



澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU

# NEWSLETTER



工商管理學院  
FACULDADE DE GESTÃO DE EMPRESAS  
FACULTY OF BUSINESS ADMINISTRATION

## Dean's Message



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

Dear Colleagues,

As the New Year comes, I would like to express my heartfelt thanks for the hard work and dedication that everyone has put in over the last few months.

I feel difficult to find an adequate and proper way to recognise your efforts and the courage you have shown during this unprecedented year. I know that our students have really appreciated what we have done to support them during this unprecedented time. It is also encouraging to see continuing world-class research outcomes in terms of both quality and quantity, which has shown a healthy increase compared with 2019 and new funding awards that are building and strengthening our future. These are outstanding achievements at such a challenging time.

For now I will simply say Happy New Year, and wish everyone a well-deserved, peaceful and relaxing holiday break. I look forward to seeing you all again in the New Year.

With best wishes,

Jean Jinghan Chen



## NEW EMBA PROGRAMME

### Prof. Xu Zhang shares insightful information on FBA's new EMBA programme

The opening ceremony for the new Executive Master of Business Administration (EMBA) degree programme was organised on 16th October, 2020. Led by Prof. Steven Xu Zhang, the EMBA Programme Director, the EMBA programme had admitted 30 talented young professionals with outstanding educational backgrounds and from well-known companies, such as Macau Landmark, Zhuhai Huafa, Alibaba, etc.



**Prof. Steven Xu Zhang**  
Programme Director of EMBA  
Associate Professor in Accounting

Students from both Mainland China and Macao are taught by bilingual instructors in Chinese and English. The EMBA programme adopts an International curriculum and learning approach to broaden the mindset of the students and increase their cultural awareness. The curriculum is also pragmatic and cutting-edge to provide a balance of theory and practice for developing innovative and critical thinking to enhance the student's problem-solving capabilities. Students will enjoy a close cooperation with the business sector and with renowned practitioners through the programme. Many guest speakers from top universities in

Mainland China, such as Guanghua School of Management, Peking University, Lingnan (University) College and Sun Yat-sen University will also be invited to speak to the students. Together with the support of many top executives, entrepreneurs, and founders of well-known local industries such as MPay, Aomi Macau and MFM students will not only gain theoretical knowledge but also real-life experiences.

Here we would like to wish our students success in their studies and in building up networks with their classmates.

## FBA HELD “WORKSHOP ON THE DEVELOPMENT OF MACAO FINANCIAL INDUSTRY”

Hosted by the Business Research and Training Center (BRTC) at FBA, the workshop on the development of Macao's financial industry was successfully held at the University of Macau on 4th November 2020. The workshop was part of FBA's "Executive Development Programme" series and senior executives from the financial and banking sectors of Macao and academics were invited to participate. The workshop aimed to explore the future development of the financial industry in Macao.

Guests attending the workshop included Li Wei, Deputy Director of Economic Affairs Department of Liaison Office of the Central People's Government in the Macao S.A.R.; Vong Sin Man, Executive Director of Board of Directors of Monetary Authority of Macao; Ling Chen, the Vice President of Bank of Communications Macao Branch; Eric Chen, General Manager of Marketing Management Department of Luso International Banking Ltd.; Jia Runsong, Assistant Manager of Luso International Banking Ltd.; Marcia Guerreiro, International Desk Supervisor of Banco Nacional Ultramarino; Liu Fei, Vice General Manager of Chongwa (Macao) Financial Asset Exchange Co., Ltd.; Kathy Mok, Senior Manager of Chongwa (Macao) Financial Asset Exchange Co., Ltd.; professors and Ph.D. students from the Department of Finance and Business Economics at FBA.



