

2024-2025 Intake

Master of

BUSINESS ANALYTICS

理學碩士學位（商業分析）課程

Faculty of Business
Administration
工商管理學院



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU



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



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About the University of Macau and the Faculty of Business Administration

Founded in 1981, the University of Macau is an international public comprehensive university in Macao. There are more than 12,500 students. English is the main medium of instruction, and 80 per cent of its faculty members are from outside of Macao. A truly multicultural university, UM constantly strives for excellence, UM is ranked No. 193 in the 2024 Times Higher Education (THE) World University Rankings, No. 26 in the THE Young University Rankings, No. 37 in the THE Asia University Rankings, and No. 1 in the Association of Portuguese Speaking Universities. In the 2024 Quacquarelli Symonds (QS) World University Rankings, it is ranked No. 254.

The Faculty of Business Administration (FBA) is the oldest business school in Macao. Its vision is “To be a model world-class business faculty and create significant impact on the business community and society we serve”, and its mission is “To contribute to the economic and sustainable development of Macao and beyond by providing leadership in business education”. FBA aims to nurture talents for local business community and contribute to the future economic development of Macao.

FBA is the only business school in Macao that is accredited by the three major international accreditation bodies, including AACSB, AMBA and EQUIS, as one of the 1% triple-accredited business schools in the world.

Professional Teaching Staff

Our Master of Science (MSc) in Business Analytics (BA) (MSc. BA) programme is taught by a faculty consisting of highly specialized experts in their respective fields, including chair professors, full professors, associate professors, and assistant professors. The teaching force comprises a unique blend of business-focused academics and analytical specialists who conduct pioneering research into the impact of business analytics, data analysis, and quantitative modeling on various areas.

澳門大學及工商管理學院簡介

澳門大學創辦於1981年，是澳門一所國際化綜合性公立大學，現有逾12,500多名學生，以英語為主要授課語言，八成教研人員來自世界各地。澳大具有多元文化共存的獨特優勢，不斷追求卓越。澳門大學在2024泰晤士高等教育（Times Higher Education, THE）世界大學排名第193、全球年輕大學排名26、亞洲大學排名37、在葡萄牙語大學聯會中名列第一。在2024 Quacquarelli Symonds (QS) 世界大學排名254位。

澳大工商管理學院作為澳門歷史最為悠久的商學院，一向以“躋身世界一流商學院，並對我們服務的商界和社會產生重大影響”為願景，以“引領商科教育，貢獻澳門及本地區的經濟和可持續發展”為使命，專注提供卓越的商科教育。工商管理學院為本地商界培養人才，為澳門未來經濟發展做出貢獻。

工商管理學院是澳門唯一獲得國際商學院聯合會（AACSB）、工商管理碩士協會（AMBA）和歐洲管理發展基金會（EFMD）歐洲質量發展系統（EQUIS）等對商學院最重要的三大國際認證，為全球約佔1%中的“三冠王”商學院。



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歡迎瀏覽網站：
www.fba.um.edu.mo

專業師資

理學碩士學位（商業分析）課程由一支專業師資團隊授課，他們都是在各領域中的專家，包括講席教授、正教授、副教授和助理教授。這支教學團隊匯聚了學術明星和商業分析專家，致力於商業分析、數據分析和量化建模方向的教學和研究。



Programme Introduction

Business analytics is an essential element of companies in making business decisions. It provides companies with visual reports through data analysis to assist them in making data-driven decisions.

Therefore, qualified and experienced business analysts are in high demand in local and global job markets.

The MSc in BA programme of UM aims to train students to use appropriate analytical and technological tools to gather data, derive intelligence, and enable organizations to gain insights into complex business issues.

Graduates of the programme will be able to devise, refine, and apply analytics techniques competently to extract value from data and help organizations to resolve practical problems. With the problem-solving and communication ability developed through the programme, students will gain analytical and organizational competencies as sought-after business analysts in various business sectors. The programme is particularly suitable for industry practitioners and recent graduates specializing in business, computing, economics, information systems, mathematics, science, or statistics.

The normative study period of the programme is 2 years. The medium of instruction is English.

The programme is mainly divided into two types of classes:
1. Classes at the main campus (evenings and/or weekends);
2. Classes at the University of Macau Science and Education Base in the Guangdong-Macao In-Depth Cooperation Zone in Hengqin (daytime) and at the main campus (daytime, evenings, and/or weekends).

The class arrangement will consider student preferences indicated in their applications. The faculty will make the final decision, which will be communicated in the admission offer. The faculty will notify the class schedules on a semester basis.

Programme Objectives

- To provide students with the conceptual, theoretical, and practical knowledge in business analytics;
- To train students to use information technology and quantitative methods to analyze business data;
- To build students' ability to make, support and implement business decisions aided by business analytics.

