

M M A
A N N U A L
R E P O R T
年 度 報 告



澳門管理專業協會
Macau Management Association

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會長的話



二零二零年是不平凡的一年，一場突如其來的新冠疫情，讓我們遭遇了前所未有的重大公共衛生危機，社會各界受到嚴峻的挑戰與困難，環球經濟遭受重創，市民生活受到嚴重影響。慶幸澳門特區政府和全體市民上下一心，共克時艱，引領本澳在抗疫上取得階段性勝利。然而，今年亦是珠澳合作開發橫琴的開局之年，珠澳深度合作的腳步並未因疫情而停下，相關政策措施密鑼緊鼓出台，有關建設也抓緊落實開展。特區政府配合大灣區的發展，把握新機遇以及與灣區各友好城市深化交流合作，推動各項事業穩步發展，更好地發揮澳門的城市優勢，實現兩地融合發展和共同進步。

澳門管理專業協會一直秉持創會宗旨及堅守核心價值，在本澳各階層中積極推廣現代管理學理論，提供多元化的專業管理服務及培訓課程，致力為澳門培育專業人才，以滿足社會急速發展的需要；同時，本會與特區政府及企業密切合作，提供全方位的教育支援，務求實現更高層次、更高質量的人才培育發展。

本會在過去一年仍堅守崗位，積極配合特區政府的施政方針，盡己所能為澳門儲備人才貢獻一份力量。在二零二零年，我們得到香港上海滙豐銀行有限公司（澳門分行）獨家冠名贊助，為本地企業的中層管理人員舉辦“YMC – 滙豐企管精英培訓計劃”，致力提升本地企業人員的管理技巧及思維，優化自身的領導力。值得一提的是，本會屬下的澳門管理學院亦於本年年末與美國夏威夷夏曼納德大學續辦第四屆商業管理碩士課程，為本地在職人士提供彈性學習模式及專業管理知識，加強本地競爭力以及推動高等教育可持續發展。此外，我們亦繼續與銀河娛樂集團攜手合作，推出第十屆“銀娛青少年成就計劃”，鼓勵本地青年參與社會事務，加深青年對澳門及國家發展的認識，為新一代社會棟樑營造恰如其分的學習環境。

一直以來，承蒙各政府部門、澳門基金會、各位會員、友好機構及團體的大力支持，本會各項工作得到順利開展。展望未來，我們將勇往直前，把握機遇，為澳門培育一群有理想、有本領、有擔當的社會棟樑。

崔世昌
會長

MESSAGE FROM THE PRESIDENT

The year 2020 is a difficult and extraordinary year. The COVID-19 has caused an unprecedented global health crisis. Different sectors of the community are experiencing rigorous challenges and difficulties; the global economy is being slashed and has been seriously affecting people's lives. With the concerted efforts and reliance of the Macao S.A.R. Government and the public in safeguarding public health in such unprecedented times, we are winning out over the epidemic. Yet, this year marks the first year for the development of Hengqin by the cooperation of Zhuhai and Macao. The cooperation has not stopped because of the epidemic situation. Corresponding policies and measures are being launched, and relevant construction has been carrying out as well. To keep up with the development of the Greater Bay Area, the Macao Government should seize the new opportunities and cooperate with the neighboring cities in the Greater Bay Area, to promote the steady development of various undertakings and to fully leverage the distinctive advantage of Macao, and achieve the integrated development of the two cities.

Macao Management Association (MMA) has been actively promoting modern management theory in Macao. MMA has been providing diversified professional management services and training courses, devoting to cultivate professional talents for Macao in order to satisfying the demand of the social rapid development. Meanwhile, MMA has been working closely with the government and corporates to provide comprehensive educational support, so as to achieve a higher level and quality of talent nurturing development.

In the past year, MMA has been devoting our utmost effort to cope with the Government's policy objectives

and to make contribution in talent reserve for Macao. In 2020, we have received exclusive title sponsorship from "The Hong Kong and Shanghai Banking Corporation Limited (Macao Branch)", to implement the "YMC – HSBC Management Elite Training Program" for middle management executives of enterprises, aiming to improve the management skills and mindset of local corporate personnel and optimize their leadership skills. Moreover, Macao Institute of Management (MIM), the academic arm of MMA, has jointly launched the 4th batch of Master of Business Administration Programme with Chaminade University of Honolulu, offering flexible learning mode and professional management knowledge for local employees, increasing the local competitiveness and encouraging sustainable development of tertiary education. In addition, we will continue to collaborate with Galaxy Entertainment Group in launching the 10th "GEG Youth Achievement Program" to encourage local youth to participate in civic affairs, deepen their understanding of Macao and national development, and create an appropriate learning environment for the next generation and future leaders.

We are grateful to the extensive support rendered by the government departments, Macao Foundation, our members and fellow associations which contribute to the success we have achieved today. Looking ahead, we will let nothing hold us back in seizing opportunities and cultivating the potential future leaders for Macao.

Chui Sai Cheong
President

Organizational Structure and Services

組織架構





// 澳門管理專業協會 第十八屆 (2019-2021) 會員大會、監事會 及理事會名單

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Academic
Services
教育服務

// 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、會計及設施管理課程，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 Macau Management Association (MMA). In July 2000, MIM was approved by the Macao SAR Government to be upgraded as a Higher Educational Institution. It aims to provide management, accounting and facility management programmes and to develop talents in commercial and business fields in Macao.

澳門管理學院 提供之課程 Programmes Provided by MIM

// 學位課程

DEGREE PROGRAMME

01 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 (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).

02 工商管理學士學位課程 (4年制，融合式學習)

Bachelor of Business Administration
(4 years Blended Learning)

共分以下5個專業 with 5 Professional Streams

會計學
Major in **Accountancy**

設施管理
Major in **Facility Management**

銀行與財務管理
Major in **Banking and Finance**

人力資源管理
Major in **Human Resources Management**

管理學
Major in **Management**

*澳門管理學院工商管理學士學位 (會計學專業) 課程於2019年4月榮獲特許公認會計師公會 (The Association of Chartered Certified Accountants, ACCA) 授予4年學制入學的工商管理學士會計學專業畢業生 (2019年1月1日至2023年12月31日期間畢業生) 九科免考 (此屬最高豁免科目數量)。

In April 2019, The Association of Chartered Certified Accountants (ACCA) granted exemption for students from the Bachelor of Business Administration (Accounting) programme at Macau Institute of Management. Accounting graduates (Date of graduation between January 1, 2019 and December 31, 2023) will have nine papers (the maximum number) exemption from ACCA.

