

Programme Learning Outcomes: Master of Science in Food Industry: Marketing and Management (FIMM)

1. Understand the science underpinning the processes that apply to quality commercial food production.
2. Illustrate a clear understanding of the basic food laws and their impacts on food manufacturing, distribution and export as well as on environmental management.
3. Analyze technological and cultural factors that influence the direction of research, product development and marketing.
4. Interpret industry/professional ethics and respect intellectual property right.
5. Appraise the marketing process and design a customer-driven marketing strategy.
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 company business development.
7. Analyze the array of human behaviour in organizational life; resolve conflicts and customer complaints; cultivate managerial quality and responsibilities; assess team performance.
8. Apply independent thinking and integration of knowledge gained to conduct a small research project that has practical application to local food industry.
9. Practice teamwork skills and interpersonal dynamics through case studies, group projects and exercises.
10. Formulate systematic and logical approaches to solve problems and handle crisis.

| Education aims of the University's TPg To enable our students to develop their capabilities in: | Programme Level Outcomes 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"> 1. Understand the science underpinning the processes that apply to quality commercial food production. 2. Illustrate a clear understanding of the basic food laws and their impacts on food manufacturing, distribution and export as well as on environmental management. 3. Analyze technological and cultural factors 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 company business development. 8. Apply independent thinking and integration of knowledge gained to conduct a small research project that has practical application to local food industry. |
| (ii) Application of knowledge and research skills to practice or theoretical exploration, demonstrating originality and creativity | <ol style="list-style-type: none"> 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 company business development. 8. Apply independent thinking and integration of knowledge gained to conduct a small research project that has practical application to local food industry. 3. Analyze technological and cultural factors that influence the direction of research, product development and marketing. |
| (iii) Tackling novel situations and ill-defined problems | <ol style="list-style-type: none"> 5. Appraise the 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 |

| | |
|--|--|
| | <p>responsibilities; 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 local food industry.</p> <p>10. Formulate systematic and logical approaches to solve problems and handle crisis.</p> |
| (iv) Collaboration and communication of disciplinary knowledge to specialists and the general public | <p>2. Illustrate a clear understanding of the basic 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 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, group projects and exercises.</p> |
| (v) Awareness of and adherence to personal and professional ethics | <p>2. Illustrate a clear understanding of the basic 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.</p> |