Master of Science in the field of

FOOD INDUSTRY: MANAGEMENT AND MARKETING

Driving professionalism in modern food industry

Apply now for entry in September 2022
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/nutritional science graduates working or planning to work in the food industry
- 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

For food/nutritional science graduates—an advanced training in management skills and marketing research methodology

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, organisational culture, product development and evaluation
- compliance with food laws and regulations

For food/nutritional science graduates—world's top 1% scholars

Times Higher Education (THE)

World Rankings 2022

Asia Rankings 2021

Asian University Rankings

Quacquarelli Symonds (QS)

World Rankings 2022

Asia Rankings 2021

Top-notch Scientists in the Faculty

Clarivate Analytics' Essential Science Indicators 2020

16.5% of our professoriate staff are the world’s Top 1% scholars

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.

Tuition fees

Composition fee: HK$130,000 (subject to approval)

Programme duration

Full-time: 1 year

Study load

Credits: 63 credits

Class schedule / format

Teaching takes place mainly on weekday and some Saturday afternoons
- Students are expected to participate in class discussion, conduct group and individual projects with continuous assessments

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 fee shall generally be payable in 2 instalments over 1 year

Host

School of Biological Sciences

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
WHAT YOU WILL LEARN

Compulsory courses

- **FOOD7001** Quality assurance and management I
  
  This course includes an overview on the practical aspects of quality management not only from consumers, but also stakeholders’ perspectives in managing a cost-effective quality department in multinational corporations. The management of food laboratories as well as international lab accreditation requirements will be introduced in this course. Students will learn the different phases of crisis management supplemented with case studies for discussion and practice. Issue management, crisis handling, product recall and post-crisis recovery will be discussed. Students will learn the skills in risk management. Troubleshooting techniques for root cause analysis during product failure including microbiological troubleshooting will be discussed. Quality/process improvement tools will also be introduced.

- **FOOD7004** Food law and waste management

- **FOOD8007** Financial control

- **FOOD8009** Project Management

- **FOOD8010** Quality assurance and management II

Select any two elective courses from the following list:

- **FOOD7003** Advance food technology
- **FOOD7004** Food law and waste management
- **FOOD8011** Food innovation & product development
- **FOOD8012** Food marketing strategies

**Programme Structure**

<table>
<thead>
<tr>
<th>Courses</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Compulsory courses</strong></td>
<td>51</td>
</tr>
<tr>
<td><strong>Elective courses</strong></td>
<td>12</td>
</tr>
<tr>
<td><strong>Total credits</strong></td>
<td>63</td>
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</tbody>
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**Programme Highlights**

- 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, HK SAR 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, Armour Food Ltd.
  - R&D Manager, Maxim’s Caterers Ltd.

- **IS THE PROGRAMME FOR YOU**
  - Close in a team and become a better problem solver. I believe both food science knowledge and technology (preservatives and packaging), worldwide quality assurance system (GMP, HACCP), regulatory (ISO, Codex) and food law, but also areas of management in terms of organisational behaviour, marketing and finance. The design of this curriculum is definitely very useful for people who would like to develop their career in food industry.

- **Hear from our graduates**
  - **Gabie Kar Pui YEUNG**
    - Class of 2020
    - This MSc Programme at HKU provides a rich and rewarding experience to students, not only enhancing their competencies but also enriching their all-rounded knowledge within food manufacturing industry. Coverage not limited to the latest knowledge of food science and technology (preservatives and packaging), worldwide quality assurance system (GMP, HACCP), regulatory (ISO, Codex) and food law, but also areas of management in terms of organisational behaviour, marketing and finance. The design of this curriculum is definitely very useful for people who would like to develop their career in food industry.

- **Annie Nga Lai CHAN**
  - Class of 2020
  - Studying this MSc programme has been a great opportunity to extend my knowledge in different aspects covering quality assurance, product development, marketing and management. I not only benefited from the expertise through theories, but also real-world examples which are particularly useful in understanding the food industry. In the classes, we are also encouraged to learn through discussions and workshops, allowing us to work closely in a team and become a better problem solver. I believe both food science knowledge and the analytical skills I have learnt are very important to advance in my career field.
between the statements will be explained and illustrated in detail. Study detail on different types of costing ad how they impact business decision in an international corporations will be taught. A framework for making business decisions by analysing a set of financial statements using simple techniques will also be developed.