// 文憑課程

DIPLOMA PROGRAMME

01 工商管理副學士文憑課程 (2年制, 融合式學習) Associate of Business Administration Diploma Programme (2 years Blended Learning)

共分以下5個專業 with 5 Professional Streams

會計

Major in Accountancy

設施管理

Major in Facility Management

銀行與財務管理

Major in Banking and Finance

人力資源管理

Major in Human Resources Management

管理學

Major in Management

02 5 個專業文憑課程 (1年制, 融合式學習) Five Professional Diploma Programme (1 year Blended Learning)

會計

Major in Accountancy

設施管理

Major in Facility Management

銀行與財務管理

Major in Banking and Finance

人力資源管理

Major in Human Resources Management

管理學

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

// 畢業生

GRADUATES

從2001年開始, 本院累計學位課程畢業生共1,863位, 2019/2020學年畢業生共93位。當中包括商業管理碩士學位課程、工商管理學士學位課程、工商管理副學士文憑課程及專業文憑課程。

Since 2001, we have accumulated a total of 1,863 graduates. For 2019/2020, we have a total of 93 graduates, including graduates from Master of Business Administration Programme, Bachelor of Business Administration Degree Programme, Associate Degree of Business Administration Diploma Programme and Professional Diploma Programme.



2019/2020 學年畢業禮暨獎學金頒發儀式

2019/2020 MIM GRADUATION & SCHOLARSHIP PRESENTATION CEREMONY

澳門管理學院2019/2020學年畢業典禮暨獎學金頒發儀式已於11月21日假澳門科學館舉行，邀請到澳門特別行政區社會文化司司長代表、時任高等教育局代局長曾冠雄先生擔任主禮嘉賓。今屆共有93位畢業生獲頒授「商業管理碩士學位課程」、「工商管理學士學位課程」、「工商管理副學士文憑課程」及「專業文憑課程」證書。畢業典禮當日亦邀請到17間獎/助學金贊助機構出席並頒發獎助學金予42位同學。

The Macau Institute of Management (MIM) 2019/2020 Graduation & Scholarship Presentation Ceremony was held at the Macao Science Center on November 21. We honorably had Mr. Chang Kun Hong, the then Interim Director of Higher Education Bureau, Representative of Secretary for Social Affairs and Culture of Macau S.A.R., to be our guest of honor. 93 graduates were awarded from Master of Business Administration Programme, Bachelor of Business Administration Degree Programme, Associate Degree of Business Administration Diploma Programme and Professional Diploma Programme. Representatives of 17 sponsoring organizations were also invited to present the scholarship to 42 students.

澳門管理學院獎 / 助學金計劃

MIM FINANCIAL AWARD SYSTEM



2020年度17個獎/助學金計劃的項目及機構包括 (按字母順序排列)
Sponsors for 2020 Financial Award System
(In alphabetical order)

- | | |
|---|---|
| #1 嘉明洋行有限公司
Agencia Comercial Carmen
(Import & Export) Lda. | #10 金山發展有限公司
Golden Crown Development Ltd. |
| #2 積臣洋行有限公司
Agencia Comercial Jackson Lda. | #11 劉豪世紀念獎學金
Lau Hou Sai Memorial Scholarship |
| #3 大西洋銀行
Banco Nacional Ultramarino, S.A. | #12 澳門基金會
Macao Foundation |
| #4 中國銀行獎學金
Bank of China Scholarship | #13 信興製衣廠有限公司
Son Hing Garment Factory Ltd. |
| #5 崔德勝紀念基金
Chui Tak Seng Foundation | #14 香港上海滙豐銀行有限公司
The Hongkong and Shanghai Banking Corporation Ltd |
| #6 大益建築置業有限公司
Cia De Construção e Investimento Predial
Tai Iec Lda. | #15 鋸高百利有限公司
The Nekoberri House Limited |
| #7 澳門電力股份有限公司
Companhia de Electricidade de Macau –
CEM, S.A. | #16 澳門新福利公共汽車有限公司
Transmac - Transportes Urbanos de Macau,
S.A.R.L. |
| #8 黃如楷建築設計有限公司
Eddie Wong & Associates Ltd. | #17 威尼斯人澳門股份有限公司
Venetian Cotai Limited |
| #9 澳門霍英東基金會
Fundação Henry Fok | |

在本澳機構的慷慨資助下，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志願繼續深造的人士，讓他們得以完成學位課程。從2001年至今共有703位成績優異的學生獲得獎學金，129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，總贊助金額超過澳門幣450萬元。

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 2001, we have already gained the support of 30 organizations to sponsor a total of MOP 4,500,000 to our Financial Award System. There are 703 students have received scholarship and 129 students have received grants.

內地與澳門 高等教育展

2020 MAINLAND CHINA AND MACAO HIGHER EDUCATION EXPO 2020

管院於10月16日至18日參加了由澳門高等教育局組織的「內地與澳門高等教育展2020」(線上展)。展覽詳細地提供了有關澳門和內地大學的信息，讓澳門的學生，尤其是即將畢業的學生，對未來的學習方向能有更清晰的思路；同時，亦對管院的課程有更深入的了解與認識。

MIM participated in the Mainland China and Macao Higher Education Exhibition 2020 organized by Higher Education Bureau. It was an online exhibition held on October 16-18. The exhibition provided information and details about university in Macao and Mainland China. Macao students, especially graduating students, would have a clearer idea to design their study plan ahead and have more understanding in MIM programmes.

