

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

### Mapping of University Educational Aims and Programme Learning Outcomes (2022-2023 or thereafter)

<b>Education aims of the University's TPg</b> To enable our students to develop their capabilities in:	<b>Programme Learning Outcomes</b> After completing the FIMM Programme, students will be able to:
(i) Critical intellectual enquiry and acquiring up-to-date knowledge and research skills in a discipline/ profession	<ol style="list-style-type: none"> <li>1. Understand the science underpinning the processes that apply to quality commercial food production.</li> <li>2. Illustrate a clear understanding of the international food laws and their impacts on food manufacturing, distribution and export as well as on environmental management.</li> <li>3. Analyze technological and cultural factors worldwide that influence the direction of research, product development and marketing.</li> <li>6. Interpret quality cost and relate it to company's mission and vision; and apply the fundamental knowledge of accounting and financial management, and how these relate to multinational business development.</li> <li>8. Apply independent thinking and integration of knowledge gained to conduct a small research project that has practical application to multinational food industry.</li> </ol>
(ii) Application of knowledge and research skills to practice or theoretical exploration, demonstrating originality and creativity	<ol style="list-style-type: none"> <li>6. Interpret quality cost and relate it to company's mission and vision; and apply the fundamental knowledge of accounting and financial management, and how these relate to multinational business development.</li> <li>8. Apply independent thinking and integration of knowledge gained to conduct a small research project that has practical application to multinational food industry.</li> <li>3. Analyze technological and cultural factors worldwide that influence the direction of research, product development and marketing.</li> </ol>
(iii) Tackling novel situations and ill-defined problems	<ol style="list-style-type: none"> <li>5. Appraise the global marketing process and design a customer-driven marketing strategy.</li> <li>7. Analyze the array of human behaviour in organizational life; resolve conflicts and customer complaints; cultivate managerial quality and responsibilities;</li> </ol>

	<p>assess team performance.</p> <p>8. Apply independent thinking and integration of knowledge gained to conduct a small research project that has practical application to multinational food industry.</p> <p>10. Formulate systematic and logical approaches to solve problems and handle crisis in global settings.</p>
(iv) Collaboration and communication of disciplinary knowledge to specialists and the general public	<p>2. Illustrate a clear understanding of the international food laws and their impacts on food manufacturing, distribution and export as well as on environmental management.</p> <p>3. Analyze technological and cultural factors worldwide that influence the direction of research, product development and marketing.</p> <p>7. Analyze the array of human behaviour in organizational life; resolve conflicts and customer complaints; cultivate managerial quality and responsibilities; assess team performance.</p> <p>9. Practice teamwork skills and interpersonal dynamics through case studies related to global issues, group projects and exercises.</p>
(v) Awareness of and adherence to personal and professional ethics	<p>2. Illustrate a clear understanding of the international food laws and their impacts on food manufacturing, distribution and export as well as on environmental management.</p> <p>4. Interpret industry/professional ethics and respect intellectual property right.</p> <p>7. Analyze the array of human behaviour in organizational life; resolve conflicts and customer complaints; cultivate managerial quality and responsibilities; assess team performance.</p>
(vi) Enhancement of leadership and advocacy skills in a profession	<p>4. Interpret industry/professional ethics and respect intellectual property right.</p> <p>10. Formulate systematic and logical approaches to solve problems and handle crisis in global settings.</p>

October 2021