

# 會長的話

## MESSAGE FROM THE PRESIDENT



二零一五年是澳門特區迎難而上的一年：社會經濟由高速增長向平穩增長過渡，已步入經濟深度調整的“新常态”。這一轉變將為澳門提供新機遇和新動力，推動澳門經濟向多元化發展，促進產業結構的平衡，對實現經濟的可持續健康發展有所助益。與這一社會轉型齊頭並進的是各行各業對人才需求的日益殷切。為此，這一年裡，特區政府繼續落實人才培養的短、中、長期政策和措施，大力培養各類精英人才、專業技術人才和多元化應用人才，為居民提供持續發展和向上流動的機會。

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。

在過去的一年，隨著本會第十六屆理監事成員順利誕生，新成員的加入為本會注入了新鮮的活力。同時，我們在多年累積的基礎上繼續深化、拓展各類管理及教育服務，持續推出管理專題講座、工作坊、學位課程、專業證書課程、培訓服務及顧問服務等，以配合社會各階層人士自我提升的需求；尤其值得一提的是，2015年本會大力推進與社會各界的緊密合作，其中，本會與廣東省合作開發的設施管理一試兩證課程已順利開展，一試三證課程亦進入了緊鑼密鼓的籌備階段；另外，本會更與香港銀行學會簽署了《香港銀行學會會士》課程合作協議，務求為港澳兩地培育更多的銀行業專才；此外，本會更再次與銀河娛樂集團攜手合作，推出第五期“銀娛青少年成就計劃”，致力提升本地年青人的管理技能和國際視野。

過去一年，承蒙政府部門、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，齊心推動澳門於挑戰中緊抓機遇、大步向前。

崔世昌  
會長

The year 2015 can be concluded as a year of adoption and transition while the economy of Macau is adjusting to the “New Normal”, which entails the adjustment towards a slower and more stable pace in economic growth. In the meanwhile, companies are seeking qualified candidates to fill a wide variety of positions. In the past year, Macau SAR Government has been working out relevant measures and policies of talents cultivation in the short, medium and long terms, encouraging local people to pursuit the lifelong learning and upward mobility.

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.

