### 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)**

<table>
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<tr>
<th>Education aims of the University’s TPg</th>
<th>Programme Learning Outcomes</th>
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<td>To enable our students to develop their capabilities in:</td>
<td>After completing the FIMM Programme, students will be able to:</td>
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| (i) Critical intellectual enquiry and acquiring up-to-date knowledge and research skills in a discipline/profession | 1. Understand the science underpinning the processes that apply to quality commercial food production.  
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.  
3. Analyze technological and cultural factors worldwide that influence the direction of research, product development and marketing.  
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.  
8. Apply independent thinking and integration of knowledge gained to conduct a small research project that has practical application to multinational food industry. |
| (ii) Application of knowledge and research skills to practice or theoretical exploration, demonstrating originality and creativity | 5. Appraise the global marketing process and design a customer-driven marketing strategy.  
7. Analyze the array of human behaviour in organizational life; resolve conflicts and customer complaints; cultivate managerial quality and responsibilities; |
| (iii) Tackling novel situations and ill-defined problems | 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.  
8. Apply independent thinking and integration of knowledge gained to conduct a small research project that has practical application to multinational food industry.  
3. Analyze technological and cultural factors worldwide that influence the direction of research, product development and marketing. |
| (iv) Collaboration and communication of disciplinary knowledge to specialists and the general public | 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.  
3. Analyze technological and cultural factors worldwide that influence the direction of research, product development and marketing.  
7. Analyze the array of human behaviour in organizational life; resolve conflicts and customer complaints; cultivate managerial quality and responsibilities; assess team performance.  
9. Practice teamwork skills and interpersonal dynamics through case studies related to global issues, group projects and exercises. |
|---|---|
| (v) Awareness of and adherence to personal and professional ethics | 4. Interpret industry/professional ethics and respect intellectual property right.  
7. Analyze the array of human behaviour in organizational life; resolve conflicts and customer complaints; cultivate managerial quality and responsibilities; assess team performance. |
| (vi) Enhancement of leadership and advocacy skills in a profession | 4. Interpret industry/professional ethics and respect intellectual property right.  
10. Formulate systematic and logical approaches to solve problems and handle crisis in global settings. |

October 2021