



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

*Driving professionalism in modern food industry*

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**2025-26 (September 2025 intake)**



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 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 for 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

World-class rankings of HKU

Quacquarelli Symonds (QS)

 **#17** World Rankings 2025  
**#2** Asia Rankings 2024

Times Higher Education (THE)

 **#35** World Rankings 2025  
**#6** Asia Rankings 2024

Top-notch Scientists in the Faculty

Clarivate Analytics' Essential Science Indicators  
**18.3%** of our professoriate staff (average over the past decade) are classified Top 1% scholars

What the Programme Covers

- 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
  - market research, business and financial strategies, organisational culture, product development and evaluation
  - future foods and biotechnology, food culture and economics

What the Programme Covers



**Tuition fees**  
**Composition fee:** HK\$195,000\* (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). All full-time students will be charged a student activity fee of HK\$100 per annum to provide support for activities of student societies and campus-wide student events.



**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 weekdays and some Saturday afternoons
- Students are expected to participate in class discussions, 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:
  - 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 2 instalments over 1 year

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 to their application in human nutrition, we are committed to undertaking global challenges in securing, managing and distributing food for consumers. Study of management skills in the food industry is crucial for food security in current generation. It entails scientific and social approaches related to national and international demands in preserving food quality and management with the incorporation of environmental factors at the 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 the food industry
- Strategic management, economics
- Food security
- Entrepreneurship

Career development

- Management in food-related cooperations
- Marketing, operations, ESG
- Food retail manager
- Entrepreneurship in the food industry
- Food and produce broker
- Food product developer
- Start-up opportunity in Asia

Where will this Programme Lead You



IS THE PROGRAMME FOR YOU

WHAT YOU WILL LEARN

Who should Take this Programme



- 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 the food industry
  - Enhance the learning of product development and marketing
  - Improve their knowledge of current food technology
  - Better knowledge of food security and management
  - Look for start-up opportunity in Asia



- 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.
  - Product development, Dairy Farm International
  - Internship, Nestle China Ltd.

Hear from our graduates

Ying Ying FUNG  
Class of 2024



*'Pursuing the MSc in Food Industry: Management and Marketing at HKU has been a transformative journey. The programme's comprehensive, diverse, and practical curriculum has endowed me with versatile skills applicable across multiple sectors.*

*The faculty is exceptionally professional and knowledgeable, with extensive industry experience that provides students with deeper insights into the food industry, bolstering our competitive advantage. Their broad networks also help students build professional connections, laying a solid foundation for future career development.*

*The programme includes site visits to some of the largest and most advanced food factories and catering facilities in Hong Kong and Mainland China, some of which are exclusive to this course and immensely valuable. Classmates from various countries enrich the learning process, making it both fulfilling and inspiring. I encourage anyone considering further education to take bold steps, as continuous learning opens new opportunities and fosters outstanding achievements.'*



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 have 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 make good use of the synergy created from the interaction and network with the faculties, teammates and food industry experts, it will become a great asset for your career development and help you achieve remarkable outcomes in product invention.'*

Programme Structure

Programme Highlights

Design of curriculum (full-time)		
	Compulsory courses (48 credits)	Elective courses (15 credits)
Core Courses	FOOD7001 Quality assurance and management (9 credits) FOOD7006 Future food (9 credits) FOOD7007 Marketing management (6 credits) FOOD7008 Organisational behaviour (6 credits) FOOD8009 Project (12 credits) [Capstone experience] FOOD8013 Business and financial strategies (6 credits)	Select any two elective courses from the following list: FOOD7004 Food studies: exploring economics, culture, and environmental implications (6 credits) FOOD8011 Food innovation & product development (9 credits) FOOD8012 Food marketing strategies (6 credits) FOOD Entrepreneurship (9 credits)
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

The course covers basic but important concepts in quality management, such as the stakeholders in quality, making quality decisions, the different quality systems, the development of quality culture through GMP training, the design, management and accreditation of an in-house food laboratory, the Food Safety Management System and related certification. GMP rules and common audit findings will be discussed. Certification requirements for Halal, Kosher, Organic and other common systems will be introduced. The role of certification bodies and the acceptance of test data by other countries will be discussed. Quality/Process improvement tools will be introduced. Important learning in crisis management with different phases of a crisis and how to steer the company out of a crisis will be discussed. Other more technical skills will include what management should know about the use and pitfalls of data analysis, and the hard skills in troubleshooting and root cause analysis. Microbiological troubleshooting will also be covered. The concept of issues management and how to conduct risk management as tools for keeping the company from harm is covered. The course places emphasis on the practical aspects of quality from a management perspective. Students will be asked to apply their learning in group discussions and real case studies. Examples from international food companies will be referenced. Learning tours to food operations will be arranged.

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 to 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 experiences in the current food industry.

FOOD7007 Marketing management

The course is designed to provide an understanding of the role of marketing in multinational business organisations 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 and competitive environment and formulate effective marketing programmes. Sharing sessions with international industry practitioners will be arranged to deliver the topics on marketing in the 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.

