



澳門管理專業協會

Macau Management Association

2016 年度報告  
*Annual Report*

“Better  
MANAGEMENT  
for better future”

## 會長的話



回顧二零一六年經濟形勢，外部需求持續低迷，全球經濟下行的風險仍然存在，特區政府立足當下，制定了《澳門特別行政區五年發展規劃（2016-2020年）》，為澳門定下首個未來發展藍圖。伴隨國家「一帶一路」建設，讓本澳與葡語國家帶來更緊密的聯繫，發揮自身優勢，以推動經濟調整轉型和適度多元化。還有，因應本澳人力資源的實況，特區政府繼續積極培養更多多元化及專業人才，從而提高澳門居民的整體競爭力，為澳門的未來發展奠定堅實的基礎。

澳門管理專業協會由創立至今，秉持創會宗旨及人才培育的使命，穩中求變，為在職人士提供持續專業培訓的機會，引入國內外先進的管理理論和課程，並與特區政府部門、企業和社團保持密切合作，務求為各階層的管理人員提供全方位的教育支援，為本澳的永續發展盡一份綿力。

在過去一年，我們秉持精進不懈，超越自我的原則，積極配合特區政府的施政方針，在講座、工作坊、學位課程、專業證書課程、培訓課程及顧問服務等基礎上推陳出新，為社會各界提供緊貼社會實況的管理及教育服務。其中，我們更與美國夏威夷夏曼納德大學續辦第二屆商業管理碩士課程；尤其值得一提的是，本會很榮幸能再次主辦“世界管理挑戰賽”國際總決賽，這已是本會第五次獲得主辦權，我們迎來了來自世界二十五個國家及地區的管理精英，在本澳一決高下，於賽事期間更為世界各地的參賽者籌劃澳門文化遺產之旅、歡迎晚會及頒獎晚宴等一系列大型活動，令參賽者加深對澳門的認識，充分感受本澳的魅力。此外，本會亦再次與銀河娛樂集團攜手合作，連續六年推出“銀娛青少年成就計劃”，以培育本地青年人才，發掘個人潛能，關懷本澳社區和推動社會多元發展。

過去一年，承蒙各政府部門、澳門基金會、友好團體及各位會員的大力支持，本會會務實現了穩定持續的發展。展望未來，我們將再接再厲，為社會進步博採眾長，齊心推動澳門從挑戰中緊抓機遇、大步向前。

崔世昌  
會長



## MESSAGE FROM THE PRESIDENT

The year 2016, the global economy is still under recovery, the Macau SAR Government had planned far ahead and formulated the "Five-year Development Plan of the Macao SAR Government (2016-2020)" as the blueprint for its future development. With the establishment of "One Centre, One Platform" and being part of the "One Belt One Road" initiative of the Central Government, there is no doubt that Macau will establish close and far-reaching ties with Portuguese-speaking Countries. In the past year, Macau SAR Government has been working out relevant measures and policies of talents cultivation with the aim to nurture professionals for the society, to strengthen the competitiveness of the Macau citizens so as to achieve the sustainable development of the society.

During our development over years, MMA has consistently dedicated to our mission to promote the best management practice and knowledge in Macau. We endeavor in providing quality education and service to nurture outstanding managers for the society and to provide the chances of upward mobility to local employees.

In the past year, we strengthened our management services and academic services, providing the most up-to-date seminars, workshops, academic programs, training programs and consultancy service. In 2016, the second batch of MBA Program was jointly launched with CUH (Chaminade University of Honolulu). It is worth mentioning that MMA welcomed the International Final of GMC (Global Management Challenge) 2015 back to Macau. It was the 5th time that MMA is hosting the International Final and we received teams from 25 countries/regions; a series of events were held during the competitions, including Cultural Program, Friendship Dinner and Gala Dinner, the participants all enjoyed the warm welcome and gracious hospitality by the people of Macau and experience for themselves the transformation which Macau is going through. Meanwhile, the 2016-2017 YAP (Youth Achievement Program), which aims to discover participants' personal strength and management potential, was again co-organized by MMA and GEG (Galaxy Entertainment Group).

We are grateful to have the strong support from the Macau SAR Government, Macao Foundation, fellow associations and our members which contribute to the success we have achieved today. Facing the challenges ahead of us, we will keep up the good work and strive for a better tomorrow for Macau.

A handwritten signature in black ink, appearing to read "Chui Sai Cheong".

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Chui Sai Cheong  
President

# 組織架構

## ORGANIZATION STRUCTURE AND SERVICES



# 2016 年度報告

## Annual Report



## 澳門管理專業協會第十六屆（2015-2017） 會員大會、監事會及理事會名單

LIST OF BOARD MEMBERS FOR THE 16TH COUNCIL (2015-2017)  
GENERAL ASSEMBLY, SUPERVISORY BOARD & COUNCIL MEMBERS



# 2016 年度報告 Annual Report

名譽會長 Honorary President

廖澤雲 Mr. Liu Chak Wan

## 會員大會 GENERAL ASSEMBLY

會長 President

崔世昌 Mr. Chui Sai Cheong

副會長 Vice-President

林金城 Mr. Peter Lam  
黃如楷 Mr. Eddie Wong  
梁華權 Mr. Bernie Leong  
霍慧芬 Ms. Winnie Fok  
徐偉坤 Mr. Jackson Tsui  
鄧君明 Mr. Jose Tang

## 監事會 SUPERVISORY BOARD

監事長 Chairman

譚伯源 Mr. Tam Pak Yuen

副監事長 Vice-Chairman

戴明揚 Mr. Jose Manuel de Oliveira Rodrigues  
黃顯輝 Mr. Vong Hin Fai

監事 Member

甘沛霖 Mr. Fernando Kam Lopez  
李佳鳴 Ms. Amber, Jiaming Li  
李展鴻 Mr. Alex Li  
鍾國榮 Mr. Chong Coc Veng

## 理事會 COUNCIL

理事長 Chairman

劉永誠 Mr. Lau Veng Seng, Tommy

副理事長 / Vice-Chairman

陳澤武 Mr. Chan Chak Mo

(兼名譽秘書長 & Honorary Secretary General)

謝思訓 Mr. Paul Tse

(兼名譽司庫 & Honorary Treasurer)

莫志偉 Mr. Alex Mok  
馬浩賓 Dr. Albano Martins  
吳皆妍 Ms. Catherine Ng  
何小敏 Ms. Simone Ho  
包敬燾 Mr. Raymond Bao  
鄭堅立 Mr. Cheang Kin Lap Keegan

## 理事 Member

潘志輝 Dr. Antonio Jose Felix Pontes  
安棟樑 Eng. Joao Manuel Costa Antunes  
陳曉平 Mr. Chan Hio Peng  
鄭永輝 Mr. Cheng Wing Fai  
羅安達 Eng. Lourenco Antonio do Rosario  
徐繼昌 Mr. Chui Kai Cheong  
郭冠樑 Dr. Pedro Cardoso  
潘福禧 Mr. Poon Fuk Hei, Vandy  
劉伯雄 Mr. Lau Pak Hung  
楊道匡 Mr. Ieong Tou Hong  
莫家棟 Mr. Jose Morgado  
馬志達 Mr. Joao Ma  
黃有力 Mr. Vong Iao Lek  
梁冠峰 Mr. Leong Kun Fong  
黃中原 Mr. Wong Chung Yuen  
譚繼祖 Mr. Alan Tam Kai Cho  
覃伯德 Mr. Chum Pak Tak Anthony  
李藻森 Mr. Lei C. S. Sam  
黃若禮 Mr. Alan Wong  
黃慶添 Mr. Frederick Wong  
林家偉 Mr. Carlos Lam  
李秀雯 Ms. Doris Lei  
李柱坤 Mr. Chu Kwan Li  
潘樂祺 Mr. Lock Kee, Rocky Poon  
蘇展航 Mr. Su Zhan Hang  
何偉業 Mr. Ho Wai Ip  
關小冰 Ms. Nacky Kuan  
廖啟承 Mr. Liu Cai Seng



