Master of Science in the field of

FOOD INDUSTRY: MANAGEMENT AND MARKETING

Driving professionalism in modern food industry

2024-25 (September 2024 intake)
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 and/or 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
- opens opportunities in overseas experiential learning in China, Canada, Singapore and other Asian and European countries

Instruction is given by the academic staff and experts both locally and from overseas with relevant industrial experience.

What the Programme Covers

- Offers advanced training in management skills and marketing research methodology for food and/or nutritional science graduates working or planning to work in the food industry.
- Differ 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.
- Opens opportunities in overseas experiential learning in China, Canada, Singapore, and other Asian and European countries.

World-class rankings of HKU

<table>
<thead>
<tr>
<th>Index</th>
<th>Rank</th>
<th>World Ranking 2024</th>
<th>Asia Ranking 2023</th>
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<tbody>
<tr>
<td>Quacquarelli Symonds (QS)</td>
<td>#26</td>
<td>#4</td>
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<tr>
<td>Times Higher Education (THE)</td>
<td>#31</td>
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Top-notch Scientists in the Faculty
Clarivate Analytics’ Essential Science Indicators
18% of our professoriate staff (average over the past decade) are classified Top 1% scholars.

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

Emphasises practical approaches to:

- Quality assurance and safety management in food production, supply chain, and distribution of food products.
- Waste management and control.
- Market research, business and financial strategies, organisational culture, product development, and evaluation.
- Future foods and biotechnology, food culture, and economics.

Where will this Programme Lead You?

Tuition fees
Composition fee: HK$180,000 (subject to approval)
Students are required to pay Cautions Money (HK$350, refundable on graduation subject to no claims being made) and Graduation Fee (HK$350).

Programme duration
Full-time: 1 year

Study load
Credits: 63 credits
Learning hours: 1,260–1,890 hours (including 300 hours for project and contact hours of 252–378 hours)

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.

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 underpinning 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
- Strategic management, economics
- Food security

Career development

- Management in food related cooperations
- Marketing, operations, ESG
- Food retail manager
- Entrepreneurship in food industry
- Food and produce broker
- Food product developer
WHAT YOU WILL LEARN

Design of curriculum (full-time)

Compulsory courses (51 credits)

<table>
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<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
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<tr>
<td>FOOD7001</td>
<td>Quality assurance and management I</td>
<td>6</td>
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<tr>
<td>FOOD7006</td>
<td>Future food</td>
<td>6</td>
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<tr>
<td>FOOD7007</td>
<td>Marketing management</td>
<td>6</td>
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<tr>
<td>FOOD7008</td>
<td>Organisational behaviour</td>
<td>6</td>
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<tr>
<td>FOOD8009</td>
<td>Project</td>
<td>12 (Capstone experience)</td>
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<tr>
<td>FOOD8010</td>
<td>Quality assurance and management II</td>
<td>6</td>
</tr>
<tr>
<td>FOOD8012</td>
<td>Business and financial strategies</td>
<td>6</td>
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Elective courses (12 credits)

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<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
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<tr>
<td>FOOD7003</td>
<td>Advance food technology</td>
<td>6</td>
</tr>
<tr>
<td>FOOD7004</td>
<td>Food studies: exploring economics, culture, and environmental implications</td>
<td>6</td>
</tr>
<tr>
<td>FOOD8001</td>
<td>Food innovation &amp; product development</td>
<td>6</td>
</tr>
<tr>
<td>FOOD8002</td>
<td>Food marketing strategies</td>
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Total credits 63

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

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 application of different quality management systems by international food corporations will be discussed. 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.

**FOOD7006 Future food**

Due to social and consumer demands, practical modifications in food industries are inevitable globally. Notwithstanding, the use of advanced technology, AI and urban farming has become essential worldwide. 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.

**FOOD7007 Marketing management**

The course is designed to provide an understanding of the role of marketing in multinational business organisation and its contribution to business success. Students will be introduced to different marketing concepts, marketing programmes, planning and execution of marketing strategies. On completion of the course students will be able to analyse customer requirements, competitive environment and to formulate effective marketing programme. Sharing sessions with international 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) and field work will be arranged to visit food industry settings in Hong Kong.

**FOOD8008 Organisational behaviour**

The course aims to equip students with a better understanding of the complex array of behaviours in organisational life in global entities. 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 leading change of these topics.

**FOOD8009 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 or 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

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**IS THE PROGRAMME FOR YOU**

◊ Students are expected to have a science background preferably in food science and/or nutritional science

◊ 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
  • Better knowledge in food security and management

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, Vitasyo 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, Welcooma Co. Ltd.
◊ Merchandiser, City Super Ltd.
◊ Vendoring Services Assistant Manager, Swire Coca-Cola HK Ltd.
◊ Assistant Quality Assurance consultant, McDonald’s Restaurant
◊ Food Technician, Arnys Food Ltd.
◊ R&D Manager, Maxim’s Caterers Ltd.
◊ Product development, Dairy Farm International

### Hear from our graduates

**Chung Man Wong**

Class of 2022

This MSc programme introduces food science-related theories (e.g. food processing technologies & quality management system), regulations and management skills (e.g. problem solving, change management & financial control). It enables us to enter the management level of the food industry through the reinforcement of food-related concepts and class discussions. Besides the curriculum, listening to interesting life experiences and workplace stories shared by different professors of the food industry nourished my study life. I feel satisfied and relieved with the support from my colleagues, friends, professors and families throughout the study journey despite it being stressful to strike a balance between study, work and life. With the new changes enforced in the curriculum, I believe it will be more favourable for people who would like to develop their career in the food industry in the foreseeable future.