校友會

MIM ALUMNI ASSOCIATION

澳門管理學院校友會於2016年正式成立，以促進管院與校友間的聯繫及加強校友間的交流為宗旨，共同推進母校的發展。第二屆會員大會、監事會及理事會於本年順利換屆，並於11月21日於管院八樓演講室舉行「第二屆理監事就職典禮」。

MIMAA (MIM Alumni Association) was established in 2016. It aims to provide a good communication channel between MIM and its alumni so to build a well-knit network among MIM alumni, and to contribute to future development of their alma mater. The Inauguration Ceremony of the 2nd Board of Directors was held at MIM Seminar Room on November 21.

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。

MIM Student Union was established in 2002. It aims 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. Most of the members are working adults. Although they have to take care of their jobs, families and studies, they are still very keen on organizing and attending events and activities.



專業課題工作坊

THEMATIC WORKSHOPS

為讓管理人獲取更多更新的管理專業知識及技能，澳門管理學院提供各專業課題的工作坊，參加者主要來自本澳多間公私營機構，本年參與人數共161人。

With the aim to introduce updated management knowledge and skills to local managers, MIM organized various thematic workshops with different topics. A total of 161 participants from public and private organizations attended our workshops.

課題名稱
Topics



*以上活動均由澳門基金會資助。
The activities above were sponsored by Macao Foundation.

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課程，為行政管理人員提供獲取專業資格或專業知識的機會，提升其競爭力和工作效益。同時，管院亦提供各類博雅班，以推動澳門市民終身學習的風氣。

In response to the training needs of different professions, MIM organized professional programs with an aim to advance the skills and knowledge of all participants. Meanwhile, a variety of leisure courses were provided to encourage lifelong learning and enhance quality of life for Macao citizens.

「澳門註冊會計師 / 專業會計人員」課程
Courses for Macao CPA Public Examination

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

公共行政課程
Public Administration Courses

- #1 中文公文寫作課程
Chinese Official Document Writing
- #2 公共關係實務
Public Relations Practices
- #3 合同法實務課程
Contract Law Practice

商業和管理課程
Business Administration Courses

- #1 專業秘書暨行政人員實務
Office Practices for Professional Secretary and Administrative Assistant
- #2 商務禮儀及專業形象塑造
Business Etiquette and Professional Image Building

- #3 活動司儀技巧
Master of Ceremony Skills
- #4 股票投資技巧
Stock Investment Skills
- #5 退休策劃DIY
Retirement Planning

博雅課程
Leisure Courses

- #1 葡萄酒知識及品酒技巧基礎課程
Basic Wine Knowledge and Wine Tasting
- #2 葡萄酒品研—加強酒及烈酒篇
Wine tasting - Liquor and Mixed Drinks
- #3 中醫之穴位按摩
Acupoint Massage of Chinese Medicine

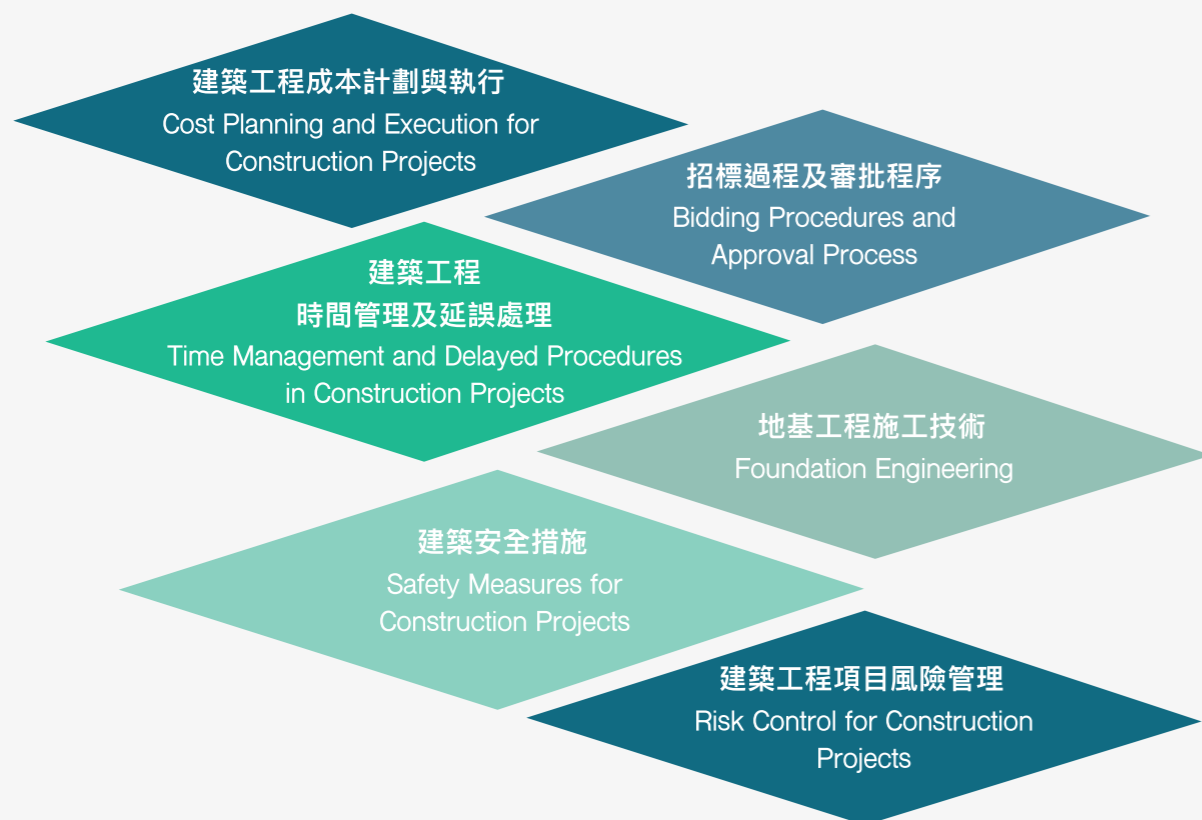
為建築師及工程師而設的持續進修計劃培訓

CONTINUOUS PROFESSIONAL DEVELOPMENT (CPD) WORKSHOPS FOR ARCHITECTS AND ENGINEERS

為協助本澳註冊的建築師及工程師在提升專業知識和技術水平的同時而又能獲得相應規定的持續進修認可時數，管院特別邀請資深的業界導師舉辦了下列不同主題的工作坊：

In order to upgrade the professional knowledge and skills of Macao registered architects and engineers as well as obtaining the required CPD training hours, MIM invited experienced speakers to deliver the following workshops:

工作坊主題 Topics



與本澳業界合辦培訓課程

TRAINING PROGRAMS CO-ORGANIZED WITH DIFFERENT ENTITIES

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

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

01 與澳門餐飲業聯合商會合辦「2020年度澳門餐飲業在職培訓計劃」

“Food and Beverage (FNB) Training Program 2020” Jointly Organized with the United Association of Food and Beverage Merchants of Macao (UAFBMM)

管院連續20年在旅遊局的資助下，與澳門餐飲業聯合商會合作舉辦不同類型的培訓課程，從而提升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及餐飲業專題講座。本年度受惠從業員達284人。

Supported by the funding of Macao Government Tourism Office, MIM, together with UAFBMM, organized the 20th intake of FNB training program to the local workforce. The training program included various courses and thematic seminars in order to enhance the knowledge and upgrade the service quality of the participants. A total of 284 participants benefited from the program.

餐飲場所環境衛生及細菌處理
Hygiene and Virus Control in
Dining Establishments

疫境下如何利用網絡增加銷售
How to Use Internet to Increase
Sales Under the Epidemic

中醫四季養生保健食療認識
The Knowledge of Healthy Diet Using
Traditional Chinese Medicine

餐飲業服務英語初階
Basic English for Food
and Beverages

餐飲業服務英語進階
Advanced English for Food
and Beverages

食肆工作間危機衝突管理
Crisis Management in Food
and Beverages Workplace

疫境智慧 –
「壓力及情緒管理」講座
Seminar: Stress and Emotional
Management Under the Epidemic

「澳門半世紀茶事的狀況及前瞻」講座
Seminar: The Situation and Prospects of
the Tea Industry in Macao



02 與銀河娛樂集團合辦「銀娛青少年成就計劃2019-2020」 “GEG Youth Achievement Program 2019-2020” Co-Organized with Galaxy Entertainment Group

「銀娛青少年成就計劃」由澳門管理專業協會及銀河娛樂集團合辦，自2011年至今已舉辦至第九屆，本屆共吸引超過400名18-29歲澳門青少年參與。此計劃秉承「自我認識」、「關懷社會」、「事業發展」三大理念。第九屆成就計劃以線上線下相結合的學習方式，通過網上平台舉辦多個講座及工作坊，讓澳門青少年防疫期間也能不受空間限制參與活動，助其認識自我，邁向事業目標，從而「超越自我，成就非凡」。在第九屆頒獎禮及第十屆開幕禮上，管協及銀娛簽署了未來3年的合作協議，承諾繼續攜手推動人才發展。作為重要的里程碑，第10屆成就計劃將在既往的基礎上，推出更多元化的項目。

The “GEG Youth Achievement Program” is jointly organized by Macau Management Association and Galaxy Entertainment Group since 2011. The program has come to the 9th batch and attracted over 400 local youth between the ages of 18 to 29. The program is centered on three key elements: “Self Awareness”, “Community Care” and “Career Development”. The program has organized numerous webinars, online competitions and activities for participants to realize their potentials and develop their career path. During the 9th YAP Award Presentation and 10th Launching Ceremony, MMA and GEG fortify their commitment to talent cultivation by signing a three-year cooperation agreement. As an important milestone, the 10th YAP will build on the success of the past programs and introduce more diversified activities.

活動及實地考察 Activities and Field Trips

- #1 認識自我: 九型人格性格透視工作坊
Workshop: Enneagram
- #2 團隊建設活動系列: 遊繩下降及飛索
Team Building: Top Rope Climbing and Zipline
- #3 認識自我: 發掘自我潛能性格工作坊
Workshop: Exploring Your Potentials
- #4 網上活動 I: 「齊心抗疫」打卡大賽
Online Mini Program: Fighting the COVID-19 Together
- #5 網上活動 II: 「自我認識」學習平臺
Online Workshop: Self Awareness
- #6 網上活動 III: 「大灣區我最識」
打卡大賽
Online Mini Program: Get to Know Greater Bay Area
- #7 YAP網上學習: 「人際關係與溝通」工作坊
Online Workshop: Interpersonal Communication Skills
- #8 YAP網上學習: 「逆境智慧系列」線上講座
Webinar: Wisdom in the Age of the Coronavirus Pandemic
- #9 「我與YAP的那些年」尋找回憶碎片活動
Call for Memories: My Days with YAP
- #10 YAP線上小課堂: 時間管理與人生規劃
Online Workshop: Time Management and Life Planning
- #11 YAP線上小課堂: 人際關係與溝通技巧
Online Workshop: Interpersonal Communication Skills
- #12 「從職業到專業」GEG x YAP 職場故事與生涯規劃分享會
GEG x YAP Online Career Talk: Career and Professional Development
- #13 澳航機組人員「抗疫·追夢」分享會
Air Macau Local Crew Sharing Session on COVID-19 Efforts & Dream-Chasing
- #14 實地考察: 銀河娛樂探秘之旅
Field Trip: A Journey to Galaxy Entertainment Group
- #15 實地考察: YAP齊出發, 認識澳門企業
Field Trip: Getting to Know the Enterprises in Macao
- #16 終極任務簡介及聯歡聚餐
Final Project Briefing and Gathering Lunch
- #17 終極任務比賽
Final Project Competition



03 與澳門特別行政區政府 勞工事務局合辦設施管 理師考證課程

“Facility Management Vocational Qualification Program” Jointly Organized with the Labour Affairs Bureau of Macao SAR Government

本會持續與澳門特別行政區政府勞工事務局合辦設施管理師考證課程，本年度開辦“設施管理師（高級）考證課程”及“設施管理師（技師）考證課程”，課程合共114名學員參與，內容涵蓋設施管理導論、設施的營運與維護、科技等，學員可藉課程有系統地掌握設施管理範疇的專業知識。

MMA has continuously offer the Facility Management training and certificate program which jointly organized with The Labour Affairs Bureau of Macao SAR Government to the local workforce. In 2020, the Facility Management Vocational Qualification Course (Level III) and Facility Management Vocational Qualification Course (Level II) had been launched with a total of 114 enrollments. The program aims to provide students with a foundation of theoretical knowledge necessary for application in real practice of facility management industry.

