



Master of Science in the field of  
**FOOD INDUSTRY:  
MANAGEMENT  
AND MARKETING**

*Driving professionalism in modern food industry*

Apply now for entry in September 2021





# IS THE PROGRAMME FOR YOU

Why this Programme

- Established by the School of Biological Sciences in 1998, the MSc in the field of Food Industry: Management and Marketing programme:
  - offers advanced training in management skills and marketing research methodology for food professionals to enhance the competitiveness of local food manufacturers in a changing market
  - 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
- Instruction is given by the academic staff and experts both locally and from overseas with relevant industrial experience

## World-class Rankings of HKU

### Quacquarelli Symonds (QS)

**QS WORLD UNIVERSITY RANKINGS** #22 World Rankings 2021  
#3 Asia Rankings 2020

### Times Higher Education (THE)

**THE WORLD UNIVERSITY RANKINGS** #35 World Rankings 2020  
#4 Asia Rankings 2020

### Top-notch Scientists in the Faculty

Clarivate Analytics' Essential Science Indicators 2019

**15.4%** of our professoriate staff are the world's Top 1% scholars

香港大學  
UNIVERSITY OF HONG KONG

What the Programme Covers



### Tuition fees

**Composition fee: HK\$120,000\*** (subject to approval)  
Students are required to pay Caution Money (HK\$350, refundable on graduation subject to no claims being made) and Graduation Fee (HK\$350)



### Programme duration

Part-time: 2 years



### Study load

Credits: 66 credits

Learning hours: 1,710 hours (including 345 hours for project and experiential learning, and contact hours of 427 hours)



### Class schedule / format

- Teaching takes place mainly on weekday evenings and Saturday afternoons
- This is a small programme and students are expected to participate in class discussion



### Medium of Instruction

English



### Assessment

- Written work forms an essential part of the programme.
- Courses in this programme are assessed in different ways, according to the requirements of each course:
  - by coursework assessment only;
  - by examination only;
  - 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

\*The fee shall generally be payable in 4 instalments over 2 years for part-time

What the Programme Covers

- For food professionals – an advanced training in management skills and marketing research methodology to enhance the competitiveness of local food manufacturers in a changing market
- For secondary school teachers – the relevant training to prepare themselves to teach under the Senior Secondary Curriculum, e.g. Technology & Living
- Emphasises practical approaches to:
  - quality assurance and safety management in processing, packaging, storage and distribution of food products
  - waste management and control
  - market research, financial planning, product development and evaluation
  - compliance with food laws and regulations

## Host

### School of Biological Sciences

The School was founded in 2007 following the merger of the Departments of Zoology, Botany, and Ecology & Biodiversity. Through a range of approaches from molecular, chemical and microbiological techniques in food, and its application in human nutrition, we are committed to undertaking global challenges in securing, managing and distributing food for consumers. Study of management skills in food industry is crucial for food security in current generation. It entails scientific and social approach related to national and international demands in preserving food quality and management with the incorporation of environmental factors at industry, society and governmental levels.

### Network

Food industries and institutions in Asia Pacific and Mainland China.

### Transferable skills

- Food product quality control
- Food product development and marketing
- Human resource management in food industry
- Financial and enterprise management in food industry

### Career development

- Food sales manager
- Marketing account manager, food division
- Food retail manager
- Retail chain owner
- Food and produce broker
- Food product developer

Where will this Programme Lead You





- ◇ Students are expected to have a science background preferably in food and nutrition
- ◇ The programme is intended for those who wish to:
  - ◆ Enhance their management skills in food industry
  - ◆ Enhance the learning of product development and marketing
  - ◆ Improve their knowledge in current food technology and preservation



- 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 Ltd.
  - ◇ Quality Assurance Officer, Cathay Pacific Catering Services (HK) Ltd.
  - ◇ Quality Assurance Supervisor, Wellcome Co. Ltd.
  - ◇ Mechandiser, 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.