"Workshop on the Development of Macao Financial Industry"

After the welcome speeches by Prof. Jinghan Chen, Dean of FBA, and Prof. Hung Wan Kot, Coordinator of the Finance Programme, four guests were invited to speak at the workshop. The first talk was by Mr. Sam Tou, Executive Director of Banco Nacional Ultramarino, on the topic "Development of Macao Financial Industry in the Banking Sector". The second talk was by Mr. Youjun Shu, General Manager of Risk Management Department of Bank of China (Macao Branch), on the topic "Transformation experience of small and micro economies such as Luxembourg: Enlightenment on Macao's financial development". The third talk was by Mr. Chon lo Lei, General Manager of Risk Management Department of ICBC (Macao), on the topic "Macao's future financial development: credit information platform and wealth management". The last talk was by Prof. Xiaoqing Fu, from the Department of Finance and Business Economics, on "Discussion on the construction of intelligent credit reference system in the Greater Bay Area".

## FBA HOSTED SME BUSINESS FORUM 2020

The Department of Management and Marketing and the Business Research and Training Center (BRTC) at FBA recently co-organised the SME Business Forum 2020. The forum aimed to create a platform for owners of small- and medium-sized enterprises (SMEs) in Macao to exchange ideas with faculty members and students and search for business opportunities to cope with the challenges during the COVID-19 pandemic.

In delivering the welcome remark, Prof. Jinghan Chen, Dean of FBA, explained that the COVID-19 pandemic has caused havoc on SMEs in Macao. Although the government had launched a number of economic relief measures to help local businesses overcome the problems caused by the pandemic, SME owners still need to actively look for solutions for survival and sustainable development. She added that FBA acts as a communication hub with all stakeholders in Macao's business community, and has organised various SME forums in line with the faculty's development plan to provide local SMEs with contingency strategies and development opportunities.

Founders and senior managers of SMEs in Macao were invited to speak at the forum. They included Huang Cheng Bin, founder of Prowell Consulting Limited; Huang Yin, founder of Trendyi Information Technology Limited; and Ramble Chan, Project Director of CES Ideas Design Company. During the forum, the speakers shared their experience with our alumni, faculty, and students and discussed ways to deal with the current crisis and look for future business opportunities.



SME Business Forum 2020

# FBA AT A GLANCE

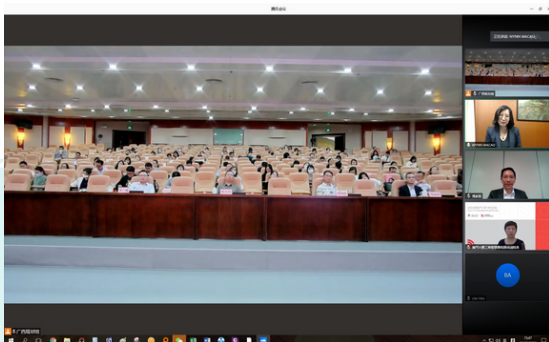


## DBA AND EMBA PROGRAMMES ATTRACTED MEMBERS OF BUSINESS ELITE

FBA held an opening ceremony on 16 October for the new Executive Master of Business Administration (EMBA) degree programme and the Doctor of Business Administration (DBA) degree programme, which was launched last year. The DBA programme admitted 20 members of the business elite and the EMBA programme admitted 30 talented young professionals. More than half of the students have a master of business administration (MBA) degree or an executive master of business administration (EMBA) degree. 80 percent of them are the highest decision makers at their companies, serving as president, general manager, partner, consultant, or other important roles.

## ALL UM ACCOUNTING PROGRAMMES RECEIVE DOUBLE ACCA ACCREDITATION WITH MAXIMUM EXEMPTIONS

The Master of Science in Accounting programme has received maximum exemptions of professional papers following its recent accreditation by the Association of Chartered Certified Accountants (ACCA). The Bachelor of Science in Accounting programme has also received re-accreditation from ACCA. Moreover, both programmes have also been accredited by several other international professional accounting bodies. The re-accreditation reinforces the international recognition of the taught accounting programmes at all levels offered by the Department of Accounting and Information Management in FBA.



## FBA AND GUANGXI BUREAU OF CULTURE AND TOURISM CO-ORGANISED TRAINING COURSE

In order to promote tourism recovery, FBA and Guangxi Bureau of Culture and Tourism jointly held a training programme. It focused on post-pandemic tourism recovery, as well as, the sharing of experiences by Macao, Guangxi, and other parts of the world in fighting the pandemic and promoting tourism recovery.