顧問委員會 ADVISORY BOARD

主席 Chairman

黎祖智 Dr. Jorge A. H. Rangel

委員 Member

曹其真 Ms. Susana Chou

吳榮恪 Mr. Vitor Ng

艾維斯 Dr. Rui Antonio Craveiro Afonso

楊俊文 Dr. Eric Tsun Man Yeung

陳永棋 Mr. Chan Wing Kee

左立基 Dr. Nuno Maria Rogue Jorge

廖僖芸 Mr. Liu Hei Wan

陳麗敏 Dra. Florinda Chan

施綺蓮 Dra. Maria Edith da Silva

盧景昭 Mr. Charles King Chiu Lo

黃國勝 Mr. Vong Kok Seng

孟仕達 Mr. Jose Mesquita

馬秀立 Mr. Ma Sao Lap

## 澳門管理學院校董會

## MACAU INSTITUTE OF MANAGEMENT (MIM) BOARD OF DIRECTORS

顧問 Advisor	廖澤雲 Mr. Liu Chak Wan 崔世昌 Mr. Chui Sai Cheong
主席 Chairman	黃如楷 Mr. Eddie Wong
委員 Member	林金城 Mr. Peter Lam 梁華權 Mr. Bernie Leong 劉永誠 Mr. Lau Veng Seng Tommy 鄧君明 Mr. Jose Tang 霍慧芬 Ms. Winnie Fok 陳澤武 Mr. Chan Chak Mo 馬浩賓 Dr. Albano Martins 吳皆妍 Ms. Catherine Ng 何小敏 Ms. Simone Ho 謝思訓 Mr. Paul Tse 莫志偉 Mr. Alex Mok 包敬燾 Mr. Raymond Bao 鄭堅立 Mr. Cheang Kin Lap Keegan

## 學術委員會 ACADEMIC COMMITTEE

顧問 Advisor	鄧君明 Mr. Jose Tang 吳皆妍 Ms. Catherine Ng
主席 Chairman	包敬燾 Mr. Raymond Bao
副主席 Vice-Chairman	黃中原 Mr. Wong Chung Yuen
委員 Member	馮富麗 Ms. Fung Fu Lai 覃伯德 Mr. Chum Pak Tak Anthony 周嘉進 Mr. Chao Ka Chon 杜琪新 Mr. Tou Kei San, Sam

活動及傳訊委員會 EVENTS & COMMUNICATIONS COMMITTEE

顧問 Advisor	何小敏 Ms. Simone Ho
主席 Chairman	黃慶添 Mr. Frederick Wong
副主席 Vice-Chairman	薛碧嫻 Ms. Pat Sit
委員 Member	黃燕芳 Ms. Claudine Wong 鮑家玉 Ms. Margaret Bou 陳慧敏 Ms. Kital Chan 李柱坤 Mr. Chu Kwan Li 潘樂祺 Mr. Lock Kee, Rocky Poon

編輯委員會 EDITORIAL COMMITTEE

顧問 Advisor	馬浩賓 Dr. Albano Martins
主席 Chairman	李藻森 Mr. Lei C. S. Sam
副主席 Vice-Chairman	梁文雁 Ms. Helena Leong 黎志偉 Mr. Roger Lai
委員 Member	盧孟睿 Ms. Sara Lou 陳婉屏 Ms. Viana Chan 陳慧敏 Ms. Kital Chan

人力資源工作者俱樂部 HUMAN RESOURCES PROFESSIONALS CLUB

顧問 Advisor	吳皆妍 Ms. Catherine Ng
主席 Chairman	鄭堅立 Mr. Cheang Kin Lap Keegan
副主席 Vice-Chairman	蘇展航 Mr. Su Zhan Hang 區華安 Mr. Au Va On
委員 Member	顧美琪 Ms. Bonny Ku 李健平 Mr. Lei Kin Peng

年青行政人員俱樂部 YOUNG MANAGERS' CLUB

顧問 Advisor	黃若禮 Mr. Alan Wong 譚繼祖 Mr. Alan Tam Kai Cho
主任 Chairman	李秀雯 Ms. Doris Lei
副主任 Vice-Chairman	覃伯德 Mr. Chum Pak Tak Anthony
秘書 Secretary	何 華 Mr. Joe Ho
委員 Member	馬志達 Mr. Joao Ma 何影儀 Ms. Linda Ho 周兆偉 Mr. Alberto Chau 馮文安 Mr. Martin Fong 崔柏釗 Mr. Albert Chui 潘耀榮 Mr. Irwin Poon 劉嘉蕊 Ms. Claudia Lau

# 教育服務

## ACADEMIC SERVICES



# 澳門管理學院

## MACAU INSTITUTE OF MANAGEMENT

澳門管理學院 (Macau Institute of Management - MIM) 於 1988 年創辦，是澳門管理專業協會 (Macau Management Association - MMA) 屬下專責高等教育服務機構。管院於 2000 年 7 月獲澳門特別行政區政府批准，正式升格為一所高等院校，為本澳各行各業提供更全面的管理及會計課程，並以致力培育工商界人才為目標。

Established in 1988, Macau Institute of Management (MIM) is the academic arm of the Macau Management Association (MMA). In July 2000, MIM was approved by the Macao SAR Government to be upgraded as a higher educational institution.

澳門管理學院提供的課程

Programmes provided by MIM:

### 學位課程 DEGREE PROGRAMME

#### 1. 碩士學位課程 (18 個月)

Master of Business Administration (18 months)

與美國夏威夷夏曼納德大學合作開辦「商業管理碩士學位課程」。課程採用彈性學習模式 (即 70% 網上學習，輔以 30% 面授課)

Cooperate with Chaminade University of Honolulu. Flexible learning mode (70% online study and 30% face to face lecture).

#### 2. 工商管理學士學位課程 (4 年制，融合式學習)，共分以下 4 個專業：

Bachelor of Business Administration (4 years Blended Learning):

- |   |                               |
|---|-------------------------------|
| ✓ 設施管理<br>Major in Facilities Management  | ✓ 會計學<br>Major in Accountancy |
| ✓ 銀行與財務管理<br>Major in Banking and Finance | ✓ 管理學<br>Major in Management  |

#### 3. 工商管理學士學位補充課程 (18 個月)，共分以下 4 個專業：

Bachelor of Business Administration: Top-up Degree Programme (18 months)

- |   |                               |
|---|-------------------------------|
| ✓ 設施管理<br>Major in Facilities Management        | ✓ 會計學<br>Major in Accountancy |
| ✓ 人力資源管理<br>Major in Human Resources Management | ✓ 管理學<br>Major in Management  |

4. 工商管理高等專科學位課程 (3 年制)  
Higher Diploma in Business Administration (3 years)
5. 會計高等專科學位課程 (3 年制)  
Higher Diploma in Accountancy (3 years)

## 文憑課程 DIPLOMA PROGRAMME

專業文憑課程 (1 年制，融合式學習)，共分以下 4 個專業：  
Professional Diploma Programme (1 year Blended Learning):

- |   |                               |
|---|-------------------------------|
| ✓ 設施管理<br>Major in Facilities Management  | ✓ 會計學<br>Major in Accountancy |
| ✓ 銀行與財務管理<br>Major in Banking and Finance | ✓ 管理學<br>Major in Management  |

## 持續進修課程 CONTINUING EDUCATION PROGRAMME

專業課題工作坊 Professional Workshop  
證書課程與博雅班 Certificate Programme and Leisure Course

## 修讀學生 ACTIVE STUDENTS

2015/2016 學年修讀『工商管理學士學位課程』的學生有 141 位、『工商管理學士學位補充課程』的學生有 62 位，『高等專科學位課程』的學生有 10 位，合共 213 位。  
For the academic year 2015/2016, we have a total of 213 active students, among them, 141 are studying BBA (4 years Blended Learning), 62 are studying BBA (Top-Up Degree Program) and 10 are studying Higher Diploma Programme.

工商管理學士學位課程 (融合式學習) Bachelor of Business Administration Programme (4 years Blended Learning)	人數 No. of Active Students
會計學專業 Major in Accountancy	39
銀行與財務管理 Major in Banking and Finance	30
設施管理專業 Major in Facilities Management	30
管理學專業 Major in Management	42
總計 Total	141

工商管理學士學位補充課程 Bachelor of Business Administration Programme (Top-Up Degree)	人數 No. of Active Students
會計學專業 Major in Accountancy	15
設施管理專業 Major in Facilities Management	7
人力資源管理專業 Major in Human Resources Management	22
管理學專業 Major in Management	18
總數 Total	62

高等專科學位課程 Higher Diploma Programme	人數 No. of Active Students
會計高等專科學位課程 Higher Diploma in Accountancy	2
工商管理高等專科學位課程 Higher Diploma in Business Administration	8
總數 Total	10



### 文憑課程

#### DIPLOMA PROGRAMME (1 YEAR BLENDED LEARNING)

2015/2016 學年修讀『專業文憑課程 (1 年制)』的學生有 48 位。  
For the academic year 2015/2016, we have a total of 48 active students.

專業文憑課程 (1 年制, 融合式學習) Professional Diploma Programme (1 year Blended Learning)	人數 No. of Active Students
會計學專業 Major in Accountancy	15
設施管理專業 Major in Facilities Management	9
管理學專業 Major in Management	21
銀行與財務管理專業 Major in Banking and Finance	3
總數 Total	48

### 畢業生 GRADUATES

從 2001 年開始，本院累計學位課程畢業生共 1364 位，2015/2016 學年畢業生共 121 位。當中包括工商管理學士學位課程、工商管理學士學位補充課程、高等專科學位課程及專業文憑。

Since 2001, we have accumulated a total of 1364 graduates. For 2015/2016, we have a total of 121 graduates, including graduates from the BBA Degree Programme, Top-Up Degree Programme, the Higher Diploma Programme and the Professional Diploma Programme.