Admission Requirements

The students should fulfill one of the following criteria:

(1) a bachelor's degree in business or (2) a bachelor's degree in computer science, information systems, or other STEM-related majors (i.e., science, technology, engineering, math, etc.) or (3) at least two years of working experience in business firms for non-business and non-STEM related degree holders.

Other admission requirements will be in accordance with the Admission Regulations Governing Master's Degree & Postgraduate Certificates/Diploma Programmes of the University. Applicants are required to provide a testimonial of English as the medium of instruction issued by their undergraduate university or TOEFL, IELTS, CET6 or TEM scores as a proof of English proficiency.

課程介紹

商業分析是支持企業進行商業決策時不可或缺的要素。商業分析技術通過數據資料分析，為企業提供可視化報表，幫助企業作出以數據驅動的決策。本地和全球就業市場亟需大量高水準且經驗豐富的商業分析人員。開設的理學碩士學位(商業分析)課程旨在訓練學生熟練使用商業分析模型和工具，掌握收集數據、獲取資訊，並幫助企業獲得解決複雜商業問題的洞察力。

本課程的畢業生將掌握設計、完善和應用各項分析技的能力，能夠從數據中提取有價值的資訊，並幫助企業解決實際問題。通過修讀本課程，學生將獲得解決問題和團隊溝通的能力，成為在各商業領域中有競爭力的商業分析師。

課程一般期限為兩學年。授課語言為英語。

1. 主校區 (夜間及/或周末) 上課；
2. 澳門大學橫琴粵澳深度合作區科教基地 (日間) 及主校區 (日間、夜間及/或周末) 上課。

課程將安排學生在主校區或澳門大學橫琴粵澳深度合作區科教基地上課和進行研究。上課和研究安排將根據學生在申請表中提交的選擇進行考慮。最終決定將由導師和學院作出，並於錄取時通知。

課程目標

- 傳授學生商業分析的概念、理論和實踐知識；
- 訓練學生使用信息技術和定量方法分析商業數據；
- 培養學生應用商業分析法以制定、支持和實施商業決策的能力。

入學要求

學生應具備以下條件之一：

1. 商學學士學位；或
2. 計算機科學、資訊系統或其他理工科相關專業的學士學位；或
3. 對於非商學和非理工科相關學位，則需擁有至少兩年在商業機構工作的經驗。

其他入學要求將根據澳門大學碩士學位及學士後證書文憑課程的入學規則錄取新生。申請人需提供由本科學位頒授之大學發出的英語授課證明或托福 (TOEFL) 雅思 (IELTS)、大學英語六級 (CET6) 或英語專業考試 (TEM) 成績作為英語能力的證明。

Programme Structure

課程結構

Compulsory Courses

- Fundamentals of Business Analytics
- Statistics for Business Analytics
- Business Modeling and Decision Analysis
- Machine Learning with Business Applications
- Database and Big Data Management
- Social Network and Textual Analysis
- Project Report

Elective Courses

- Econometrics and High-Dimensional Data Analysis
- Tourism Analytics
- Introduction to Modern Financial Technology
- Information Management and Digital Innovation
- Service Operations
- Marketing Analytics

The offering of the above courses is subject to changes.

For the most updated programme and curriculum details, please visit the following website:

學院保留以上課程的修改權。如欲獲取有關課程及學習計劃的最新資訊，請瀏覽以下網站：

<https://fba.um.edu.mo/pgraduate>

必修科目

- 商業分析基礎
- 商業分析統計
- 商業建模和決策分析
- 機器學習與商業應用
- 數據庫和大數據管理
- 社交網絡和文本分析
- 項目報告

選修科目

- 計量經濟學與高維數據分析
- 旅遊分析
- 現代金融科技導論
- 資訊管理和數碼創新
- 服務營運
- 營銷數據分析

Career Prospects

Society has always had high demand for business analytics professionals, and many organizations and sectors operate, transform and formulate strategies based on analytical results and insights into market changes. Hence, the graduates of this programme will have a wide range of career prospects.

In general, business analysts seek to leverage data to improve efficiency, reduce costs, and identify opportunities. Hence, business analytics can be a key component of any modern organization. A few signature career paths of business analysts are Data business analyst, Analytical consultant, Quantitative analyst, and the like.

職業前景

商業分析專業人才一直是社會熱門需求之一，許多機構和部門都依據分析結果與市場變化，進行營運、轉型和策略規劃。因此，本課程的畢業生將擁有廣泛的就業前景。

通常，商業分析師的目標是藉由數據分析提高效率、降低成本和發掘商機。因此，商業分析師可以成為現代任何組織的關鍵角色。商業分析師的典型職位包括數據商業分析師、分析顧問、量化分析員等。

Contact us

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