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
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

<table>
<thead>
<tr>
<th>Quacquarelli Symonds (QS)</th>
<th>Times Higher Education (THE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>#22 World Rankings 2021</td>
<td>#4 Asia Rankings 2020</td>
</tr>
<tr>
<td>#3 Asia Rankings 2020</td>
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</table>

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

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

What the Programme Covers

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Why this Programme

- Why this Programme
- Where will this Programme Lead You

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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:
  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

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.

Host

School of Biological Sciences

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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

#35

Times Higher Education (THE)
World Rankings 2020

#22

Quacquarelli Symonds (QS)
World Rankings 2021

#4

Asia Rankings 2020

The fee shall generally be payable in 4 instalments over 2 years for part-time
WHAT YOU WILL LEARN

Year 2
Enhance the learning of product development and marketing
Improve their knowledge in current food technology and preservation
Enhance their management skills in food industry

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.

Kaycie 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.

Programme Structure

Programme Highlights

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 (QEM). 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.

FOOD7004 Future food
The effects of future food preservatives in the development of the food industry will be discussed. The course will also discuss alternatives to extending shelf life of foods without the use of the traditional food preservatives.

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

Programme Structure

Year 1 (36 credits) Year 2 (30 credits)

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 (6 credits)
FOOD7006 Future food (6 credits)

Core Courses
FOOD8006 Marketing management (6 credits)
FOOD8007 Financial control (6 credits)
FOOD8008 Organisational behaviour (6 credits)
FOOD8009 Project (12 credits) [Capstone experience]

Total credits 66

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FOOD7005 Food product development and marketing
This course is designed to enhance students’ capability to develop and market food products. Students will learn the use of the traditional food preservatives. 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.

FOOD7006 Future food
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WHAT YOU WILL LEARN

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.

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.

YOUR PROGRAMME EXPERTS

Programme Director
Dr M F WANG
BSc; PhD RU

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 the bioactive roles of lipid mediators in health and diseases, the environment and marine ecosystem.
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

Programme details

bit.ly/2Nj2bxK

Support for students

www.cedars.hku.hk/

Further Information

Enquiries

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Programme Director
Dr M F WANG
Tel: (852) 2299 0338 E-mail: mfwang@hku.hk

Deputy Programme Director
Dr Jetty C Y LEE
Tel: (852) 2299 0318 E-mail: jettylee@hku.hk