2015/2016 學年畢業典禮暨獎學金頒發儀式

2015/2016 MIM GRADUATION & SCHOLARSHIP PRESENTATION CEREMONY

澳門管理學院「2015/2016 學年畢業典禮暨獎學金頒發儀式」已於 2016 年 11 月 26 日（星期六）在澳門旅遊塔會展娛樂中心 4 樓舉行，邀請到澳門特別行政區社會文化司代表、高等教育辦公室蘇朝暉主任擔任主禮嘉賓。今屆共有 121 位畢業生獲頒授「工商管理學士學位課程」、「工商管理學士學位補充課程」、「專業文憑課程」及「高等專科學位課程」證書。典禮當日亦邀請到 17 間獎 / 助學金贊助機構出席並頒發獎學金予 44 位成績優異的同學。是次典禮共有近 500 名嘉賓出席。

The MIM 2015/2016 Graduation and Scholarship Presentation Ceremony was held on 26<sup>th</sup> November, 2016 at Macau Tower Convention & Entertainment Centre. We honorably had Mr. Sou Chio Fai, Director of Tertiary Education Services Office and Representative of Secretariat for Social Affairs and Culture, to be our guest of honor. 121 graduates were awarded BBA Degree Programme, Top-Up Degree Programme, the Professional Diploma Programme and the Higher Diploma Programme. Representatives of 17 sponsoring organizations were also invited to present the scholarship to 44 students. Around 500 guests attended the ceremony.



### 澳門管理學院獎 / 助學金計劃 MIM FINANCIAL AWARD SYSTEM

由於得到本澳一些機構的慷慨贊助，本院於 2001 年成功創立獎 / 助學金計劃，從而獎勵成績優異的學生及幫助經濟有困難但有志繼續深造的人士，讓他們得以完成學位課程。從 2001 年至今共有 543 位成績優異的學生獲得獎學金，116 位經濟困難的學生獲頒助學金。過往至今曾參與機構共有 30 間，總贊助金額接近澳門幣 300 萬元。

With the generous sponsorship from local organizations, we have successfully established our Financial Award System in 2001. The system is to award students who have outstanding academic performance and to support those students who have financial difficulties. Since the year 2001, we have already gained the support of 30 organizations to sponsor a total of MOP 3,000,000 to our Financial Award Systems. A total of 543 students have received scholarship and 116 students have received grants respectively.

2016 年度獎 / 助學金計劃的 17 間機構包括（排名不分先後）：  
Sponsors for 2016 Financial Awards Systems (In alphabetical order) :

1. 積臣洋行有限公司  
Agencia Comercial Jackson Lda
2. 嘉明洋行有限公司  
Agencia Comercial Carmen (Import & Export) Lda.
3. 大西洋銀行  
Banco Nacional Ultramarino, S.A.
4. 中國銀行澳門分行  
Bank of China Macau Branch
5. 崔德勝紀念基金  
Chui Tak Seng Foundation
6. 大益建築置業有限公司  
Cia De Construcao e Investimento Predial Tai Iec Lda.

7. 澳門電力股份有限公司  
Companhia de Electricidade de Macau – CEM, S.A.
8. 黃如楷建築設計有限公司  
Eddie Wong & Associates Ltd
9. 澳門霍英東基金會  
Fundação Henry Fok
10. 金山發展有限公司  
Golden Crown Development Ltd.
11. 劉豪世紀念獎學金  
Lau Hou Sai Memorial Scholarship
12. 澳門基金會  
Macau Foundation
13. 金沙中國有限公司  
Sands China Ltd.
14. 信興製衣廠有限公司  
Son Hing Garment Factory Ltd
15. 香港上海匯豐銀行有限公司  
The Hongkong and Shanghai Banking Corporation Ltd.
16. 鋸高百利有限公司  
The Nekoberri House Limited
17. 澳門新福利公共汽車有限公司  
Transmac-Transportes Urbanos de Macau, SARL

## 成立管院校友會

### ESTABLISHMENT OF MIM ALUMNI ASSOCIATION

管院校友會正式成立，以促進管院與校友間的聯繫及加強校友間的交往，並共同推進母校的發展。校友會於 2016 年 9 月 12 日舉行成立暨第一屆理監事就職典禮，出席是次儀式的嘉賓包括：澳門特別行政區教育暨青年局局長梁勵女士，中央人民政府駐澳門特別行政區聯絡辦公室文化教育副處長郭劍斌先生，澳門高等教育輔助辦公室代職務主管黃月冰女士，澳門管理學院校董會主席黃如楷先生，本會理事長劉永誠先生及一眾學院校董會成員。在黃如楷主席及劉永誠理事長監誓下，校友會會長鄭穎怡女士帶領第一屆理監事成員宣誓就職。

MIM Alumni Association (MIMAA) was established to form a good communication channel between MIM and its alumni, to build a well-knit network among MIM alumni, and to contribute to future development of their alma mater. The Establishment and Inauguration Ceremony was held on 12<sup>th</sup> September, 2016. Honorable guests include Ms. Leong Lai, Director of Education and Youth Affairs Bureau of Macao SAR; Mr. Guo Jianbin, Deputy Director of Department of Culture and Education, Liaison Office of the Central People's Government in the Macao SAR; Ms. Vong Iut Peng, Representative of Tertiary Education Services Office; Mr. Eddie Wong, Chairman of MIM Board of Directors; Mr. Tommy Lau, MMA Council Chairman and other members of MIM Board of Directors. Mr. Eddie Wong and Mr. Tommy Lau were invited to witness the oaths given by board members of MIMAA, led by President Ms. Luzia Cheang.



### 舉辦第二屆商業管理碩士學位課程開學典禮

#### MIM & CUH: OPENING CEREMONY OF MBA PROGRAM (SECOND BATCH)

由管院與美國夏威夷夏曼納德大學合辦的第二屆商業管理碩士學位課程於 2016 年 10 月 11 日舉行開學禮，並邀請到高等教育輔助辦公室曾冠雄副主任、本會會長崔世昌先生及理事長劉永誠先生主持儀式。該課程採用英語授課及彈性學習方式，為期 18 個月，適合在職人士報讀。課程由美國夏曼納德大學教授授課，並由管院教授輔導，旨在為特區培養具優秀外語能力的管理專才。

The Opening Ceremony of the MBA program (Second Batch) co-organized by MIM and Chaminade University of Honolulu (CUH) was held on 11<sup>th</sup> October, 2016. The ceremony was officiated by Mr. Chang Kun Hong, Deputy Director of Tertiary Education Services Office, Mr. Chui Sai Cheong, MMA President and Mr. Tommy Lau, MMA Council Chairman. This 18-month English program is mainly delivered by professors from CUH and assisted by MIM professors.



# 2016 年度報告

## Annual Report

### 舉辦 2016 專題研討會「策略性人才流動及發展新趨勢」

### MIM CONFERENCE 2016: TRENDS IN TALENT FLOW AND DEVELOPMENT

本院於 2016 年 10 月 22 日假學院演講室舉辦「策略性人才流動及發展新趨勢」專題研討會，邀請到 4 位講者嘉賓分享見解，包括：銀河娛樂集團組織發展及培訓部助理副總裁甘寶儀、澳門註冊核數師及會計師鍾海明、澳動傳科執行董事黃錦汶及人力資源培訓業界資深人士何嫣芳。是次研討會共吸引到近 50 名參加者。



The MIM Conference 2016 was held on 22<sup>nd</sup> October, 2016 in MIM Seminar Room, themed "Trends in Talent Flow and Development". 4 speakers were invited to share their insights, including: Ms. Carol Kam, Assistant Vice President of Organization Development and Training of GEG, Mr. Chong Hoi Meng, Macau registered accountant and auditor, Ms. Man Wong, Executive Director of MOME and Ms. Jacinta Ho, training expert in human resources. Around 50 participants attended the conference.

### 2016 高等教育及職業博覽會

### HIGHER EDUCATION AND CAREERS EXPOSITION 2016



本院於 2016 年 10 月 28 日至 30 日參加了由高等教育輔助辦公室舉辦的高等教育及職業博覽會，進一步推廣及宣傳學院招生資訊。

MIM attended the Higher Education and Careers Exposition organized by Tertiary Education Services Office from 28<sup>th</sup>-30<sup>th</sup> October, 2016 to promote the Institute and attract more students for the upcoming academic year.