**Ronald Ping Chung Tang**

Class of 2022

Taking the MSc in Food Industry: Management and Marketing was an excellent experience to explore my potential talents. Through lectures and inspiring group projects, I have not only learned essential techniques in product development (R&D, packaging, marketing, quality assurance, financial management and legal compliance) but also strengthened my skills in leadership (communication, time management, team building and crisis management). The course is intriguing and keeps me abreast with new developments in the industry. If you enjoy the learning process and leadership (communication, time management, team building and crisis management), packaging, marketing, quality assurance, financial management and legal compliance but have also strengthened my skills in food science and/or nutritional science.
WHAT YOU WILL LEARN

GMP and other international safety standards and religious related standards (GSP, 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.

**FOOD8013 Business and financial strategies**

This course aims to prepare the student for a successful business career with a broad understanding of the importance and complexity of strategic decisions and the way they integrate other aspects of formulating business, and financial strategy. It examines the rationale of decisions that determine the future direction and effectiveness of organisations. The perspective taken is that of the general manager, the owner, CEO, president, or further CFO. It focuses on the skills required for critical problems in complex business situations and implementing them. Practically the course covers not only financial management, but also business/corporate-level strategies.

**Elective courses**

**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 preservation and alternatives to extending shelf life of foods without the use of the traditional food preservatives. In addition, understanding of various newly world-visible 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 studies: exploring economics, culture, and environmental implications**
The course will explore a range of themes related to food from various disciplines including but not limited to economics, social sciences, cultural studies, environmental studies, and food sciences. The course will have two distinct parts. In part one, traditional approaches of food studies from the economics and agri-business perspectives will be examined. Various historical and contemporary social issues across the globe that intervene our daily food consumption with an interdisciplinary perspective will also be discussed. In part two, current applications and limitations of food waste treatment technologies will be addressed. The handling and management of food waste is an important part of the green circular economy strategy which focuses on food waste minimization, composting and valorization. These components will be further explored, by including the social, economic, and environmental implications associated with food waste.

**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. The impact of global issues in the direction of research and development for food corporations. The risks and opportunities of new product development for international markets. 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 emphasised as an important consideration in developing new market frontiers. Differences between basic research and application research as applied in food product development will be deliberated along with career prospects. The difference in the product development process among food companies as compared to more established FMCG global food companies will also be discussed with case studies, together with illustrations in actual product formulations. 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, branding, targeting and consumer research. Notwithstanding the approach of market strategy, including product choice, 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.ercfhe.hku.hk/programmes/foodies

YOUR PROGRAMME EXPERTS

**Dr Jetty C Y LEE**
B Agr HKU; MPhil HKU, SFHEA UK

Dr Jetty LEE leads the Undergraduate Food & Nutritional Science Major at HKU. 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 Senior Fellowship awarded by Advanced Higher Education (UK). Dr Lee has authored or co-authored over 95 science and education related journal papers. Her research work has centered around dietary lipids namely oxidised omega-fatty acids as specialised lipid mediators and biomarkers in human diseases. Using robust analytical tools, she integrated and applied the knowledge into her research that focus on bioactive roles of lipid mediators in health diseases, and the environment and marine ecosystem. More recently, Dr Lee has initiated a Knowledge of Exchange study in ‘Food Waste to Good Taste’ to help F&B sector in Hong Kong in upcycling food waste. Aside from science research, she has high interest in science education where she is currently co-investigating in several research projects, mentor Advanced Higher Education (HKU) and an inaugural member of HKU Teaching Academy.

**Dr Mingfu WANG**
B Sc; PhD RU

Dr Mingfu WANG is an Honorary 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 editor-in-chief/editorial board member for several international journals in food science and toxicology including editor-in-chief for Journal of Functional Foods by Elsevier.
Part-time lecturers

Dr Dalal S A J ALGHAWAS  BSc UOM; MSc MMU; PhD HKU

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

Dr Olivier HABIMANA  BSc; MSc UMB; PhD Université Paris-Sud XI; Assoc Prof GTIIT, Hon. Assist Prof SBS HKU

Dr Jongsoo KIM  BA KU; MBA KU; MS UIUC; PhD Purdue

Dr Peter K S KOH  BA SNU; MA SNU; PhD MSU

Ms Tracy H Y KWONG  BA CUHK; PG Dipompa CBS & MIT Sloan; MBA UoD

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

Dr Jennifer M F WAN  BSc London; BChinMed BUCM; PhD Southhampton

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

Admissions

Requirements

◊ A Bachelor’s degree in Science
◊ Preference will be given to those specialising in food science, nutrition or other related major
◊ Fulfil the University Entrance Requirements

How to apply

Application deadline: 12:00 noon (GMT +8), April 30, 2024

Online application: admissions.hku.hk/tpg/

Expected degree conferment will take place in

November / December 2025 (Winter Congregation)

Further Information

Programme details

bit.ly/2Ni2bxK

Support for students

www.cedars.hku.hk/

Enquiries

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Dr Mingfu WANG
E-mail: mfwang@hku.hk