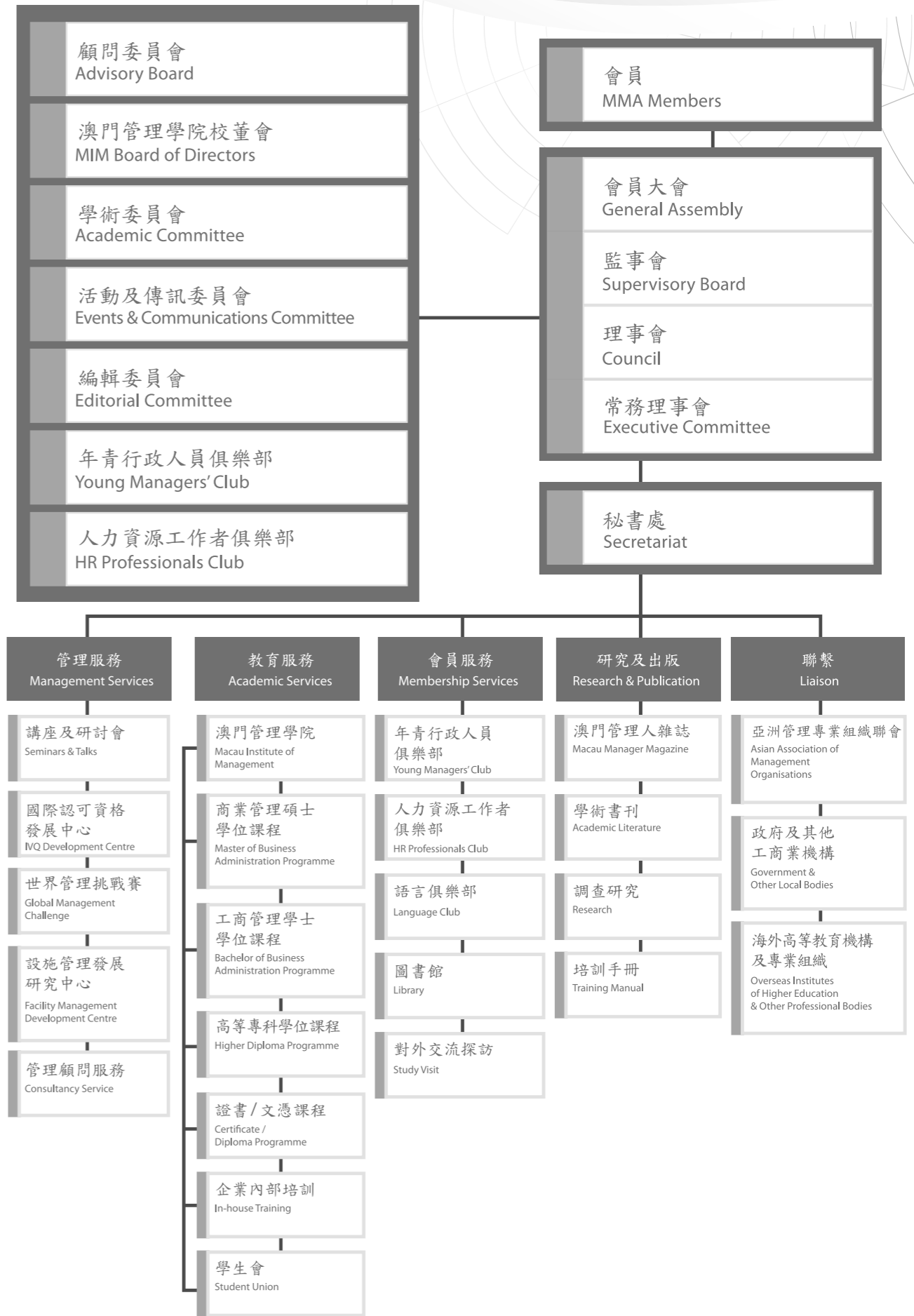
In the past year, the 16th Council of MMA has been elected for a better management board of our association. Meanwhile, a variety of management education and services have been further promoted to fulfill the need of Macau community, including seminar, workshop, academic program, training program and consultancy service etc. The year 2015 also marks the closer cooperation between MMA and different organizations, it is worth mentioning that the program of 1 Exam for 2 Certificates has been successfully launched and the preparation of program of 1 Exam for 3 Certificates is as well in progress; a cooperation agreement between MMA and HKIB (Hong Kong Institute of Bankers) was signed to nurture local professionals of banking industry; moreover, the YAP (Youth Achievement Program) 2015-2016, which aims to discover participants' personal strength and management potential, was again jointly 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.

Chui Sai Cheong  
President

# 組織架構

## ORGANIZATION STRUCTURE AND SERVICES



## 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



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 黃顯輝	Mr. Jose Manuel de Oliveira Rodrigues Mr. Vong Hin Fai
監事 Member	甘沛霖 李佳鳴 李展鴻 鍾國榮	Mr. Fernando Kam Lopez Ms. Amber, Jiaming Li Mr. Alex Li 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 (兼名譽秘書長 & Honorary Secretary General) (兼名譽司庫 & Honorary Treasurer)	陳澤武 謝思訓 莫志偉 馬浩賓 吳皆妍 何小敏 包敬燾 鄭堅立	Mr. Chan Chak Mo Mr. Paul Tse Mr. Alex Mok Dr. Albano Martins Ms. Catherine Ng Ms. Simone Ho Mr. Raymond Bao Mr. Cheang Kin Lap Keegan
理事 Member	潘志輝 安棟樑 陳曉平 鄭永輝 羅安達 徐繼昌 郭冠樑 潘福禧 劉伯雄 楊道匡 莫家棟 馬志達 黃有力 梁冠峰 黃中原 譚繼祖 覃伯德 李藻森 黃若禮 黃慶添 林家偉 李秀雯 李柱坤 潘樂祺 蘇展航 何偉業 關小冰 廖啟承	Dr. Antonio Jose Felix Pontes Eng. Joao Manuel Costa Antunes Mr. Chan Hio Peng Mr. Cheng Wing Fai Eng. Lourenco Antonio do Rosario Mr. Chui Kai Cheong Dr. Pedro Cardoso Mr. Poon Fuk Hei, Vandy Mr. Lau Pak Hung Mr. Ieong Tou Hong Mr. Jose Morgado Mr. Joao Ma Mr. Vong Iao Lek Mr. Leong Kun Fong Mr. Wong Chung Yuen Mr. Alan Tam Kai Cho Mr. Chum Pak Tak Anthony Mr. Lei C. S. Sam Mr. Alan Wong Mr. Frederick Wong Mr. Carlos Lam Ms. Doris Lei Mr. Chu Kwan Li Mr. Lock Kee, Rocky Poon Mr. Su Zhan Hang Mr. Ho Wai Ip Ms. Nacky Kuan 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
	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. Thomas 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
主任 Chairman	鄭堅立	Mr. Cheang Kin Lap Keegan
副主任 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
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 1998, 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 2015 年度提供的課程 PROGRAMMES 2015