# FBA AT A GLANCE



## ONLINE BRIEFING FOR THE RECRUITMENT OF DOCTORAL AND POSTDOCTORAL STUDENTS TO FBA WAS SUCCESSFULLY HELD

In October, FBA held an online seminar for the recruitment of doctoral and postdoctoral students. During the online seminar, the features and requirements of FBA's doctoral and postdoctoral programmes, scholarships, stipends, and future employment prospects were introduced. Apart from answering questions from the students, advice was also given to the students.



## PROF. JEAN CHEN GAVE A TALK ONLINE AT THE CHINA FINANCIAL LITERACY EDUCATION SUMMIT 2020

Prof. Jean Chen, Dean of FBA was invited as speaker for China Financial Literacy Education Summit 2020 in October. In her talk, Prof. Chen analyzed the current situation of the financial services and education for the elderly and pointed out that the elderly have insufficient financial and technological knowledge. With the rapid development of financial technology today, many elderly people have become targets of financial fraud and victims of financial risks. Financial services and support for the elderly need to be improved.



## PROF. JEAN CHEN PARTICIPATED IN THE 2020 JOINT CONFERENCE ON URBAN CULTURE AND TOURISM COOPERATION BETWEEN GUANGDONG AND GUANGXI

The 2020 Joint Conference on Urban Culture and Tourism Cooperation between Guangdong and Guangxi was held on September 22, 2020, in Wuzhou, Guangxi. At the invitation of Guangxi Bureau of Culture and Tourism, Prof. Jean Chen, Dean of FBA, delivered a speech online. She explained that Macao and Guangxi are both major tourist regions with unique resources for tourism. She also introduced the upcoming series of training courses for the promotion of Guangxi-Macao tourism and internationalization, which will be jointly organized by the Faculty of Business Administration of the University of Macau and Guangxi Bureau of Culture and Tourism.

## UM's Integrated Resort Career Simulation Programme Was Well Received



The Centre for Tourism and Integrated Resort Studies (CTIRS) under FBA recently held the Integrated Resort Career Simulation Programme (IRCSP).

The programme aimed to help students learn more about the operation of integrated resorts, the responsibilities of the main departments, and the various job opportunities in the industry. The first five sessions of the experiential activities in the programme were very well received, and they were attended by over 100 students, including those from UM, Sacred Heart Canossian College (English Section), and Keang Peng School.

The programme was subsidised by the Higher Education Fund of the Macao SAR and began on 17 October 2020. At each daily session, about 30 participants was divided into groups to experience the work of the five main departments in an integrated resort, namely front office, housekeeping, convention and exhibition, food and beverage (F&B), and gaming.



Senior executives from various integrated resorts in Macao also shared their experiences and insights with the participants. Five distinguished guest speakers included Mr King Wong, Senior Operations Manager of Table Games at Studio City; Mr Alan Teng, Assistant Front Operations Manager of Concierge/Front Desk at Star Tower – Studio City; Mr Kenny Wong, Director of Housekeeping at Studio City; Ms Almanda Leong, Partner of Human Resources at Melco Resorts and Entertainment; and Mr Way Law, Outlet Manager of F&B Operations and Culinary at Galaxy Macau. Many students found the sharing sessions and the programme's content inspiring and showed an interest in working in the integrated resorts after graduation.

The Centre for Tourism and Integrated Resort Studies aims to provide an opportunity for residents of Macao and the Greater Bay Area (especially high school and university students) to learn more about job opportunities in the integrated resorts industry. Because of the overwhelming response, the centre will continue to organise experiential learning activities on a regular basis in 2021 to allow more students to gain useful information as they contemplate their career paths in order to increase their chances of finding a job in this industry or studying in related programmes.

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 Prof. Lawrence Fong (Email: [lawrencefong@um.edu.mo](mailto:lawrencefong@um.edu.mo))

## Contact

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