**FOOD8000 Project**
This is an individual or group research project to be carried out under the supervision of one or more faculty members in local or overseas institutions. 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 starting the study. The candidate shall make a formal presentation on the subject of his/her project during the final semester of the teaching programme.

**FOOD8010 Quality assurance and management II**
This course includes an overview on quality management focused on global food safety and risk management. Students will learn food quality and safety management, and crisis and management in food industry. Core components in GMP and other international safety standards and religious related standards (GSFI, ISO, BRC, Halal, Kosher) will be introduced in this course. Through these foundations 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 as applicable to the 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. Global 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. In addition, understanding of various newly world-visions food ingredients for health will be introduced; reformulation to reduce sugar and fat as well as reinforcement of fibres to foods are to be discussed.

**FOOD7004 Food law and waste management**
Food laws and regulations are set out by government bodies around the world to ensure food safety and adequate quality. The course will provide students with a proper perspective on Hong Kong, China, EU, USA and international food law and regulations, as well as familiarisation with international agencies such as the Codex Alimentarius Commission and World Trade Organization. In addition, in food industry, handling and management of food waste is an important part, the process including food waste minimisation, waste treatment and residue management, and food waste audits.

**FOOD8011 Food innovation & product development**
The role of research from the management perspective in global corporations, the R&D 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. 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 are highlighted. Consumer survey and data analysis will be covered. 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.

**FOOD8012 Food marketing strategies**
Marketing approaches and techniques applied for food products include test marketing, segmentation, positioning, pricing, promotion and distribution in relation to the food industry will be discussed. In this course, advanced knowledge of the factors specific to food effecting the global sustainability of food production and the role that innovation can play in the sector will be addressed. Appreciation of the complex and global environment in which the food business currently operates and the uncertainties and risks attached to food production will be examined. The course cover issues and tasks that marketing managers face in dynamic marketplaces and the concepts that can be used for decision making and understand consumer behaviours towards food products sold in domestic and international market will be discussed.

**More course information at:** [https://www.scifac.hku.hk/prospective/tpg/FoodInd](https://www.scifac.hku.hk/prospective/tpg/FoodInd)

**Programme Director**
Dr Jetty C Y LEE
B Agr RU; MPhil, PhD HK; FHEA UK
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. She recently received her Fellowship awarded by Advanced Higher Education (UK). 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.

**Deputy Programme Director**
Dr M F WANG
BSc; PhD RU
Dr M F WANG is an Adjunct 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.

"We nurture science students the practice of food marketing and management to be global and regional leaders in the next generation."
Part-time lecturers

Mr Billy H TANG  
BSc, MSc OSU; Consultant (Dongguan Continental Food Ltd. of Café de Coral); Technical Expert (Hong Kong Accreditation Service)

Ms Mary W M WONG  
BSc, MSc HKU; Global QSR lead (Asia Pacific region)

Dr Romeo J P LEU  
BS FJU; MS UW; PhD Texas A&M; President (Chinese American Food Society)

Dr Peter H F YU  
BSc, MSc NAU; PhD Texas A&M; Visiting Professor SCAU

Mr Alfred C W CHEUNG  
MSc U of I; Food Science; CFS; Visiting Professor (JNU)

Ms May W M KAN  
BSc; MSc; Former Scientific Regulatory Affairs Director (Coca-Cola China Ltd.)

Ms Ivy Y C NG  
BSc Alberta; PgD, MSc Ulster

Mr Albert P N CHAN  
BSc(Hons), MSc Manitoba; Technology Advisor (Chinese & Western Food Worker Union and Food & Beverage Management and Professional Staff Association, HK)

Dr Stephen W K NG  
MSc, EngDoc Warwick; FIMC; AF-ICMCI; CIPS (UK); FIPSHK; FCILTHK; Member of LogsCouncil, HKSAR; Adjunct Professor (BJU and BUW)

Dr Terence H Y WAN  
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 specialising in food science, nutrition or other related major

How to apply

Application opens in late December 2021
Deadline for application: 12 noon, April 29, 2022 (GMT +8)

Online application  
admissions.hku.hk/tpg/

Programme details  
bit.ly/2Nj2bxK

Support for students  
www.cedars.hku.hk/

Further Information

Enquiries

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Faculty of Science

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