協會與香港銀行學會合辦銀行專業課程

MMA AND HKIB JOINTLY LAUNCHED THE PROGRAM OF ASSOCIATE OF THE HONG KONG INSTITUTE OF BANKERS (AHKIB) IN MACAU

本會與香港銀行學會 (HKIB) 合辦 “香港銀行學會會士 (AHKIB)” 專業課程。此課程分三階段進行，協助本地銀行從業員考取廣被認可的銀行專業資格，實現向上流動。21 位來自本澳 9 間銀行的行政人員報讀第一階段課程，課程已於 2016 年完成，考試成績理想。

MMA and HKIB (The Hong Kong Institute of Bankers) jointly launched the professional program of Associate of the Hong Kong Institute of Bankers (AHKIB) in Macau. This is a 3-stage program leading to the well recognized professional qualifications of AHKIB. The cooperation aims at assisting local banking practitioners to earn well recognized professional qualifications in banking, to better equip them to move up corporate ladder. The first stage was completed in 2016. 21 executives from 9 local banks enrolled, with good examination results.





# 2016 年度報告

## Annual Report

### 學生會 STUDENT UNION



澳門管理學院學生會於 2002 年成立。創辦目的是為了促進及提升本地與鄰近地區相關機構之學術文化交流，加強學生與校方之間的聯繫，舉辦及參與學術研討會及其它文化、康樂及社會活動和加強學生之間的關係，建立團隊精神。本院學生會的成員均為在職人士，需要兼顧工作、家庭及學業，但他們也積極籌備及參與各項活動。在 2016 年度曾經舉辦及參與的活動如下：

Macau Institute of Management Student Union was founded in 2002, aiming to strengthen the bond between MIM and her students, as well as organize seminars and other activities to enhance the relationship among students so as to arrive at a better team spirit. During 2016, they have successfully organized and participated in the following activities:

活動名稱 Activities	活動日期 Date
第一屆校園歌唱比賽 The First Campus Singing Contest	2016 年 3 月 - 4 月 March to April, 2016
澳門大專院校歌唱比賽 Participate in Singing Contest of Macau Universities	2016 年 5 月 May 2016
學生會換屆 General Election for MIM Student Union	2016 年 6 月 June 2016
「送你溫暖」老人院探訪活動 Visiting the homes for the elderly	2016 年 6 月 25 日 25 <sup>th</sup> June, 2016
2016 迎新 BBQ 活動 Freshman Welcome Party in 2016	2016 年 9 月 24 日 24 <sup>th</sup> September, 2016
蘇州學習交流團 Suzhou Study Visit in 2016	2016 年 11 月 16-19 日 16 <sup>th</sup> -19 <sup>th</sup> November, 2016
聖誕聯歡活動 Christmas Party	2016 年 12 月 3 日 3 <sup>rd</sup> December, 2016

## 專業課題工作坊 THEMATIC WORKSHOPS

為了讓行政管理人員獲取更多更新的管理專業知識及技能，澳門管理學院提供了不同專業課題的工作坊，大部分參加者均來自本澳多間公私營機構，共 492 人參與。With the aim to introduce the most updated management knowledge and skills to local managers, MIM organized various thematic workshops with different topics and areas. A total of 492 participants from different public institutions and private enterprises attended our workshops.

課題名稱 Topics
提升員工工作堅韌力及應變能力 Enhancing Staff Resilience and Flexibility
時間管理及人生規劃 Time Management and Life Planning
英文書寫電郵技巧 English Email Writing
職場知人秘技 BDP Application in Knowing Your Staff and Colleagues
NLP 說服及協商技巧 NLP Negotiation and Persuasion Skills
建築資訊模型 Building Information Modeling (BIM)
解決問題和決策技巧訓練 Problem Solving and Decision Making
高效銷售力培訓 Highly Effective Selling Skill
專業屋宇裝備工程 - 設計、安裝和保養 Professional Building Services Engineering
壓力及情緒管理 Stress and Emotional Management
公開演說技巧 Public Speaking Skills
新世代營銷策略實務 Strategies in New Generation Marketing
建立品牌策略 Brand Management

# 2016 年度報告

## Annual Report

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職場交涉致勝之道  
Winning Negotiation

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公共安全及危機管理  
Public Safety and Crisis Management

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激勵員工超越自我  
Staff Motivation

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地基工程設計和施工  
Foundation Design and Construction

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有效心智管理模式  
Effective Mind Management

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提升情緒智商 (EQ)  
Enhance Emotional Quotient

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跨世代團隊合作  
Cross-Generation Collaboration

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360 度表現評估與獎勵執行  
360° Evaluation and Award System

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如何有效與難纏的同事工作  
Work Smart With Difficult People

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證書與持續進修課程  
PROFESSIONAL CERTIFICATE PROGRAMS

澳門管理學院根據不同專業領域的需要，舉辦了各類專業範疇的證書課程，為行政管理人員提供獲取專業資格或提升專業知識的機會，提升其競爭力和工作效益。同時，澳門管理學院亦提供各類博雅班，以推動澳門市民終身學習的風氣。

In respond to the training needs of different professions, MIM organized professional certificate programs with an aim to advance the skills and knowledge of all participants. Meanwhile, a variety of leisure courses were provided in order to encourage lifelong learning in Macau.

專業證書課程  
Professional Certificate Program

婚禮統籌實務證書課程  
Wedding Planning

『澳門註冊會計師 / 專業會計員』試前研習班  
Preparatory Courses for Macao CPA Public Examination

1	商法典 Macau Commercial Law
2	成本會計 Cost Accounting
3	一般會計 General Accounting
4	稅務知識 Taxation

博雅、興趣班  
Leisure Courses

1	葡萄酒知識及品酒技巧入門 Basic Wine Tasting and Knowledge
2	葡萄酒知識及品酒技巧進階 Advanced Wine Tasting and Knowledge
3	咖啡知識及調製基礎班 Basic Coffee Knowledge and Practice
4	咖啡拉花藝術基礎班 Basic Latte Art
5	實用花藝設計興趣班 Floral Design
6	書寫英文電郵技巧 English Email Writing
7	旅遊日語速成 Japanese for Traveling
8	舒壓瑜珈課程 Yoga



與本澳業界合辦培訓課程

TRAINING PROGRAMS CO-ORGANIZED WITH DIFFERENT INDUSTRIES

學院今年繼續與本澳不同業界合辦特定行業的在職培訓，提升行內的人員質素。培訓形式設有工作坊、課程、講座、交流活動等。

MIM has continuously cooperated with different industries in Macau to organize various tailor-made and target-oriented trainings. Those training programs include workshops, courses, seminars and study visits.

1. 與澳門餐飲業聯合商會合辦「2016 年度澳門飲食服務行業在職培訓」課程  
"Food and Beverage Training Program 2016" Jointly Organized with the United Association of Food and Beverage Merchants of Macao

學院連續 16 年在旅遊局的贊助下，與餐飲業聯合商會聯合舉辦不同類型的培訓課程，從而提高餐飲從業員的專業和服務水平，當中包括不同主題的培訓課程、餐飲業專題講座及教學光碟製作等。

The Program included various courses, seminars and the production of educational DVDs etc., in order to enhance the knowledge and upgrade the service quality of the industry.

課題名稱 Topics	
1	社交網絡宣傳及應用 Marketing and Application of Social Media
2	前線督導技巧 Supervisory Skills for Frontline Staff
3	餐飲服務英語初階班 Basic Food and Beverage English
4	洋酒及葡萄酒基本知識 Basic Wine and Liquor Knowledge
5	星級顧客服務 Quality Service for Customers
6	輕鬆面對刁難顧客 How to Deal with Difficult Customers
7	宴會及婚宴管理 Function Catering Management
8	餐單設計與籌劃 Menu Design and Planning
9	講座：四季時令食材 Seminar: Seasonal Ingredients
10	教學光碟分享會：「星級海味專業知識」 Educational DVD Sharing: Professional Knowledge on Dried Seafood

### 2. 與澳門電力股份有限公司合辦「澳電綜合培訓課程 2016-2017」 CEM Integrated Training Program 2016 - 2017

由學院為澳門電力股份有限公司量身訂制的「綜合培訓課程」，自 2004 年開辦至今已第七屆，本屆共有 20 名表現出色且具晉升潛力的員工參與。此課程旨在為澳電的年青工程師及部門主任提供系統化的管理課程，發掘員工潛能，提升營運效率及競爭力，從而更好地應對當前及未來的挑戰，為員工將來晉身管理人員行列作好準備。

MIM had tailored-made a training program for CEM since 2004. This program is especially designed for young employees and officers of CEM to upgrade their management skills and scope to prepare them for higher-level roles. This year the program reached the seventh batch and a total of 20 potential staff attended. Through this structural training program, participants developed managerial competencies in order to face the current and future challenges; improve their operational efficiencies and eventually become prepared for job mobility in the future.

