial statements rather than on specific preparation concepts. In addition, the course addresses principles of basic financial management and explains the need for internal control procedures. Particular emphasis is given to developing an understanding of the balance sheet, profit and loss statement, and cash flow statement. The relationship between the statements will be explained and illustrated in detail. A framework for making business decisions by analysing a set of financial statements using simple techniques will also be developed.

FOOD8008 Organisational behaviour

The course aims to equip students with a better understanding of the complex array of behaviours in organisational life. It will analyse the determinants of human behaviour in an organisation at the individual, group and organisational levels. Topics covered will include motivation, performance management, group dynamics, leadership, organisational culture, management of conflict, management ethics, and the management of change.

FOOD 8009 Project

This is an individual or group research project to be carried out under the supervision of one or more Faculty members. Students may propose their own topics and approach potential supervisors, or they may consider those suggested by the Faculty members. The proposed project title must be submitted for approval before December 31 of the second year of their study. Candidates shall make a formal presentation on the subject of his/her/their project during the final semester of the teaching programme.

Programme Duration and Class Schedules

The programme extends over two academic years of part-time study. Teaching takes place mainly on weekday evenings and Saturday afternoons. This is a small programme and students are expected to participate in class discussion.

Target Students

The programme is intended for those with experience in food industry and related areas. Students are expected to have science background preferably in food and nutrition. It also offers secondary school teachers the relevant training to prepare themselves to teach under the New Senior Secondary Curriculum, eg. Technology & Living. Job positions held by some of our admitted students in past years are:

- Senior Health Inspector, Food & Environmental Hygiene Department, HKSAR Government
- Quality Control Officer, Vitasoy International Holdings Ltd.
- Head of Dietary Department, Tsuen Wan Adventist Hospital
- QA/R&D Supervisor, The Kowloon Dairy Limited
- Quality Assurance Officer, Cathay Pacific Catering Services (HK) Ltd.
- Quality Assurance Supervisor, Wellcome Co. Ltd.
- Merchandiser, City Super Ltd.
- Vending Services Assistant Manager, Swire Coca-Cola HK Ltd.
- Assistant Quality Assurance consultant, McDonald's Restaurant
- Food Technician, Amoy Food Ltd.
- R&D Manager, Maxim's Caterers Ltd.
- Code Standard Section Executive, Lee Kum Kee
- Food Technologist, Lam Soon (HK) Ltd.

Assessment

Written work forms an important part of the programme. All written and verbal communication is in English. Courses in this programme are assessed in different ways, according to the requirements of each course:

- a. by coursework assessment only;
- b. by examination only;
- c. both by coursework assessment and by examination.

The project report will be assessed by examiners and participation in the seminars at which students present their work is one of the requirements for the completion of this component of the degree curriculum.

Tuition Fees

The composition fee for the whole programme for 2019-20 intake will be HK\$115,000# which can be paid by 4 instalments. In addition, students are required to pay Caution Money (HK\$350, refundable on graduation subject to no claims being made) and Graduation Fee (HK\$350).

Subject to approval

Admission Requirements

A Bachelor's degree with Honours in science. Preference will be given to those recommended by their present employers.



Application

Application will be considered immediately until the new deadline. The deadline is extended to July 19, 2019.

Course details can be downloaded from <https://aal.hku.hk/tpg/> or <https://www.scifac.hku.hk/prospective/tpg/about>

Online application can be accessed via <https://aal.hku.hk/tpg/>

Programme Director

Dr J M F Wan

BSc, PhD (Soton, UK)

Associate Professor, School of Biological Sciences

Dr Wan is an Associate Professor of Food and Nutritional Science in the School of Biological Sciences, The University of Hong Kong. After obtained her PhD degree in the department of Human Nutrition from the University of Southampton, UK, she was appointed as a research fellow (1988-1990) and later, as an Instructor of Medicine (1990-1993), at the department of Medicine, Harvard Medical School in the USA. In 1993, Dr Wan joined the Department of Zoology of the University of Hong Kong. Dr Wan teaches undergraduate courses including: Diet and Disease, Food Toxicology, Chinese Medicated Diet and Food Chemistry etc., in the Food and Nutritional Science programme. She has extensive experience in conducting applied research in the relationship of diet and cancer and in Chinese medicine. Dr Wan also obtained a medical degree in Chinese Medicine in 2003 from the Beijing University of Traditional Chinese Medicine, Beijing. Dr Wan has served and serves as advisor, honorary president and committee member, to several local and international food and nutrition societies.

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Deputy Programme Director

Dr M F Wang

BSc, PhD (Rutgers, US)

Associate Professor, School of Biological Sciences

Dr Mingfu WANG received his BS degree in Chemistry from Ocean University of China, MS degree in Organic Chemistry from the Chinese Academy of Sciences, and PhD degree in Food Science from Rutgers University. After completing his PhD, Dr Wang worked in the food and pharmaceutical industry for two years, and joined the faculty of Rutgers University in 2001, before moving to HKU in 2005. He is now an Associate Professor in the School of Biological Sciences, the University of Hong Kong teaching and researching in the areas of food, nutritional science, and traditional Chinese medicine (TCM). He also have adjunct professorship at Shanghai Ocean University, Jiangnan University and Jinan University.

Food toxicology and health foods are the current focuses of Dr Wang's research. In the past, his laboratory has successfully demonstrated the formation and inhibitory mechanism of several foodborne toxicants and discovered the new health benefits of some food components. Dr Wang has authored or co-authored over 150 SCI journal papers, and two books, including a Handbook of Analytical Methods for Dietary Supplements published by the American Pharmacists Association. He is also a co-inventor of 10 patents/patent applications. He serves as an associate editor/editorial board member for several international journals in food science and toxicology including associate editorship for Journal of Functional Foods by Elsevier.

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