課程名稱 Topics

設施管理師（高級）
考證課程（共2班）
Facility Management Vocational Qualification
Program (Level III) (2 classes)

設施管理師（技師）
考證課程（共2班）
Facility Management Vocational Qualification
Program (Level II) (2 classes)

// 企業內部培訓課程 IN-HOUSE TRAINING PROGRAMS

管院亦致力為澳門各大公私營機構籌辦內部培訓，以切合各機構的實際工作需要。本年度為9個機構提供31個課程，合共44班。

The in-house training programs are customized to cope with the needs of different public or private organizations and their employees. This year, MIM provided a total of 31 programs for 9 organizations with a total of 44 classes.

市政署 IAM

- ▶ 電郵書寫技巧課程
Email Writing Skills
- ▶ 逆境智商
Adversity Quotient (AQ)
- ▶ 使命感成就卓越團隊
Achieving An Excellent Team
- ▶ 澳門特區的現況與發展
The Situation and Prospects of Macao SAR
- ▶ 設施與維修管理課程
Facilities and Maintenance Management
- ▶ 工序革新
Process Innovation
- ▶ 人際溝通與衝突管理技巧
Interpersonal Communication and Conflict Management
- ▶ 危機應變行動計劃統籌及協調
Crisis Response Action Plan and Coordination
- ▶ 社交技巧與禮儀
Social Skills and Etiquette
- ▶ 工作教授與授權
Coaching and Delegation in Workplace
- ▶ 外判管理
Outsourcing Management
- ▶ 團隊建立與溝通工作坊
Team Building and Communication

行政公職局 SAFP

- 英語會話課程–公眾接待
English Conversation for Reception
- 人際關係與溝通技巧課程
Interpersonal Relationship and Communication Skills
- 策略與創意思維課程
Strategy and Creative Thinking
- 績效管理入門
Introduction to Performance Management
- 公務人員的素質與形象
Quality and Image of Public Servants
- 人力資源管理及規劃課程
Human Resource Management and Professional Development Planning
- 英文電郵書寫技巧課程
English Email Writing Skills

澳門懲教管理局 MCSB

- 社交技巧與禮儀
Social Skills and Etiquette
- 危機管理
Crisis Management
- 項目管理
Project Management

大西洋銀行 BNU

- 如何應對刁難客戶
Handling Challenging Customers

澳門大學 University of Macau

- 財務管理的概念及實務
Concept and Practice of Financial Management

澳門工會聯合總會 Federação das Associações dos Operários de Macau

- 正向心態及團隊凝聚力培訓講座
Positive Thinking and Team Cohesion Training

澳門自來水有限公司 The Macao Water Supply Company Ltd.

- 前線人員顧客服務工作坊
Customer Services for Frontline

澳門電力股份有限公司 CEM

- 英文語言能力評估
English Assessment Test
- 中文語言能力評估
Chinese Assessment Test

澳門中華學生聯合總會 General Association of Chinese Students of Macao

- 大數據應用基礎課程
Big Data in Applications
- 傳媒應對技巧工作坊 (員工)
Media Handling Strategies (For Staff)
- 傳媒應對技巧工作坊 (學生)
Media Handling Strategies (For Students)

澳門管理學院與五邑大學合作 開辦設施管理專業模組

MIM AND WUYI UNIVERSITY JOINTLY LAUNCH A FACILITY MANAGEMENT PROFESSIONAL MODULE AT WUYI UNIVERSITY

為充分整合雙方教育資源，管院把已成熟的設施管理專業引入江門五邑大學，為粵港澳大灣區培養兼具理論和實務技能，同時具有國際認證的設施管理專業人才，為大灣區教育發展與合作開闢新路徑。於2020年，第一及第二屆學生共100名，分別已完成三門學科；而第三屆學生有50名亦已開課。

With the aim to fully integrate the educational resources of both parties, MIM introduced its mature Facility Management Specialty to Jiangmen Wuyi University in order to cultivate Facility Management talents, opening up a new path for educational development and cooperation in the Greater Bay Area. The 1st & 2nd batches with a total number of 100 students had completed three modules respectively, and the 3rd batch had commenced the first module in 2020.

澳門管理學院與澳門金融學會 簽署金融人才培養合作協議

THE SIGNING CEREMONY OF THE TRAINING OF FINANCE TALENTS BETWEEN MACAU INSTITUTE OF MANAGEMENT AND MACAU INSTITUTE OF FINANCIAL SERVICES

管院與澳門金融學會於9月7日在澳門簽署關於金融人才培養的合作協議，由時任管院院長鄭慶雲博士及澳門金融學會管理委員會主席黃善文先生簽署合作協議。雙方建立合作夥伴關係，為培養澳門金融人才作出貢獻。

Macau Institute of Financial Services and MIM had signed a collaboration agreement on September 7 in Macao. The agreement was signed by Mr. Vong Sin Man of Macau Institute of Financial Services (IFS) and Dr. Cheng Hing Wan, the then President of MIM. MIM and IFS build-up the corporation aiming to make contribution in cultivating financial talents in Macao.

管協與管院赴深圳參與第三屆 S100 全球企業行政峰會

MMA AND MIM PARTICIPATED IN THE 3RD S100 GLOBAL ENTERPRISE ADMINISTRATION SUMMIT IN SHENZHEN

管協林佩玉助理秘書長、管院唐繼宗院長、鄭慶雲時任院長以及課程及顧問服務部陸美紅項目經理一行四人於9月24日赴深圳參與第三屆S100全球企業行政峰會。

峰會期間，多位講者就「行政服務的創新變革之路」、「企業組織的創新管理」、「員工體驗服務設計」等主題進行分享，其中鄭慶雲博士以「設施管理人才培養與企業願景」為題，向在場參與者分享其專業觀點。

是次峰會以「知機識變，破浪前行」為主題，重新定義未來辦公的起點，加速科技變革與發展趨勢，推動行政行業發展與創新。

Ms. Jodie Lam, Assistant Secretary General of MMA, Dr. Samuel Tong, President of MIM, Dr. Cheng Hing Wan, the then President of MIM and Ms. Rain Lok, Project Manager of Programme & Consultancy Division participated in the 3rd S100 Global Enterprise Administration Summit in Shenzhen on September 24.