課題名稱 Topics	
1	督導角色及有效溝通 Role of the Supervisor and Effective Communication
2	致勝談判 Winning Negotiation
3	團隊建設 Adventurous Team Building
4	面試技巧 Selection Interviewing Skills
5	工作表現的管理與積極性提升 Performance Management and Motivation
6	說服演說技巧 Persuasive Presentation
7	解決問題及決策技巧 Problem Solving and Decision Making
8	財務管理 Financial Management
9	服務管理 Managing Service

3. 與澳門銀河娛樂集團合辦「銀娛青少年成就計劃 2015-2016」  
"Youth Achievement Program 2015 - 2016" Co-Organized with Galaxy Entertainment Group

「銀娛青少年成就計劃」由本會及銀河娛樂集團合辦，由 2011 年至今已舉辦至第五屆，本屆共吸引 294 名青少年參與。此計劃秉承「自我認識」、「關懷社會」、「事業發展」三大理念，對象為本澳 18-29 歲青少年，助其一展所長，邁向事業目標，從而「超越自我，成就非凡」。

The Youth Achievement Program is jointly organized by Macau Management Association and Galaxy Entertainment Group since 2011. This year is the fifth batch and attracted 294 participants between the ages of 18 to 29 years old Macau residents. The program is centered on three key areas of personal and professional growth: "Self Awareness", "Community Care" and "Career Development". Through this program, it helps discover, inspire, groom and unlock the potential of young people in Macau community.





## 工作坊 / 活動 Workshop / Activity

1	兩日一夜迎新體驗營 Orientation Camp of 2 Days 1 Night
2	發現更好的自己工作坊 Self Awareness & Development Workshop
3	演說技巧工作坊 Presentation Skills Workshop
4	非凡人生分享會 Seminar - Career Planning and Success
5	人情味挑戰日 "A Caring Macau" Challenge Day
6	實用社交形象工作坊 Image Design Workshop
7	人情味社區飯堂嘉年華 "A Caring Macau" Carnival
8	終極任務 Final Project



企業內部培訓課程  
IN-HOUSE TRAINING PROGRAMS

澳門管理學院亦致力為澳門各大公私型機構籌辦內部培訓，以切合各機構的實際工作需要。今年共為 20 個機構提供 48 個課程，共 70 班。

The programs are customized to cope with the needs of different public or private organizations and their employees. This year, MIM provided a total of 48 programs 70 classes for 20 organizations.

機構名稱 Organization	培訓課程名稱 Topic
澳門民政總署 IACM	減壓管理 Stress Management
澳門民政總署 IACM	處理投訴及衝突 Handling Complaints and Conflicts
澳門民政總署 IACM	外判管理 Contractor Management
澳門民政總署 IACM	說服技巧 Persuading Skills
澳門民政總署 IACM	九型人格與工作 Enneagram and Work
澳門民政總署 IACM	策略思維 Strategic Thinking
澳門民政總署 IACM	培養 3Q 3Q Training
澳門民政總署 IACM	職場溝通與潛能發展 Workplace Communication and Career Development
澳門民政總署 IACM	使命感成就卓越團隊 Achieving an Excellent Team
澳門民政總署 IACM	演說技巧 Presentation Skills
澳門民政總署 IACM	能量心理學情緒管理 EQ Management
澳門民政總署 IACM	正向思維 Positive Thinking
澳門民政總署 IACM	公共安全及危機管理 Public Safety and Crisis Management

# 2016 年度報告

## Annual Report

澳門行政公職局 SAFP	處理投訴技巧課程 Handling Complaints Techniques
澳門行政公職局 SAFP	英文電郵書寫技巧課程 Official Email Writing Skills
澳門行政公職局 SAFP	英語會話課程 – 行政範疇 English Conversation for Administration
澳門行政公職局 SAFP	英語會話課程 – 公眾接待 English Conversation for Reception
澳門行政公職局 SAFP	化解衝突及調解技巧課程 Conflict Resolution and Mediating Skills
澳門行政公職局 SAFP	公開演說技巧 Public Presentation Skills
澳門體育局 Sports Bureau	優質服務應對技巧 Quality Service Skills
澳門教育暨青年局 DSEJ	財務管理系列課程 (一) Financial Management (I)
澳門教育暨青年局 DSEJ	財務管理系列課程 (二) Financial Management (II)
澳門郵政局 CTT	調解技巧課程 Mediating Skills
澳門交通事務局 DSAT	交通輔導員執勤技巧 Duty Execution Techniques
澳門懲教局 Correctional Services Bureau	團隊建設 Team Building
澳門大學 UMAC	分析技巧及邏輯思維 Analyzing Skills and Logical Thinking
澳門大學 UMAC	調解技巧課程 Mediating Skills
澳門大學 UMAC	危機管理 Crisis Management
澳門大學 UMAC	財務管理的概念及實務 Financial Management and Application
澳門電力股份有限公司 CEM	導師培訓課程 Train The Trainer
澳門電力股份有限公司 CEM	績效評估工作坊 Performance Appraisals

澳門自來水股份有限公司 The Macao Water Supply Co., Ltd	團隊建設 Team Building
澳門自來水股份有限公司 The Macao Water Supply Co., Ltd	電郵禮儀工作坊 Email Etiquette
澳門自來水股份有限公司 The Macao Water Supply Co., Ltd	自我管理工作坊 Self Management
仁伯爵綜合醫院 CHCSJ	內部顧客服務技巧優化 Internal Customers Service Skills
澳門紅十字會 Macau Red Cross	輔導獨居長者 Counseling for Elderly People
澳門酒店業協會 Macau Hotel Association	DiSC 高效團隊開發 DiSC Highly Effective Team Development
澳門智能發展協會 Macau Intelligence Development Association	創意思維的開發、培養與運用 Development and Application of Creative Thinking
澳門大豐銀行 Tai Fung Bank	團隊建設 Team Building
澳門大豐銀行 Tai Fung Bank	優質顧客服務進階課程 Advanced Customer Services
澳門大豐銀行 Tai Fung Bank	有效管理心智模式 Effective Mind Management
澳門大西洋銀行 BNU	如何與上司、同事及下屬工作 How to Work with Bosses, Peers and Subordinates
澳門大西洋銀行 BNU	西式餐桌禮儀 Western Table Manners
澳門國際銀行 Luso Bank	財務報表分析、信貸風險評估及報告撰寫 Financial Statement Analysis, Credit Risk Assessment and Report Writing
澳門國際銀行 Luso Bank	銀行業務營銷技巧 Sales Techniques
太陽城集團 Suncity Group	六頂帽子思考法 'Six Hats' Thinking Skills
澳門美高梅 MGM	啟發創意思維課程 Innovation and Creativity
盛世集團 CESL Macau	內部監控 Internal Control

# 管理服務

## MANAGEMENT SERVICES



專題講座  
THEMATIC SEMINARS

為推動管理學實踐及應用，本會於 2016 年舉辦了多個不同專題的大型研討會及講座，包括：

We have organized a number of seminars and talks in the year 2016 to disseminate the most updated management knowledge:



- \* 2016 週年管理研討會 “大數據的發展情況和未來方向”  
2016 Annual Management Conference: “Big Data: Now and Future”
- \* 「勞動關係疑難排解」講座  
Solve Problems in Labor Relations
- \* 「跨世代團隊協作」講座  
Teamwork Across Age
- \* 「以服務體驗激發銷售潛能」講座  
Service Experience Apply into Sales Incentive
- \* 「如何提升員工敬業度」講座  
How to Build a Strong Work Ethic
- \* 「流動新世代 • O2O 數碼營銷」講座  
O2O Digital Marketing

# 2016 年度報告

## Annual Report

- \* 「HR 招才有辦法之『招才三部曲』」講座  
Skills of Talent Recruitment, Interview and Retention
- \* 「策略性人才流動及發展新趨勢」講座  
Trends in Talent Flow and Development
- \* 「人才管理成就業務提升」講座  
“To Interact with CEO - Human Resources Management”
- \* 「四季時令食材」講座  
Seasonal Ingredients



2016 週年管理研討會  
2016 MMA ANNUAL MANAGEMENT CONFERENCE

本會於 9 月 23 日假澳門旅遊塔會展娛樂中心舉辦 2016 週年管理研討會，以「大數據的發展情況和未來方向」為主題，邀請到澳門特區政府社會文化司代表、高等教育輔助辦公室代主任何絲雅女士擔任主禮嘉賓。是次研討會共邀請到 5 位來自內地及香港的講者嘉賓分享大數據運用心得。是次研討會共吸引到近 200 名參加者。

2016 MMA Annual Management Conference was held on 23<sup>rd</sup> September at Macau Tower Convention & Entertainment Centre, themed "Big-Data: Now and Future", we honorably invited Ms. Sílvia Ribeiro Osório Ho, Acting Coordinator of Tertiary Education Services Office, Representative of Secretariat for Social Affairs and Culture of Macao SAR, to be our guest of honor. 5 prominent speakers from Hong Kong and Mainland were invited to share their experience. A total of 200 people from various industries such as banking, finance, hospitality, government departments and public service attended the conference.