#### 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 Major in Facilities Management
- 銀行與財務管理 Major in Banking and Finance
- 會計學 Major in Accountancy
- 管理學 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 Major in Facilities Management
- 人力資源管理 Major in Human Resources Management
- 會計學 Major in Accountancy
- 管理學 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 (1年制, 融合式學習)

DIPLOMA PROGRAMME (1 YEAR BLENDED LEARNING)

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

持續進修課程

CONTINUING EDUCATION PROGRAMME

- 專題課題工作坊 Professional Workshop
- 證書課程與博雅班 Certificate Programme and Leisure Course

修讀學生  
ACTIVE STUDENTS

2014/2015 學年修讀商業管理碩士學位課程的學生有 17 位、工商管理學士學位課程 119 位、工商管理學士學位補充課程 111 位, 高等專科學位課程 16 位, 合共 263 位。修讀專業文憑課程 (1 年制) 的學生有 24 位。

For the academic year 2014/2015, we have a total of 263 active students, among them, 17 are studying MBA programme, 119 are studying BBA (4 years Blended Learning), 111 are studying BBA (Top-Up Degree Program), 16 are studying Higher Diploma Programmes and 24 are studying Professional Diploma Programme.

碩士學位課程 Master Degree Programme	人數 No. of Active Students
商業管理碩士學位課程 Master of Business Administration	17

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	29
銀行與財務管理 Major in Banking and Finance	28
設施管理專業 Major in Facilities Management	27
管理學專業 Major in Management	35
總計 Total	119

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	33
設施管理專業 Major in Facilities Management	15
人力資源管理專業 Major in Human Resources Management	34
管理學專業 Major in Management	29
總數 Total	111

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	12
工商管理高等專科學位課程 Higher Diploma in Business Administration	4
總數 Total	16

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	8
設施管理專業 Major in Facilities Management	10
管理學專業 Major in Management	6
總計 Total	24

畢業生  
GRADUATES

自 2001 年起, 本院累計學位課程畢業生共 1243 位。2014/2015 學年商業管理碩士學位畢業生 16 位, 學士學位畢業生 47 位, 高等專科學位畢業生 7 位, 專業文憑 (1 年制) 畢業生 14 位, 共 84 位。

Since 2001, we have accumulated a total of 1243 graduates. For 2014/2015, we have a total of 84 graduates, including 16 graduates from the MBA Programme, 47 graduates from the BBA Programme (Top-Up Degree), 7 graduates from the Higher Diploma Programme and 14 from the Professional Diploma Programme.

課程 Programme	畢業生人數 No. of Graduates in 2014/2015
商業管理碩士學位課程 Master of Business Administration	16
工商管理學士學位補充課程 Bachelor of Business Administration (Top-Up Degree)	47
高等專科學位課程 Higher Diploma	7
專業文憑課程 Professional Diploma	14
總計 Total	84

2014/2015 學年畢業典禮暨獎學金頒發儀式  
2014/2015 MIM GRADUATION & SCHOLARSHIP  
PRESENTATION CEREMONY