## Hear from our graduates



Chi Wing Claire LEE  
Class of 2018



*Studying this MSc Programme at HKU was truly a rewarding experience. The course lecturers are very knowledgeable and passionate, who have enlightened me a lot regarding my understanding about the current food industry. This curriculum is also designed in a practical perspective and encompasses a wide variety of topics, from food safety and product development, to marketing and management, which are particularly useful for my current career.*



Kaysie Weng Si SOU  
Class of 2017



*This programme has improved my competence in the food industry through the lectures and site visits led by experts working in this field. Not only does it include courses on quality assurance, food science and technology, but it also covers areas on finance and marketing, which are essential in my career development. Most importantly, I got to know quite a few fellows in the food industry and expanded my professional network.*



Design of curriculum (part-time)		
Year	Year 1 (36 credits)	Year 2 (30 credits)
Course		
Core Courses	FOOD7001 Quality assurance and management I (6 credits) FOOD7002 Quality assurance and management II (6 credits) FOOD7003 Advance food technology (6 credits) FOOD7005 Food product development and marketing (9 credits) FOOD7006 Future food (9 credits)	FOOD8006 Marketing management (6 credits) FOOD8007 Financial control (6 credits) FOOD8008 Organisational behaviour (6 credits) FOOD8009 Project (12 credits) [Capstone experience]
Total credits	66	

Remark: The programme structure will be reviewed from time to time and is subject to change

### FOOD7001 Quality assurance and management I

This course includes an overview on quality management focused on management and consumer's perspectives. Core components in the management of food laboratory as well as ingredients, packaging and inspection for global food supply will be introduced in this course. Students will learn certificate of analysis, handling of inspection of food products and the management of contract manufacturer (OEM). Food law and compliance base on Hong Kong and China will be covered in the course. Students will use case studies for practical applications to enhance their knowledge.

### FOOD7002 Quality assurance and management II

This course includes an overview on quality management focused on safety and risk management. Students will learn food lab management, intellectual property protection and crisis management in food industry. Core components in food waste management, nutrition labelling and GMP and other safety standards (GSFI, ISO, BRC, Halal) will be introduced in this course. Through these foundations achieved and exercises of problem solving, students will be able to apply the knowledge in decision making of crisis and the use of modern communications for intervention.

### FOOD7003 Advance food technology

The effects of processing and packaging on the shelf lives and changes in physical and chemical characteristics of food products will be discussed. Emphasis will be placed on the food preservation methods to extend product shelf lives and applications in popular local food products. 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. Case studies will be used to dispel the many misplaced information on food preservations and alternatives to extending shelf life of foods without the use of the traditional food preservatives.





## FOOD7005 Food product development and marketing

The role of research from the management perspective, the research and development process and the impact of technological innovation on the development of new products will be discussed. Interrelationship between product recipes, processing and food packaging in the food product development process will be discussed together with the effects of product formulations on food safety, sustainability, fair trade and business ethics will be highlighted. 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. The difference in the product development process among local food companies as compared to more established FMCG global food companies will also be discussed. Basic concepts of intellectual property rights will also be described in this course: copyright, trademarks, trade secrets and patents. Patent strategy for research-intensive technology companies. Practical aspects and international considerations in filing for patent protection will be highlighted. The application of information technology in food manufacturing and catering, and the concepts of logistics in supply chain and new regulations in cold chain and food delivery will be discussed.

## FOOD7006 Future food

Due to social and consumer’s demands, practical modifications in food industries are inevitable. Notwithstanding, the use of advanced technology, AI and urban farming has become essential in the current generation. Students will learn up-to-date approaches in sustaining food retail such as resources, digital business and the use of big data, and the application of modern farming in the city. Guest lectures from local and international experts will be invited to exchange real-life experience in the current food industry.

## 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 introduced to different frameworks to familiarize and apply in various marketing concepts, marketing programs, 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 program. Sharing sessions with industry practitioners will be arranged to

deliver the topics on marketing in food industry (F&B operations & marketing, food labelling tracking system, food safety management and accreditation of ISO 22000 standard to create/deliver customer value).

## FOOD8007 Financial control

The course aims to equip non-accounting professionals with the skills required to analyse and interpret the major financial reports prepared by businesses. The focus of the course is on providing a user perspective of the financial statements and aim as how to use financial information in daily business life. 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 details. Study details on different types of costing and how they impact business decisions will be taught. A framework for making business decisions by analyzing a set of financial statements using simple techniques will also be developed.

## FOOD8008 Organisational behaviour

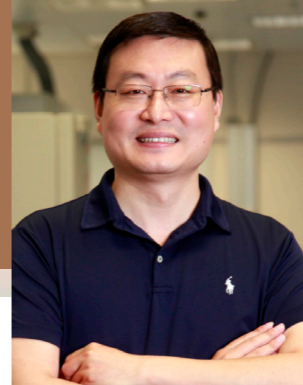
The course aims to equip students with a better understanding of the complex array of behaviours in organisational life. It will analyse the determinants of human behaviour in an organisation at individual, group and organisational levels. Topics will include motivation, performance management, group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

## FOOD8009 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. Students shall make a formal presentation on the subject of their project during the final semester of the programme.