FOOD7008 Organisational behaviour

The course aims to equip students with a better understanding of the complex array of behaviours in organisational life in the global entity. 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.



# WHAT YOU WILL LEARN

## 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 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.

## 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 CFO. It focuses on the skills required of the general manager in diagnosing and finding solutions 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

### FOOD Entrepreneurship

The food Entrepreneurship Course is a highly interactive and practical course that incorporates principles of sustainability into its core. Learners will have a chance to explore multiple facets of food systems sustainability, innovative business models and business opportunities, as well as develop and pitch their own innovative ideas, learn how to incorporate a company and obtain funding for a start-up. The course is delivered by experienced business owners, practitioners and educators in the areas of food, sustainability and innovation, offering a unique experience to those who are considering entrepreneurship as their future path. The classroom teaching is enriched with guest lectures, site visits and workshop-style exercises that provide learners with up-to-date insights and tools while allowing them to build valuable professional networks.

## 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. The 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 of actual product formulations. Consumer surveys and data analyses will be covered. The application of information technology in food manufacturing and catering, the concepts of logistics in the supply chain and new regulations in cold chain and food delivery will be discussed.

## FOOD8012 Food marketing strategies

Marketing approaches and techniques applied to 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 covers issues and tasks that marketing managers face in dynamic marketplaces, and the concepts that can be used for decision-making and understanding consumer behaviours towards food products sold in domestic and international markets will be discussed.

### More course information at:

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



# YOUR PROGRAMME EXPERTS



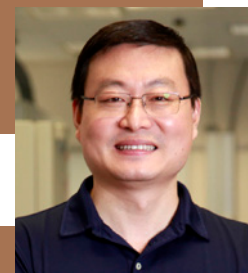
*'We nurture science students the practice of food marketing and management to be global and regional leaders in the next generation.'*

## Programme Director

**Professor Jetty C Y LEE**

B Agr *KU*; MPhil, PhD *HKU*, SFHEA *UK*

Professor 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, and she was awarded the 2018-19 Faculty of Science Teaching Excellence Award. In 2021, she received her Senior Fellowship, Advanced Higher Education (UK). Professor Lee has authored or co-authored over 100 science and education-related journal papers. Her research work has centered around dietary lipids, namely oxidised omega-fatty acids as functional mediators and biomarkers in human diseases and food. Using robust analytical tools, she integrated and applied the knowledge into her research that focuses on the bioactive roles of lipid mediators in health diseases, and the environment and marine ecosystem. More recently, Professor Lee has initiated a Knowledge Exchange study in 'Food Waste to Good Taste' to help the F&B sector in Hong Kong in upcycling food waste. Aside from science research, she has a high interest in science education, where she is currently co-investigating in several research projects, a mentor of Advanced Higher Education (HKU) and an inaugural member of HKU Teaching Academy.



## Deputy Programme Director

**Dr Mingfu WANG**

BSc; 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 successfully demonstrated the formation and inhibitory mechanism of several food borne 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 the *Journal of Functional Foods* by Elsevier.

## Part-time Lecturers

<b>Dr Dalal S A J A ALGHAWAS</b>	BSc UOM; MSc MMU; PhD HKU
<b>Mr Alfred C W CHEUNG</b>	MSc U of I; Food Science; CFS
<b>Dr Olivier HABIMANA</b>	BSc; MSc UMB; PhD Université Paris-Sud XI
<b>Dr Jongsoo KIM</b>	BA KU; MBA KU; MS UIUC; PhD Purdue
<b>Professor Peter K S KOH</b>	BA SNU; MA SNU; PhD MSU
<b>Ms Tracy H Y KWONG</b>	BA CUHK; PG Diploma CBS & MIT Sloan; MBA UoD
<b>Ms Lucia LOPOSOVA</b>	BA Nitra, MSc Erasmus
<b>Dr Colin LUK</b>	BSc Griffith; MSc Goettingen; PhD HKU
<b>Mr Billy H TANG</b>	BSc, MSc OSU
<b>Dr Jennifer M F WAN</b>	BSc London; BChinMed BUCM; PhD Southampton
<b>Dr Kelleen WISEMAN</b>	BCom Saskatchewan, BSc Saskatchewan, MBA SCU, PhD UBC

## Admissions

### Requirements

- ◇ A Bachelor's degree in Science
- ◇ Preference will be given to those specialising in food science, nutrition or other related majors
- ◇ Fulfil the University Entrance Requirements as stated on the website:  
<https://admissions.hku.hk/tpg/admissions-requirements>

### How to apply

Application deadline: **12:00 noon (GMT +8), March 31, 2025**

Online application:  
[admissions.hku.hk/tpg/](https://admissions.hku.hk/tpg/)



### Expected degree conferment will take place in

November / December 2026 (Winter Congregation)

## Further Information

### Programme details

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



### Support for students

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



### Enquiries

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HKU Science

