

NEWSLETTER



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

FBA's slogan competition, generously sponsored by Studio City, Macau

see page 4

Dean's Message



Professor Jean Jinghan CHEN
Dean of Faculty of Business Administration
Chair Professor in Accounting and Finance

I am delighted to write this first welcome message in this inaugural FBA newsletter. It was only a few months back I joined FBA as Dean. You will see FBA remain incredibly active and we recently marked a key milestone in FBA's development in attaining the honor of AACSB Accreditation.

The business world is dynamic and constantly reinventing itself and similarly we must remain responsive to market changes and needs. We have much planned later in 2019, particularly as we will shortly welcome students from various disciplines to the new semester. We deeply appreciate your support and the continued generosity and support of our friends, alumni, community and industry partners. I invite you to feedback on our newsletter, or any matters related to FBA.



Only about 5% of business schools world-wide have AACSB accreditation so it's a great achievement for FBA to join this elite group



ROAD TO AACSB



Professor Desmond Chee Shiong LAM
Director of Accreditations
Professor in Integrated Resort and Tourism Management

In February, FBA gained the AACSB international business school accreditation becoming the first university in Macau to do so. AACSB accreditation is more than a recognition but a guarantee of highly-qualified system of education, faculty members and students.

The path to the accreditation was never easy, starting back in 2012. Professor Desmond Lam who helped spearhead the accreditation effort pointed out that the most difficult part for FBA was to find common ground among the entire faculty, to unify, and to work together as a team.

'We all recognized from the outset the importance of quality education to our students and that AACSB would help build stronger partnership with other equally-qualified universities'. Our mission continues as Desmond explained – 'FBA intends to be triple-crowned, to add EQUIS and AMBA in the next few years'.

FBA AT A GLANCE

GREATER BAY AREA (GBA) COLLABORATION

FBA recently traveled to Guangzhou and Hangzhou to hold forums and discuss on potential collaboration with the local industry and in particular the areas of financial services, tourism, and sustainable development. In Guangzhou, one of the four core cities in the GBA, the forum was titled 'Challenges and Opportunities — Shaping the Future of the Greater Bay Area (GBA) through Academic and Industry Collaboration', highlighting a key aim for FBA to outreach and engage with the industry from research to fostering innovation and leadership skills.



Greater Bay Area (GBA) Collaboration forums in Hangzhou and Guangzhou.

FBA FACULTY RETREAT 2019

All FBA faculty and administration staff gathered at the Sheraton Hotel in March to discuss the vision, mission and strategy of FBA looking ahead. It was a great chance for all to provide constructive feedback on the strengths and weaknesses of FBA, and to present various creative and innovate ways that FBA can improve in the future to make an impact not only regionally but internationally as a leading business school.



FBA Faculty Retreat 2019 at Sheraton Hotel, Cotai



UM Rector Yonghua Song presenting a UM souvenir to Professor David Buisson

EQUIS CONSULTANT MEETING

After getting the first AACSB Accreditation, FBA has waited no time at all and immediately joined the meeting with the consultant of EQUIS, Professor David Buisson. Various groups and members of FBA met with Prof. Buisson to understand more about EQUIS and in preparing for this important global accreditation.

STUDENT ACTIVITY



Dream BIG...

It's always wonderful to see graduates go on to achieve incredible career and life-long learning experiences. Particularly outstanding that Miki Lei, a FBA graduate was chosen to deliver the student speech at UM's graduation ceremony.

Miki Lei studied the International Integrated Resort Management programme and part of the reason for being chosen to speak to a hall of graduates, parents, family, faculty and senate members was her outgoing personality and academic achievements.

Certainly, the hospitality and gaming fields were good areas of study to suit Miki's friendly personality and willingness to interact with others.

Spending time with other students in the residential college, hanging out with friends, taking care of myself with a balance between study and social activities... All these are memories that really reinforced my character

Miki's forward-thinking attitude and willingness to get involved in University life as well as studies was shown in examples such as being President of the Honours College Student Association. The four-year living experience in the residential college became one of the most memorable experiences for Miki.



Miki and her classmates



Miki and Prof. Candy Tang, her mentor



Miki giving the graduation speech on stage

FBA Students Worked in Partnership with Sheraton and St. Regis

The students of the course Festival and Event Management (IIRM3005) worked in partnership with the Sheraton Grand Macao and St. Regis Macao to stage Spring Dinners for the hotel staff on 20-21 March, 2019. Thanks to the cooperation between FBA and the Sheraton's management team, students learned how to plan, design, execute and stage these full scale entertainment events. The FBA course instructor and project coordinator was Dr. Jacey Choe.



Staff briefing for students

UM Team Won the Second Runner-up in the “The 3rd Guangdong-Hong Kong-Macao Higher Tertiary Institutes Accounting Business Knowledge Competition”



FBA students won second runner-up

The 3rd Guangdong-Hong Kong-Macao Universities Accounting Business Knowledge Contest was held on 24th May 2019 at the Macau Forum. After the preliminary round, teams from eight universities from Guangdong, Hong Kong and Macao were left to compete against each other in the final. Professor Desmond Yuen and Dr. Simon So led the UM team which included five accounting major students KE Haiwei, NG Hio I, CHEN Jiexi, SI Wai Kit and ZHAO Jiayi. The UM students did really well in the competition and won the second runner-up.

University of Macau Student won the ‘Innovative Award’ in the “Internet+” College Student Innovation and Entrepreneurship Competition



FBA PhD student, ZHAO Xi, Cici (left 3) with other universities' competitors.

The 1st Sino-Danish “Internet+” College Student Innovation and Entrepreneurship Competition was held in Aarhus Denmark in May 2019. 11 teams were selected - 5 teams came from Danish universities while 6 teams came from Chinese universities. After some fierce competition, the team from the University of Macau got to the finals eventually winning the ‘innovative award’. Part of the competition involves Danish entrepreneurs sharing their projects and providing advice and suggestions for future entrepreneurs. The award ceremony will be held in Shanghai in late July 2019.

Note: Why Macau or Macao? Macau is the Portuguese spelling, while Macao is the English one.

In keeping with FBA's goal to create greater impact with the industry, the faculty recently established a Business Engagement team to help link and strengthen industry and academic collaboration in areas such as executive education, consultancy, applied research, and knowledge transfer events. The person to contact on possible collaboration is Dr. Lawrence Fong (Email: lawrencefong@um.edu.mo)

Welcome to our first edition!

Now pay attention as you could win a great prize by **CREATING** an awesome slogan for our FBA newsletter. Simply send us a slogan and if chosen (for next edition) you win **"3 Spotlight dinner buffet coupons and 3 Golden Reel tickets"**, for a memorable evening at Studio City, Macau.

Fill the form by
<https://go.um.edu.mo/ewlx2zac>
 or scan the (QR code) by 31 August
 2019.



Sponsored by



If you have anything
 in your mind, send an
 email to us on:
fba_newsletter@um.edu.mo

Meet the editorial team



Rex Chan



Sterling Chao



Joseph Cheang



Carla Leong

Advisor:



Glenn McCartney