Many topics were shared during the summit, such as “Innovation and Reform of Administrative Services”, “Innovative Management of Enterprise Organizations”, “Employee Experience Service Design”. Dr. Cheng shared his professional opinions about “Cultivating Talents of Facility Management and Enterprise Prospect” to the participants in the summit.

The topic of the 3rd S100 Summit was “Grab the Chance of Getting Better”. It was aimed at redefining the starting point of office work in the future, focusing on profession development and trends, and promoting the development and innovation of the administrative industry.



澳門管協及管院管理層一行拜訪高等教育局

MMA AND MIM MANAGEMENT VISITED THE HIGHER EDUCATION BUREAU



澳門管理專業協會理事長劉永誠先生於12月18日率領管院管理層一行拜訪澳門高等教育局，同行參與會面的人員還包括澳門管理學院校董會副主席莫志偉先生及澳門管理學院院長唐繼宗博士，受時任高教局代局長曾冠雄先生的熱情接待，雙方就本澳高等教育的未來發展方向進行交流分享。

是次會面雙方就育才引才及產學研工作進行深度交流，學院未來亦會配合政府人才培養及經濟發展的目標展開不同的教育工作，為澳門特區培育更多優秀人才。

A delegation from Macau Management Association (MMA) and the Macau Institute of Management (MIM), led by Mr. Lau Veng Seng, Council Chairman of MMA, visited the Higher Education Bureau of Macao S.A.R. on December 18. Other attendance included Mr. Alex Mok, Vice-President of MIM Board of Directors and Dr. Tong Kai Chung, President of MIM. Mr. Chang Kun Hong, the then Interim Director of Higher Education Bureau expressed his warm welcome to the visiting delegation from MMA & MIM.

During the visit, both parties had in-depth exchanges of works on cultivating, introducing talents and industry-university-institute. In the future, MIM will also carry out various education tasks to coordinate with the Government's goals of talent cultivation and economic development, so as to cultivate more outstanding talents for Macao.

管理服務

Management Services

// 專題講座 THEMATIC SEMINARS

為推動管理學實踐及應用，由澳門基金會及澳門特別行政區政府旅遊局資助，澳門管理專業協會於2020年舉辦了多個不同專題的大型研討會及講座，包括：

Sponsored by Macao Foundation and Macao Government Tourism Office, MMA organized a number of seminars and talks in 2020 to disseminate the most updated management knowledge:

週年管理研討會
2020 – 「粵澳深度合作之大疫情下的企業管理」

Annual Management Conference 2020:
“Intensive Cooperation Between Guangdong - Macao: Business Management Amidst the Pandemic”

「人脈資產
管理」網上講座
Webinar: Personal
Connections Management

「工作行為管理之
『問你、問佢、問自己』」
講座

Seminar: Managing Work
Behavior

「開創直播營銷
— 電商裂變時代」講座
Seminar: E-marketing on
Social Media

「經濟週期下行
的資產部署」講座

Seminar: Economic Fluctuations in
Asset Management

「大疫情下的
設施管理」講座

Seminar: Facility Management
Under Pandemic Situation

「疫境智慧 – 壓力及
情緒管理」餐飲業專題講座
F&B Seminar: Stress and
Emotional Management
Under the Epidemic

「澳門半世紀
茶事的狀況及前瞻」
餐飲業專題講座

F&B Seminar: The Situation
and Prospects of the Tea
Industry in Macao





// 週年管理 研討會2020

ANNUAL MANAGEMENT CONFERENCE 2020

由本會及管院合辦、澳門基金會資助的「週年管理研討會2020 – 粵澳深度合作之大疫情下的企業管理」於10月30日假澳門旅遊塔會展娛樂中心舉行。出席的嘉賓分別有經濟財政司司長代表、勞工事務局局長黃志雄先生、中央人民政府駐澳門特別行政區聯絡辦公室經濟部副部長級助理張建華女士、中央人民政府外交部駐澳門特別行政區特派員公署政研室副主任蔣瀟帆女士、本會會長崔世昌先生、理事長劉永誠先生、副會長梁華權先生、鄧君明先生、副理事長莫志偉先生、鄭堅立先生等。我們有幸邀請到德勤中國主管關可穎女士、阿里雲智能澳門總經理何遠標先生及管院院長唐繼宗博士擔任講者嘉賓，並對粵澳深度合作議題作出深入的探討及交流。研討會當天吸引了過百名來自不同企業的管理人士參加。

Co-organized by MMA and MIM, the Annual Management Conference 2020 was held on October 30 at Macau Tower Convention & Entertainment Centre, theming “Intensive Cooperation Between Guangdong – Macao: Business Management Amidst the Pandemic”, which was sponsored by Macao Foundation. In attendance were Mr. Wong Chi Hong, Director of Macao Labour Affairs Bureau, representative of Mr. Lei Wai Nong, Secretary of Economy and Finance of the Macao S.A.R.; Ms. Zhang Jian Hua, Deputy Director-General of the Economic Affairs Department of the Liaison Office of the Central People’s Government in the Macao S.A.R.; Ms. Jiang Xiao Fan, Deputy Director of the Policy Research Department of the Commissioner’s Office of the Ministry of Foreign Affairs of the People’s Republic

of China in the Macao S.A.R; Mr. Chui Sai Cheong, President of MMA; Mr. Lau Veng Seng, Council Chairman of MMA; Mr. Bernie Leong and Mr. Jose Tang, Vice-Presidents of MMA; Mr. Alex Mok and Mr. Keegan Cheang, Council Vice-Chairmen of MMA, etc. Ms. Cally Kuan, Principal of Deloitte China, Mr. Thomas Ho, General Manager of Alibaba Cloud Intelligence International Macau and Dr. Tong Kai Chung, President of MIM were invited to discuss and exchange their ideas of intensive cooperation between Guangdong – Macao. Over a hundred of participants from various industries such as banking, finance, hospitality, government departments and public services attended the conference.