香港及內地傑出講者嘉賓：

Prominent Speakers from Hong Kong & Mainland:

\* 劉彬星先生——阿里巴巴阿里雲國際事業部大中華區總監

Mr. Liu Binxing

Business Development Director at Greater China of Alibaba Cloud International



# 2016 年度報告

## Annual Report

- \* 尹東博士——中國醫藥新聞信息協會精準健康管理分會副會長兼秘書長  
Dr. Yin Dong  
Vice President and Secretary General of Precision Health Management Branch, China News of Drug Information Association
- \* 程國華先生——健培科技創始人兼總經理  
Mr. Cheng Guohua  
Founder and General Manager of Jianpei Technology
- \* 王元鋼先生——華為技術有限公司香農實驗室首席存儲研究工程師  
Mr. Wang Yuangang  
Chief Research Engineer at Shannon Lab, Huawei Technologies in China
- \* 安宇昭先生——NDN GROUP 創辦人及行政總裁  
Mr. Andy Ann  
Founder and CEO of NDN Group



世界管理挑戰賽  
GLOBAL MANAGEMENT CHALLENGE

「世界管理挑戰賽」是一個橫跨四大洲的國際比賽，比賽以模擬管理一間企業為重心，已有超過 35 年的歷史，是英國很多工商管理碩士課程的構成部分，亦被很多英國及國際企業用作內部培訓計劃。它是一個完善和備受好評的管理培訓方法，並可測試管理人員在競爭激烈環境下的決策能力。隊伍將在設定的電腦軟件當中管理一家已上市模擬公司，以獲取最高的股票價格為目標。該比賽可測試管理人員在競爭激烈下的決策能力，是一個完善和備受好評的管理培訓方法。該項比賽至今已在超過 30 個國家舉行，包括：安哥拉、巴西、喀麥隆、加拿大、佛得角、捷克共和國、愛沙尼亞、法國、加納、希臘、香港特別行政區、印度、伊朗、科特迪瓦、肯尼亞、科威特、拉脫維亞、黎巴嫩、澳門特別行政區、墨西哥、摩洛哥、尼日利亞、中國內地、波蘭、葡萄牙、卡達、羅馬尼亞、俄羅斯、塞內加爾、斯洛伐克、西班牙、土耳其以及阿拉伯聯合大公國。

本年度澳門賽區共有 111 支隊伍參賽，其中包括 101 隊學生隊及 10 隊企業隊。他們主要來自澳門大學、澳門科技大學、旅遊學院、澳門城市大學、聖若瑟大學、理工學院；而企業隊分別來自政府、銀行等行業。

而香港區的參賽隊伍則有 126 隊，當中包括 125 隊學生隊及 1 隊企業隊。他們主要來自香港城市大學、香港中文大學、香港樹仁大學、香港科技大學、香港專上學院、香港理工大學、香港浸會大學、香港大學、香港公開大學。

「2015 年度世界管理挑戰賽國際總決賽」已於 2016 年 4 月在澳門舉行。經過兩天的激烈角逐，由俄羅斯代表隊摘得桂冠，中國及巴西分獲亞軍和季軍。



# 2016 年度報告

## Annual Report

Global Management Challenge (GMC) is a strategic management game currently playing over four continents. Teams are required to manage a stock listed company, making decisions for 5 financial quarters, aiming to achieve the highest share price. Nowadays, there are over 30 countries participating in GMC. They are: Angola, Brazil, Cameroon, Canada, Cape Verde, Czech Republic, Estonia, France, Ghana, Greece, Hong Kong SAR, India, Iran, Ivory Coast, Kenya, Kuwait, Latvia, Lebanon, Macao SAR, Mexico, Morocco, Nigeria, People's Republic of China, Poland, Portugal, Qatar, Romania, Russia, Senegal, Slovak Republic, Spain, Turkey and United Arab Emirates. The winner of the Macau region shall represent Macau to compete for the World Championship Title at the International Final, which is hosted in turns by these countries.

This year, there were 111 teams from Macau participating in this challenge, including 101 teams of students and 10 teams of executives. Most students are from University of Macau, Macau University of Science and Technology, Institute for Tourism Studies, City University of Macau, University of Saint Joseph, Macao Polytechnic Institute. Corporate participants are mostly executives in the field of government sectors or banking.

As the organizer for the Hong Kong region, we have successfully attracted 126 teams participated in the challenge. 125 teams of students and 1 team of executive and they are from City University of Hong Kong, The Chinese University of Hong Kong, Hong Kong Shue Yan University, Hong Kong University of Science and Technology, Hong Kong Community College, The Hong Kong Polytechnic University, Hong Kong Baptist University, The University of Hong Kong and The Open University of Hong Kong.

The International Final 2015 of Global Management Challenge was held in Macau in April 2016. After an intense competition of two days, Russia was crowned the World Championship, China was the First Runner-up and Brazil was the Second Runner-up.



活動名稱  
Activities

舉辦日期  
Dates

「2015 世界管理挑戰賽」國際總決賽 - 澳門  
Global Management Challenge 2015 International Final, Macao

18-20/04/2016

「2016 年澳門區世界管理挑戰賽」共收到 111 隊來自學界及工商界人士報名參加  
111 Teams registered in the Global Management Challenge 2016 (Macao)

01/09/2016

「2016 年澳門區世界管理挑戰賽」第一回合淘汰賽  
Global Management Challenge 2016 (Macau) – First Round Elimination

14/10/2016

「2016 年澳門區世界管理挑戰賽」第二回合淘汰賽  
Global Management Challenge 2016 (Macau) – Second Round Elimination

25/11/2016

「2016 年澳門區世界管理挑戰賽」地區總決賽  
Global Management Challenge 2016 (Macau) – National Final

09/01/2017



### 顧問服務 CONSULTANCY SERVICES

為使企業能面對各種挑戰及達致其營運目標，提供顧問服務是其中一項直接、低成本及高效益之方法。本會將通過深入瞭解機構現在的營運狀況及發展目標，從其專業顧問資料庫內提供最合適之顧問，為個別行業釐定工作程序守則、規範，以提供策略性改善建議及解決問題之有效方案。

In addition to the training courses, MMA also provides Consultancy Services aiming to assist organizations in solving their management problems. Based on the current business operating situation and clients' development goals, our consultancy team offers a series of well considered suggestions which may include structural reorganization, business process reengineering, refined marketing strategies and suitable staff development programs.



2016 年本會提供的顧問服務包括：  
Key consultancy services in 2016 include:

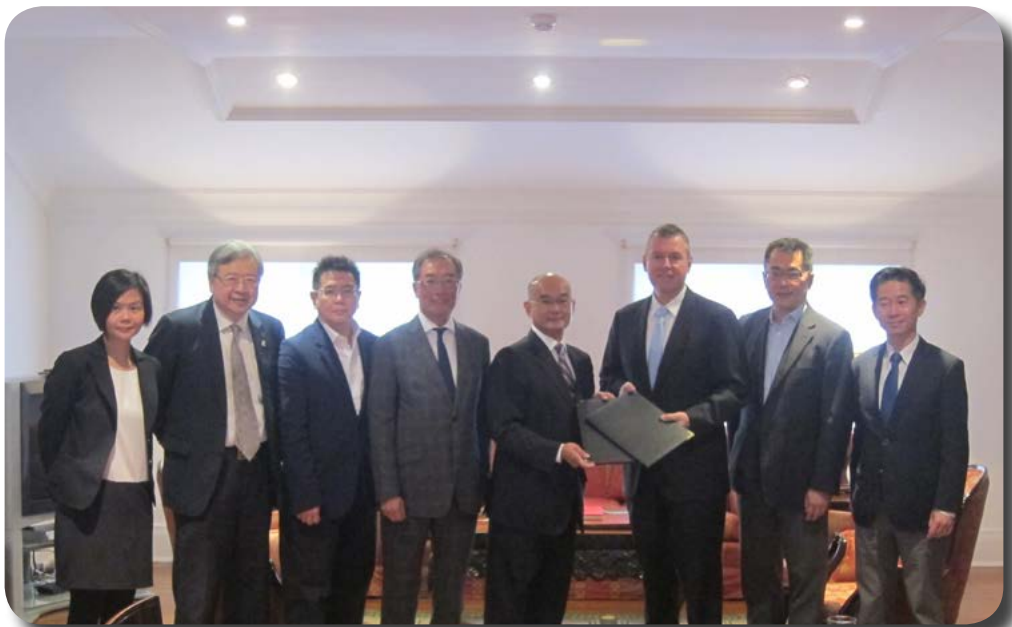
- \* 澳門市民就業流動性調查 2016  
The Survey on Labor Mobility of Macau Citizens 2016
- \* 澳門企業管理能力指標調查 2016  
The Survey on Macau Management Capability Index 2016
- \* 為澳門特別行政區政府能源發展辦公室提供公共部門及機構能源效益評估計劃 - 第二階段工作服務  
Energy Performance Evaluation for Workplaces of Public Sectors and Institutions - Second phase