More course information at:

<https://www.scifac.hku.hk/prospective/tpg/FoodInd>



**Programme Director**  
**Dr M F WANG**  
BSc; PhD RU

“ We nurture science students the practice of food marketing and management to be global and regional leaders in the next generation. ”

Dr M F WANG is 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. He also holds adjunct professorships 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 200 science journal papers and two books, including the *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.



**Deputy Programme Director**  
**Dr Jetty C Y LEE**  
B Agr KU; MPhil, PhD HK

Dr Jetty LEE leads the Undergraduate Food & Nutritional Science Major. Her management and teaching skills are highly recognised by her fellow colleagues and students, where she was awarded 2018-19 Faculty of Science Teaching Excellence Award. Dr Lee has authored or co-authored over 80 science journal papers. Her research work has centered around dietary lipids namely oxidised omega-fatty acids as specialised lipid mediators and biomarkers in human diseases. She has developed analytical methods for targeted lipidomics that are applied in numerous model systems e.g. cells, rodent tissues, human biological fluids, gonads and guts of marine species to name a few. Using robust analytical tools, she integrated and applied the knowledge into her research that focus on bioactive roles of lipid mediators in health and diseases, the environment and marine ecosystem.

## Part-time lecturers

<b>Mr Billy H TANG</b>	BSc, MSc <i>OSU</i> ; Consultant (Dongguan Continental Food Ltd. of Café de Coral); Technical Expert (Hong Kong Accreditation Service)
<b>Ms Mary W M WONG</b>	BSc, MSc <i>HKU</i> ; Global QSR lead (Asia Pacific region)
<b>Dr Romeo J P LEU</b>	BS <i>FJU</i> ; MS <i>UW</i> ; PhD <i>Texas A&amp;M</i> ; President (Chinese American Food Society)
<b>Dr Peter H F YU</b>	BSc, MSc <i>NAU</i> ; PhD <i>Texas A&amp;M</i> ; Postdoctoral Fellow (Cornell); Visiting Professor SCAU
<b>Mr Alfred C W CHEUNG</b>	MSc <i>U of I</i> ; Food Science; CFS; Visiting Professor (JNU)
<b>Ms May W M KAN</b>	BSc; MSc; Former Scientific Regulatory Affairs Director (Coca-Cola China Ltd.)
<b>Ms Ivy Y C NG</b>	BSc <i>Alberta</i> ; PgD, MSc <i>Ulster</i> ; RD (HPC)
<b>Mr Albert P N CHAN</b>	BSc(Hons), MSc <i>Manitoba</i> ; Technology advisors (Chinese & Western Food Worker Union and Food & Beverage Management and Professional Staff Association, HK)
<b>Dr Stephen W K NG</b>	MSc, EngDoc <i>Warwick</i> ; FIMC; AF-ICMCI; CIPS (UK); FIPSHK; FCILTHK; Member of LogsCouncil, HKSAR; Adjunct Professor (BJU and BWU)
<b>Dr Andy M S CHAN</b>	BBA (Hon), MBus, MEng, PhD <i>UniSA</i> ; FCIM; FAMI; CPM AMI, AUS; Chartered Marketer (CIM, UK)
<b>Dr Johnny S K LEUNG</b>	BBA(Hons); MBA; PhD; FCIM; FCMI; Chartered Marketer
<b>Dr Terence H Y WAN</b>	BA(Hons); LLB; MBus; MA; PhD; FCPA (Practising); FCPA (AUS); CTA (HK); FTIHK; SQ (Insolvency); CFP (MY)

## Admissions

### Requirements

- ◇ A Bachelor's degree with Honours in Science
- ◇ Preference will be given to those recommended by their present employers

### How to apply

Application opens in **late December 2020**

Deadline for part-time applicants is extended to **12 noon, July 16, 2021 (GMT +8)**

### Online application



[aal.hku.hk/tpg](http://aal.hku.hk/tpg)

### Programme details



[bit.ly/2Nj2bxK](http://bit.ly/2Nj2bxK)

### Support for students



[www.cedars.hku.hk/](http://www.cedars.hku.hk/)

## Further Information

### Enquiries

#### School of Biological Sciences

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#### Programme Director

Dr M F WANG

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#### Deputy Programme Director

Dr Jetty C Y LEE

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## Faculty of Science

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