傑出講者嘉賓 Prominent Guest Speakers

▶ 關可穎女士
德勤中國主管
Ms. Cally Kuan
Principal of Deloitte China

▶ 何遠標先生
阿里雲智能澳門總經理
Mr. Thomas Ho
General Manager of
Alibaba Cloud Intelligence
International Macau

▶ 唐繼宗博士
澳門管理學院院長
Dr. Tong Kai Chung
President of
Macau Institute of
Management



// 世界管理挑戰賽

GLOBAL MANAGEMENT CHALLENGE

「世界管理挑戰賽」於1980年起源於歐洲，是一項全球性的線上策略性管理比賽，並為一年一度的國際賽事。這項世界性比賽旨在於全球範圍內提高現代化企業管理水準及促進各國企業管理技術的規範化。隊伍將在設定的電腦軟件當中管理一家已上市模擬公司，以獲取最佳投資表現為目標。國際上有不少院校已將其作為培養工商管理碩士的教材，許多大型企業亦將其作為選拔、培訓、考核和評估企業管理人員的重要工具。

Started in Europe in 1980, Global Management Challenge (GMC) is today's largest worldwide on-line strategy and management annual competition. GMC aims to improve modern corporate management standards, promote normalization and standardization of corporate management techniques across countries. Teams are required to manage a stock listed company, making decisions for 5 financial quarters, aiming to achieve the best investment performance. Many education institutions have used this competition as a teaching tool in foster Master of Business Administration, and many large corporations also use it as an important tool for selecting, training, assessing and evaluating corporate managers.



該項比賽至今全球已有超過三十五個國家和地區參賽，包括：

Nowadays, there are over 35 countries/regions participating in GMC. They are including

▶ 歐洲 EUROPE

捷克共和國、愛沙尼亞、希臘、意大利、拉脫維亞、立陶宛、波蘭、葡萄牙、羅馬尼亞、俄羅斯、斯洛伐克、西班牙
Czech Republic, Estonia, Greece, Italy, Latvia, Lithuania, Poland, Portugal, Romania, Russia, Slovak Republic, Spain



▶ 大洋洲 OCEANIA

澳洲、新西蘭
Australia, New Zealand



▶ 美洲 AMERICA

巴西、厄瓜多爾、墨西哥、巴拿馬
Brazil, Ecuador, Mexico, Panama



▶ 非洲 AFRICA

安哥拉、貝南、喀麥隆、科特迪瓦、肯雅、莫桑比克、尼日利亞、塞內加爾、多哥
Angola, Benin, Cameroon, Ivory Coast, Kenya, Mozambique, Nigeria, Senegal, Togo



▶ 亞洲 ASIA

印度、澳門特別行政區、中國、新加坡
India, Macao S.A.R., People's Republic of China, Singapore



▶ 中東 MIDDLE EAST

科威特、卡塔爾、沙特阿拉伯、阿拉伯聯合酋長國
Kuwait, Qatar, Saudi Arabia, United Arab Emirates



本年度澳門區共有128隊參賽隊伍，當中包括120隊學生隊及8隊混合隊及企業隊。他們主要來自澳門大學、澳門科技大學、澳門旅遊學院、澳門城市大學、澳門理工學院、中國銀行澳門分行、澳門商業銀行、大西洋銀行、澳門萬龍酒店等。

There were total of 128 teams participated in this year's competition, with 120 student teams and 8 corporate and mixed teams. They are mostly from University of Macau, Macau University of Science and Technology, Macao Institute for Tourism Studies, City University of Macau, Macao Polytechnic Institute, Bank of China (Macau Branch), Banco Comercial de Macau, Banco Nacional Ultramarino, Macau Million Dragon Hotel, etc.



受新型冠狀肺炎疫情影響，國際組委會決定取消原定於2020年5月於葡萄牙舉行的「2019年度世界管理挑戰賽國際總決賽」。

The International Final of Global Management Challenge 2019 which was initially scheduled to be held in Portugal in May 2020, was being cancelled by the International Organizing Committee due to the outbreak of the COVID-19 pandemic.



9/10/2020

「2020年澳門區世界管理挑戰賽」共收到128隊來自學界及工商界人士報名參加
128 teams registered in the Global Management Challenge 2020 (Macao)

16/10/2020

「2020年澳門區世界管理挑戰賽」第一回合淘汰賽
Global Management Challenge 2020 (Macao) – First Round Elimination

27/11/2020

「2020年澳門區世界管理挑戰賽」第二回合淘汰賽
Global Management Challenge 2020 (Macao) – Second Round Elimination

18/01/2021

「2020年世界管理挑戰賽」澳門區總決賽
Global Management Challenge 2020 – Macao Regional Final

20/01/2021

「2020年世界管理挑戰賽」澳門區總決賽頒獎晚宴
Global Management Challenge Regional Final Prize Presentation Dinner 2020

特別鳴謝是次澳門區賽事贊助商：
SPECIAL THANKS TO THE FOLLOWING SPONSORS OF GMC MACAO REGION:

冠名贊助



贊助機構



協辦機構



官方指定流動媒體



// 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，使用顧問服務是其中一項直接、低成本及高效益之方法。有見及此，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 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 operational guidelines and industry good practices, business process reengineering, refined marketing strategies and suitable staff development programs.

本年度本會提供的顧問服務包括 Key Consultancy Services in 2020 Include



▶ 2020年澳門企業管理能力指標調查 (由澳門基金會資助)

Survey on Macao Management Capability Index 2020 (Sponsored by Macao Foundation)

▶ 為澳門特別行政區政府能源業發展辦公室提供公共部門及機構能源效益評估計劃 – 第六階段工作服務

Energy Performance Evaluation for Workplace of Public Sectors and Institutions – Sixth Phase

▶ 為澳門特別行政區教育暨青年局提供優化私立學校財政資助監察機制

The Supervisory Mechanism for Improvement of Private Schools Financial Funding by Macao SAR Government



Membership Services

會員服務



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。2020年度本會會籍共430個，人數共550人。

Following the increasing demand of management training in Macao, more organizations are interested in becoming MMA members over the years. In 2020, we had 430 registered members (550 individuals).

