

**THE UNIVERSITY OF HONG KONG
FACULTY OF SCIENCE**

Credit Unit Statement

Master of Science in the field of Food Industry: Management and Marketing

(applicable to students admitted in the academic year 2021-22)

1. General guideline for contact hours requirement in the MSc in the field of Food Industry: Management and Marketing

- (a) A 6-credit course has around 120-180 total study hours, including contact hours, study time, assignment and assessment.
- (b) A 9-credit course has around 180-270 total study hours.
- (c) About 30% of the total study hours are actual contact hours in the form of a class, e.g. lecture and tutorial/ discussion hours.
- (d) A 6-credit course has around 24-36 lecture hours.
- (e) A 9-credit course has around 36-48 lecture hours.
- (f) For lecture-based courses, normally there will be tutorial/ discussion sessions.
- (g) For courses employing a non-lecture or lab-based approach, e.g. IT-based, project-based or seminar courses, students are expected to devote about 120-180 hours for a 6-credit course, 180-270 hours for a 9-credit course and 300 hours for a 12-credit course.

2. Credit Unit Statement of the MSc in the field of Food Industry: Management and Marketing

The MSc degree in the field of Food Industry: Management and Marketing consists of multidisciplinary types of courses that covers product development, marketing and management. The majority of courses in the programme are 6 credits while courses with larger credit loadings i.e. 9 and 12 credits include group projects and case study evaluations. The total study load of this curriculum is around 1,700 to 1,900 learning hours. Examples of the contact hour requirements for the courses are described as follows.

(a) Lecture-based courses (6 or 9 credits)

Contact hours for 6-credit course: 24-36 hours of lectures and 12-24 hours of tutorial/discussion.

Contact hours for 9-credit course: 36-48 hours of lectures and 12-24 hours of tutorial/discussion.

These courses are taught predominantly by lectures and tutorials. Assessment is by a combination of examination (0-40%) and continuous assessment (60-100%). Continuous assessment tasks include written assessments (totalling no more than 4,000 words for both 6-credit and 9-credit courses) such as assignments and written reports, class test, group projects and oral presentations. The requirement for a lecture-based course (9 credit) will be about 1.5 times of that of a 6-credit lecture-based course. Details of the assessment tasks can be found in the description of individual courses.

(b) Project-based course (12 credits)

Contact hours: 48 hours of discussion

This course aims at providing students with an opportunity to pursue their own research interest under the supervision of a teacher. Research studies includes problem solving, improvising management, marketing strategies and/or product development related to food and industry. The teacher will meet with the student regularly to discuss project progress. Assessment is by continuous assessment (100%). Assessment task is normally through research reports (totalling no more than 7,500 words). Oral presentation will form part of the assessment. Details of the assessment tasks can be found in the description of the course.