本院於2015年12月5日假澳門漁人碼頭會議展覽中心舉行「2014/2015學年畢業典禮暨獎學金頒發儀式」，邀請到澳門特別行政區社會保障基金行政管理委員會主席及社會文化司司長辦公室主任葉炳權先生擔任主禮嘉賓。本學年共有84位畢業生，分別獲頒商業管理碩士學位證書、工商管理學士學位證書、高等專科學位證書及專業文憑。當天還邀請到贊助本年度獎/助學金計劃的17間機構代表出席，並且進行頒獎儀式，共有56位成績優異的同學分別獲得獎/助學金、學術獎項及最優異學生獎。出席典禮的嘉賓包括各畢業生的親友，合共超過400人。

The MIM 2014/2015 Graduation & Scholarship Presentation Ceremony was held on 5th December 2015 at Macau Fisherman's Wharf, Convention and Exhibition Centre. We have had the honor of having Mr. Ip Peng Kin, President of the Administrative Committee of the Social Security Fund and Chief of Office of the Secretary for Social Affairs and Culture, to be our guest of honor. 84 graduates were awarded MBA Degree, BBA Degree, Bachelato Degree (Higher Diploma) and Professional Diploma. Representatives of our sponsors were also invited to the ceremony, to present scholarships to 56 students with most outstanding academic performance. Over 400 guests had attended the ceremony.



澳門管理學院獎學金計劃  
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499位成績優異的學生獲得獎學金，115位經濟困難的學生獲頒助學金。至今曾參與機構共有30間，總贊助金額接近澳門幣270萬元。

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 2,700,000 to our Financial Award Systems. A total of 499 students have received scholarship and 115 students have received grants respectively.

2015 年度獎/助學金計劃的 17 間機構包括 (排名不分先後)

Sponsors for 2015 Financial Awards System (In alphabetical order)

- 積臣洋行有限公司  
Agencia Comercial Jackson Lda
- 金山發展有限公司  
Golden Crown Development Ltd.
- 嘉明洋行有限公司  
Agencia Comercial Carmen (Import & Export) Lda.
- 劉豪世紀念獎學金  
Lau Hou Sai Memorial Scholarship
- 大西洋銀行  
Banco Nacional Ultramarino, S.A.
- 澳門基金會  
Macao Foundation
- 中國銀行澳門分行  
Bank of China Macau Branch
- 金沙中國有限公司獎學金  
Sands China Ltd. Scholarship
- 崔德勝紀念基金  
Chui Tak Seng Foundation
- 信興製衣廠有限公司  
Son Hing Garment Factory Ltd
- 大益建築置業有限公司  
Cia De Construcao e Investimento Predial Tai Iec Lda.
- 香港上海匯豐銀行有限公司  
The Hongkong and Shanghai Banking Corporation Ltd.
- 澳門電力股份有限公司  
Companhia de Electricidade de Macau – CEM, S.A.
- 銳高百利有限公司  
The Nekoberri House Limited
- 黃如楷建築設計有限公司  
Eddie Wong & Associates Ltd
- 澳門新福利公共汽車有限公司  
Transmac-Transportes Urbanos de Macau, SARL
- 澳門霍英東基金會  
Fundação Henry Fok



澳門管理學院與澳門電力股份有限公司簽署「諒解備忘錄」  
SIGNING CEREMONY OF MEMORANDUM OF  
UNDERSTANDING BETWEEN MIM AND CEM

管院與澳門電力股份有限公司於2015年9月24日假金麗華酒店共同簽署「教育與學習倡議諒解備忘錄」，儀式由管協理事長劉永誠先生及澳電執行委員會主席梁華權先生主持。是次儀式標誌著雙方在人才培訓方面的進一步合作。

MIM and CEM have signed the Memorandum of Understanding on Education and Learning Initiatives on 24th September, 2015 at Hotel Grand Lapa. The ceremony was officiated by Mr. Tommy Lau, MMA Council Chairman and Mr. Bernie Leong, Chairman of CEM Executive Committee.