各會籍數目詳情如下 Statistics of Membership 2020 is Listed Below

特邀會員
Charter Member
35
(106人/persons)

團體會員
Corporate Member
51
(100人/persons)

名譽會員
Life Member
29

個人會員
Full Member
69

總數
TOTAL



普通會員
Associate Member
246

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

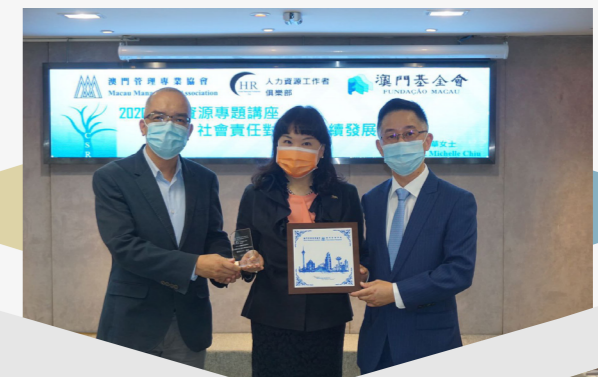
本會屬下的人力資源工作者俱樂部由2005年成立至今已擁有近200名會員，成員來自各個政府部門、工商社團及從事人力資源工作之人士。每年不定期舉辦人力資源交流活動及專題講座等。2020年度俱樂部舉辦之活動包括：

Established by MMA in 2005, HR Professionals Club has recruited nearly 200 members who are currently HR practitioners from different government departments, public institutions and private enterprises. In 2020, the following activities were organized:

**10月
October** 專題講座：
「社會責任對企業永續發展的助益」
HR Seminar: Importance of Corporate Social Responsibility for Corporate Sustainability Development

**11月
November** 專題分享會：
「疫情下的人力資源管理」
HR Sharing Session: Human Resources Management Under Pandemic Situation

*以上活動均由澳門基金會資助。
The activities above were sponsored by Macao Foundation.



// 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成立於1996年，是以在本澳年青行政人員中推動管理學的理論及應用為宗旨，同時為年青會員提供相互交流的平台，助其擴展專業知識並提升專業技能。2020年共舉辦了三項活動，詳情如下：

The Young Managers' Club (YMC) is one of the MMA special interest groups established in 1996. The club promotes the principle and practices of management in Macao. YMC has been organizing different activities specially designed for the young executive members to develop their professional knowledge. In 2020, we had organized the following activities:

1月 - 8月
January - August

滙豐企管精英培訓計劃
YMC - HSBC Management Elite Training Program

6月
June

專題分享會：雲時代下的宅經濟
(由澳門基金會資助)
Sharing Session: Stay-at-Home Economy in the Cloud Era
(sponsored by Macao Foundation)

7月
July

調酒與品酒禮儀工作坊
(由澳門基金會資助)
Shake & Taste Social Etiquette Workshop (sponsored by Macao Foundation)



// 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。俱樂部不定期舉行聚會，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。2020年舉辦了以下活動：

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 for members to enhance language ability through gatherings and by encouraging members to listen and speak in foreign languages in a relaxing environment. We had invited a native English-speaking tutor as the host of the short-term English courses, guiding our members to learn daily English through games, discussion and debate. In 2020, we had organized the following activities:



6月 - 9月
June - September

短期英語課程
Short-Term English Courses

8月
August

英語體驗學習之咖啡拉花工作坊
English Learning Experience - Latte Art Workshop

*以上活動均由澳門基金會資助。
The activities above were sponsored by Macao Foundation.

// 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。近年，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 recent 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 December every year, some damaged or post-dated reading materials will be relocated or donated for better use.



Publication

出版刊物



《澳門 管理人雜誌》

MACAU MANAGER
MAGAZINE

由本會出版、澳門基金會資助的中文季刊《澳門管理人雜誌》已踏入第21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，每期雜誌的內容均緊貼澳門的社會動態，深入探討時下話題，為廣大讀者提供一本優質的管理資訊雜誌。在2020年，我們出版了第81至84期：

Sponsored by Macao Foundation, published quarterly, Macau Manager Magazine has celebrated her 21st Anniversary in 2020. Over the past years, we continued to strengthen ourselves in order to keep up with the development of Macao. 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 Macao. In 2020, we have published a total of 4 issues including No. 81, 82, 83 and 84.



Liaison

聯 繫

// 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 countries and regions.



// 參與亞洲管理專業組織

聯會理事會會議

AAMO COUNCIL MEETINGS

AAMO ASIAN ASSOCIATION OF MANAGEMENT ORGANISATIONS

本會分別於3月及10月參與了亞洲管理專業組織聯會（AAMO）於線上舉行的理事會會議，與會成員分別來自澳洲、香港、印度、澳門、馬來西亞、尼泊爾、紐西蘭、巴基斯坦、菲律賓、韓國及斯里蘭卡的管理專業組織。

MMA attended two Council Meetings of Asian Association of Management Organisations (AAMO) in March and October online via Zoom. Attendees were from Management Associations of Australia, Hong Kong, India, Macao, Malaysia, Nepal, New Zealand, Pakistan, Philippines, Korea and Sri Lanka.



// 主辦亞洲管理挑戰賽

ASIAN MANAGEMENT GAME 2020

由本會主辦、澳門基金會資助的亞洲管理挑戰賽已於8月結束。冠軍由印度企業隊奪得，而澳門學生隊及巴基斯坦企業隊分別獲得第2和第3名。參加是次賽事的國家及地區包括香港、印度、澳門、馬來西亞、巴基斯坦及斯里蘭卡。

Sponsored by Macao Foundation, MMA had organized the Asian Management Game as one of the AAMO activities which was completed in August. The Champion went to India corporate team, the 1st Runner-up and the 2nd Runner-up went to Macao student team and Pakistan corporate team respectively. The game had attracted competitors from Hong Kong, India, Macao, Malaysia, Pakistan and Sri Lanka.

“Better
MANAGEMENT
for better future”

卓越管理 締造未來



澳門管理專業協會
Macau Management Association

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