本會與國際設施管理協會簽署合作協議

MMA & IFMA: SIGNING CEREMONY OF COOPERATION AGREEMENT

本會與國際設施管理協會於 2016 年 11 月 8 日假澳門陸軍俱樂部舉行設施管理“一試三證”課程合作協議簽署儀式。出席是次儀式的嘉賓包括：管協劉永誠理事長，謝思訓副理事長兼名譽秘書長，鄭堅立副理事長，管院陳炯釗院長，管協林佩玉助理秘書長，國際設施管理協會 Mr. Graham Tier 第二副主席，香港分會李寶宏主席及中國區陳詠聰總經理。未來，雙方將緊密合作、攜手在本地推廣設施管理“一試三證”課程。

MMA and International Facility Management Association (IFMA) jointly organized a Signing Ceremony of Cooperation Agreement on the program of 1E3C of Facilities Management on 8<sup>th</sup> November, 2016 in Macau Military Club. We honorably had the following guests to attend the ceremony: Mr. Tommy Lau, MMA Council Chairman, Mr. Paul Tse, MMA Council Vice Chairman & Honorary Secretary General, Mr. Cheang Kin Lap Keegan, MMA Council Vice Chairman, Dr. Oscar Chan, MIM Director, Ms. Jodie Lam, MMA Assistant Secretary General, Mr. Graham Tier, 2<sup>nd</sup> Vice President of IFMA, Mr. Samson Lee, President of IFMA HK Chapter and Mr. Tommy Chan, GM China IFMA.



### 本會與中國銀行澳門分行舉辦合作協議簽署儀式 AGREEMENT SIGNING CEREMONY BETWEEN MMA AND BOC

本會與中銀澳門於 2016 年 9 月 8 日假中銀總行大廈舉辦 "中國銀行盃——世界管理挑戰賽" 合作協議簽署儀式。世管賽於 1980 年起源於葡萄牙，是現今全球最大型的線上策略管理比賽，已吸引了來自逾 30 個國家和地區，超過 50 萬名學生及企業管理人員參加比賽。世管賽於 1996 年引入澳門並由管協主辦。出席是次儀式的嘉賓包括：本會會長崔世昌先生、理事長劉永誠先生、副理事長陳澤武先生、副理事長兼名譽秘書長謝思訓先生、副理事長兼名譽司庫莫志偉先生、副理事長馬浩賓先生、吳皆妍女士及鄭堅立先生；中國銀行澳門分行行長王少俊先生、副行長葉兆佳先生、陳曉平先生及個人金融部總監陳芬女士。是次儀式標誌著雙方在推動本澳管理學應用方面的進一步合作。

MMA and BOC (Bank of China Macau Branch) signed an Agreement on "Bank of China Trophy - Global Management Challenge" on 8<sup>th</sup> September, 2016 at Bank of China Building. As today's largest worldwide strategy and management competition, GMC was founded in Portugal in 1980 and has been played in over 30 countries and regions, attracting more than 500,000 students and executives. It was introduced to Macau in 1996 and organized

by MMA. We honorably invited the guests to witness the ceremony, they are: Mr. Chui Sai Cheong, MMA President; Mr. Tommy Lau, MMA Council Chairman; Mr. Chan Chak Mo, MMA Council Vice Chairman; Mr. Paul Tse, MMA Council Vice Chairman and Honorary Secretary General; Mr. Alex Mok, MMA Council Vice Chairman and Honorary Treasurer; Dr. Albano Martins, Ms. Catherine Ng and Mr. Cheang Kin Lap Keegan, MMA Council Vice Chairmen; Mr. Wang Shaojun, BOC General Manager; Mr. Ip Sio Kai, BOC Deputy General Manager; Mr. Chan Hio Peng, BOC Deputy General Manager; Ms. Chen Fen, Director of Banking Business Development Department of BOC. This ceremony remarks the closer cooperation between MMA and BOC on the promotion of management practices in Macau.



# 會員服務

## MANAGEMENT SERVICES





### 會籍 MEMBERSHIP

本會對於推動管理學的發展一向不遺餘力，社會各界對管理資訊的需求和重視程度亦與日俱增。2016 年度本會會籍共 391 個，人數共 541 人，各會籍數目的詳細情況見下表：

Following the increase of demand for management training in Macau, more organizations are interested in becoming MMA members over the years. In 2016, we had 391 registered members (541 individual members). Membership 2016 is listed in the following table:

類別 Categories	2016 年會籍 No. of Members of the year 2016
特邀會員 Charter Member	36 (122 人 / persons)
團體會員 Corporate Member	57 (121 人 / persons)
名譽會員 Life Member	31
個人會員 Full Member	55
普通會員 Associate Member	212
總數 Total	391 (541 人 / persons)



三十二週年會員大會及會慶晚宴  
32<sup>ND</sup> ANNUAL GENERAL MEETING & ANNIVERSARY DINNER

本會於 2016 年 6 月 15 日假星際酒店舉行三十二週年會員大會及會慶晚宴。在週年大會上，本會領導報告了過去一年的會務發展狀況及各項活動詳情。週年晚宴上，我們邀請到中央人民政府駐澳門特別行政區聯絡辦公室王新東秘書長及澳門特別行政區社會文化司司長辦公室葉炳權主任出席。席間，本會更邀請到區勝勤先生，深圳高速公路股份有限公司董事、光大證券董事、大中華金融業人員總會理事、前滙豐銀行澳門區行政總裁、前澳門銀行公會副主席及前深圳外資金融機構同業公會主席，為在場嘉賓帶來一場題為“人民幣國際化及亞洲基礎建設帶來的機遇”的管理講座。



# 2016 年度報告

## Annual Report

MMA held its 32<sup>nd</sup> Annual General Meeting and 32<sup>nd</sup> Anniversary Dinner on 15<sup>th</sup> June, 2016 at StarWorld Hotel. The meeting was commenced with all the Reports. During the dinner, we had the honor of having Mr. Ip Peng Kin, Chief of Office of the Secretary for Social Affairs and Culture of Macao SAR Government and Mr. Wang Xindong, Secretary General of the Liaison Office of the Central People's Government in the Macao SAR. Moreover, Mr. Gordon Au, Director of Shenzhen Expressway Company Limited, Director of China Everbright Securities Limited, Director of Greater China Financial Professionals Association, former CEO of HSBC Macau, former Vice Chairman of Macau Association of Banks and former Chairman of Shenzhen Foreign Banks Association, was invited to share a management talk themed "RMB Internationalization and One Belt One Road" during the event.



人力資源工作者俱樂部  
HUMAN RESOURCES PROFESSIONALS CLUB

本會屬下的人力資源工作者俱樂部由 2005 年成立至今已擁有超過 145 名會員，成員來自各個政府部門、工商社團及從事人力資源工作之人士。每年不定期舉辦人力資源交流活動及專題講座等。

Established in 2005 as a special interest club, it has recruited over 145 members who are currently HR practitioners from different government departments, public institutions and private enterprises. In 2016, the following activities were organized:

月份 Month	活動項目 Event
6 月 June	舉辦「HR 招才有辦法之『招才三部曲』」講座 HR Seminar: Skills of Talent Recruitment, Interview and Retention
10 月 October	與澳門人力資源管理協會合辦澳門人力資源管理者訪港交流團 Hong Kong HR visit co-organized with Macau Human Resources Management Association  拜訪香港太興飲食集團旗下的清新台式優閒餐廳品牌 TeaWood 及新世界集團 TeaWood Café by Tai Hing Catering Group Hong Kong and New World Development Company Limited
11 月 November	舉辦澳門人力資源管理者訪港交流團拜訪 City Super 集團及東亞銀行 A Hong Kong HR study visit to City Super Group and Bank of East Asia



# 2016 年度報告

## Annual Report

### 年青行政人員俱樂部 YOUNG MANAGERS' CLUB

本會屬下的年青行政人員俱樂部，致力推動管理學的理論與實踐，當中以不同形式的活動，培育本澳年青行政管理人員。在 2016 年度共舉辦了三項活動，詳情如下：

The Young Managers' Club (YMC) is one of the MMA special interest groups. With the mission to promote the principle and practices of management in Macau, YMC has organized several activities specially designed for the young executives members to develop their professional knowledge. In 2016, we organized the following activities:

月份 Month	活動項目 Activities
9 月 September	台灣管理交流學習團 Taiwan Study Visit
10 月 October	CEO 管理技巧分享之「人才管理成就業務提升」專題講座 Seminar of "To Interact with CEO – Human Resources Management"
12 月 December	體驗團隊力量之夜間遠足遊 Night Walk



語言俱樂部  
LANGUAGE CLUB

本會屬下的語言俱樂部成立於 2004 年，旨在營造一個舒適及無拘無束的環境，讓會員及學院學生輕鬆使用英語交談，從而推動英語的普及和應用。俱樂部每月舉行兩至三次聚會，由專業英語導師帶領，並設有不同主題以提升學員的英語會話及表達能力。2016 年俱樂部更舉辦「餐桌禮儀英語教學」，寓教於樂，讓參加者輕鬆掌握日常英語的用法。

To promote the practice of English, MMA established Language Club in 2004 as a service for free for our members. This club aims to create a platform where members can learn and practice conversational foreign languages in a relaxing environment. We have continuously invited native speakers as the host for each gathering, guiding our members to learn daily English through games, songs, discussion and debate. This year, a Table Manner English Teaching Session was organized for the members of language club.



# 2016 年度報告

## Annual Report

### 圖書館 LIBRARY

本年度圖書館繼續增加大量管理及會計類別的新書籍，並已在學生活動室位置增設了書架，擺放雜誌及書籍等，方便學生在課餘時間閱讀。最近 5 年，借書率亦不斷提升，成績理想，其中以學位課程學生借閱圖書數目較多。

未來一年，圖書館館藏會繼續逐步更新，館內資源將更易流通。由於每年都會增加館藏，故此每年 12 月會繼續進行盤點工作，註銷一定數量的舊書，並重新部署書籍位置。另外，將定期更新圖書館網頁，以便更有效地傳遞館訊，加快與圖書館使用者的聯繫與溝通。

A substantial number of books on Management and Accountancy were added to our Library. Also we have made our reading materials more accessible, in the hope of promoting a good habit of reading among our students. In the last 5 years, there is an increasing number of borrowers and the majority of them are degree program students.

In the upcoming year, we aim to bring in more variety of books and simplify the online borrowing process. A library auditing will be held in December every year, some damaged or post-dated reading materials will be relocated or donated for better use.



# 出版及學術研究

## PUBLICATION & RESEARCH





# 2016 年度報告 Annual Report

## 《澳門管理人雜誌》 Macau Manager Magazine

由本會出版的中文季刊《澳門管理人雜誌》已踏入第 17 個年頭。多年來我們秉持著創刊理念，與澳門特別行政區政府一起成長；聚焦全城熱點，為讀者帶來最新的管理資訊，並從管理學的角度探討不同的社會經濟民生問題。我們不斷追求革新，力求內容豐富多元化，以期為廣大讀者提供一本優質的管理資訊雜誌。每期雜誌的封面故事均緊貼著澳門的社會脈搏，深入探討時下話題。2016 年出版的第 65 至 68 期封面故事如下：

Published quarterly, Macau Manager Magazine has celebrated her 17th anniversary in 2016. Over the past years, we continued to strengthen ourselves in order to keep up with the development of Macau. In the years ahead, we will strive to pursue our mission - introduce the latest management information to our readers; investigate different social trends from the management point of view. We believe that Macau Manager will continue her direction to be the most informative and inspiring management magazine in Macau. In 2016, we have published a total of 4 issues including No. 65, 66, 67 and 68.



## 管理類書籍 Management Publication

《年青人入職指引—第三版》出版  
Publication of "Career Planning Guidebook – Third Edition"



聯繫

LIAISON



### 對外聯繫 LIAISON

本會積極參與國際性交流活動，期望藉此將鄰近國家和地區的最新管理資訊帶到本澳，以讓更多的管理人受惠。

We believe in learning by exchanging. MMA has been actively participated in international exchange activities, hoping to make use of each opportunity to exchange management knowledge with neighboring regions and countries.

### 出席亞洲管理專業組織聯會馬來西亞及澳洲理事會會議 AAMO COUNCIL MEETINGS IN MALAYSIA AND AUSTRALIA

2016年4月及10月，本會分別出席了亞洲管理專業組織聯會在吉隆坡及布里斯本舉行的理事會會議，參加者分別來自澳洲、香港、印度、澳門、馬來西亞、紐西蘭、菲律賓及斯里蘭卡的管理專業協會。

In April and October 2016, MMA attended two AAMO council meetings in Kuala Lumpur and Brisbane. Attendees were from Management Associations of Australia, Hong Kong, India, Macau, Malaysia, New Zealand, Philippines and Sri Lanka.



## 主辦亞洲管理挑戰賽 ASIAN MANAGEMENT GAME 2016

由本會主辦的亞洲管理挑戰賽已於 8 月結束。冠軍由澳門企業隊奪得，而印度及巴基斯坦企業隊分別獲得亞軍和季軍。參加這次賽事的國家及地區包括香港、印度、澳門、馬來西亞、尼泊爾、巴基斯坦及斯里蘭卡。

As one of the AMO activities, MMA organized the Asian Management Game which was completed in August 2016. The Champion goes to Macau corporate team, the 1<sup>st</sup> Runner-up and the 2<sup>nd</sup> Runner-up goes to India and Pakistan corporate teams respectively. The game has attracted competitors from Hong Kong, India, Macau, Malaysia, Nepal, Pakistan and Sri Lanka.



### 組織「亞太區年青管理人企業考察團」

### YOUNG MANAGERS' PROGRAM: A VISIT TO HONG KONG AND MACAU

由本會主辦，亞洲管理專業組織聯會組織之「亞太區年青管理人企業考察團」一行 24 人於 2016 年 11 月 7 日至 11 日到澳門及香港參觀學習。參觀的大型企業和機構包括凱悅酒店集團、國泰航空公司、香港貿發局及香港交易及結算所有限公司，同時更邀請到榮獲“2015 香港十大傑出青年”的林曉鋒博士分享創業的成功之道。考察團亦參加了澳門文化遺產半日遊並登上香港太平山頂一覽夜景。參加者們透過分享會及小組討論，深入了解香港企業的發展現狀及前景。各國代表均來自亞洲管理專業組織聯會的成員國，包括：澳洲、香港、印度、澳門、馬來西亞、尼泊爾、巴基斯坦及斯里蘭卡。

MMA organized a study visit for AAMO Young Managers from 7<sup>th</sup> to 11<sup>th</sup> November, 2016. The delegation was arranged to visit Hyatt Hotels Corporation (Asia-Pacific), Cathay Pacific Airways, Hong Kong Exchanges and Clearing Limited, Hong Kong Trade Development Council and Business School of The Chinese University of Hong Kong. Through this opportunity, participants have gained more understanding of the recent development and prospect of Hong Kong and the successful stories of these enterprises. Honorably, we have invited Dr. Alan Lam, one of the “Hong Kong Ten Outstanding Young Persons 2015”, to share with the participants his valuable insights and management strategies to achieve business success. Besides the delegation joined the Macau cultural tour and visited the Victoria Peak in Hong Kong. The program has attracted young managers from the NMOs of Australia, Hong Kong, India, Macau, Malaysia, Nepal, Pakistan and Sri Lanka.





香港交易及結算所有限公司代表與參加者合照留念  
Group Photo session between participants and the representative of HKEX



參加者為林曉鋒博士 (右) 致送紀念品  
Presentation of souvenir to Dr. Alan Lam(right) as a token of appreciation  
after the sharing session with participants

## 香港國際專業管理學會到訪本會 A VISIT FROM THE DELEGATION OF IIM

香港國際專業管理學會一行 22 人在會長藍鴻震博士帶領下，於 2016 年 5 月 11 日到訪本會，獲得本會的熱情接待。本會會長崔世昌先生及理事長劉永誠先生分別致歡迎辭，並介紹會務發展和未來方向，隨後由香港國際專業管理學會介紹該會發展歷史及是日到訪嘉賓，並建言未來強化兩會間合作，共同為港澳培育更多管理專才。

The delegation of International Institute of Management (IIM) visited MMA on 11<sup>th</sup> May, 2016, led by Prof. Dr. David Lan, IIM President. 22 delegates were warmly welcomed by MMA. Mr. Chui Sai Cheong, MMA President and Mr. Lau Veng Seng, MMA Council Chairman delivered the welcome speech and introduced MMA development as well as activity planning. IIM introduced its history and proposed to enhance the cooperation with MMA in the future.





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