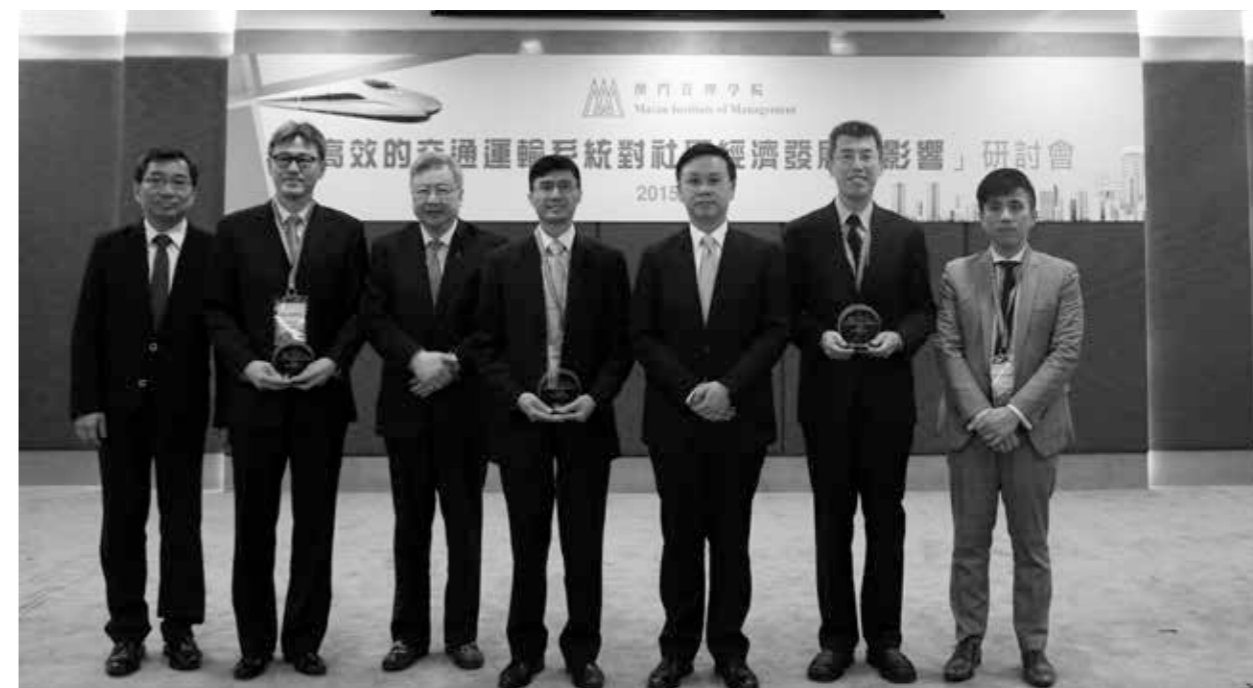


澳門管理學院舉辦2015專題研討會  
「高效的交通運輸系統對社區經濟發展的影響」

MIM CONFERENCE 2015: ECONOMIC IMPACT OF  
THE EFFICIENT TRANSPORTATION SYSTEM

管院於2015年11月28日假中華總商會大廈何賢先生紀念堂舉辦「高效的交通運輸系統對社區經濟發展的影響」研討會，邀請到管協副理事長兼名譽司庫、管院校董會委員莫志偉先生擔任主禮嘉賓，同時邀請到3位講者嘉賓，包括：香港世邦魏理仕有限公司估值及諮詢服務部大中華區執行董事陳志華先生、台灣中興工程顧問股份有限公司軌道部協理嚴世傑先生、台灣淡海輕軌運輸系統計劃第一期統包工程承攬集團專案顧問程子箴先生。是次研討會共吸引到逾百名參加者。

The MIM Conference 2015 was held on 28th November in Ho Yin Memorial Hall of Macao Chamber of Commerce Building, with the theme "Economic Impact of the Efficient Transportation System". We have invited Mr. Alex Mok, MMA Council Vice Chairman and Honorary Treasurer as well as Member of MIM Board of Directors, to be our guests of honor. 3 speakers were invited to share their insights, including: Mr. Harry Chan, Executive Director of Valuation & Advisory Services of CBRE, Mr. Tony S. Yen, Senior Vice President of Sinotech Engineering Consultants Ltd. and Mr. Tzu-Chen Cheng, Consultant of The Danhai LRT Construction Project Phase 1 Turnkey Project. Over 100 participants have attended the conference.





澳門管理學院參加第四屆「澳門大學生商業知識競賽」  
MIM COMPETED IN THE 4TH MACAU  
BUSINESS KNOWLEDGE COMPETITION

管院於 2015 年 3 月 29 日派出兩隊同學參加第四屆「澳門大學生商業知識競賽」。是次比賽由澳門基金會、澳門會計專業聯會及澳門廣播電視股份有限公司合辦，內容涵蓋商業領域知識，共吸引本澳 7 所大專院校共 14 支隊伍參加爭奪殊榮。管院參賽學生表示，比賽助其全方位了解商業領域最新知識，並培養團隊合作精神。

Two teams of MIM students participated in the “4th Macao Business Knowledge Competition” on 29th March, 2015 which was co-organized by Macau Foundation, the Union of Associations of Professional Accountants of Macau as well as TDM. The competition mainly focused on business knowledge, attracting 14 teams from 7 local universities and colleges. The MIM teams expressed that the competition provides a valuable opportunity to accumulate management knowledge and build up the team spirit.



學術顧問委員會  
ACADEMIC ADVISORY BOARD



管院於 2012 年 11 月成立「學術顧問委員會」，委員會成員由 10 位來自內地、台灣及本地的大學學者組成，成立目的為加強本院與三地院校之間的聯繫和未來作更緊密的學術交流。

MIM has formed an academic advisory board in November of 2012. The board consists of 10 scholars from various accredited Universities of Mainland, Taiwan and Macau. The purpose is to establish the contact with Universities in those three places and strengthen the academic exchange in future.

澳門管理學院“學術顧問委員會”成員簡介

Member list of MIM Academic Advisory Committee

主任 Director	委員 Members
趙曙明 Zhao Shu Ming	張金隆 Zhang Jin Long
	嚴文方 Yan Wen Fang
	黃崇興 Huang Chong Xing
	李東 Li Dong
	凌鴻 Ling Hong
	王偉華 Wang Wei Hua
	萬國華 Wan Guo Hua
	杜鵬程 Du Peng Cheng
龐川 Pang Chuan	

## 學生會 STUDENT UNION



管院學生會於 2002 年組織成立。創辦目的為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，但他們亦積極籌備及參與各項活動。在 2015 年度曾經舉辦及參與的活動如下：

MIM Student Union was founded in 2002, aiming to strengthen the bond between MIM and its 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 2015, they have successfully organized and participated in the following activities:

活動名稱 Activities	活動日期 Dates
探訪獨居長者活動 Visiting the Solitary Elders	2015/2/7
氣球足球活動 Indoor Athletic Competition	2015/4/11
兒童之家中秋探訪活動 Visiting the Lar De Nossa Senhora Da Penha	2015/9/20
2015 北京學習交流團 Beijing Study Delegation in 2015	2015/11/1-4
「手語聾情推廣日」手語推廣活動 Gesture Language Promotion Activity	2015/11/17
聖誕聯歡晚會 Christmas Party	2015/12/19

## 專業課題工作坊 Professional 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，管院提供了不同專業課題的工作坊，大部分參加者來自本澳多間公私營機構，共 393 人參與。

With the aim to introduce the most updated management knowledge and skills to local managers, MIM organized various professional workshops with different topics and areas. A total of 393 participants from different public institutions and private enterprises attended our workshops.

課題名稱 Topics		課題名稱 Topics	
1	方圓領導管理技巧 All-Around Management Skills	14	危機管理：處理情緒職員與顧客 Risk Management: Handling Emotional Employees and Customers
2	吸引力法則 Code of Attraction	15	時間管理及人生規劃 Time Management and Life Planning
3	隱性溝通的力量 Ulterior Communication Power	16	壓力及情緒管理 Stress and Emotional Management
4	壓力管理 Stress Management	17	如何面對難處理的顧客 How to Deal With Difficult Customers
5	協商及說服技巧 Negotiation and Persuasion Skills	18	建立領導風格 Building Leadership Style
6	NLP 壓力及情緒管理 NLP Stress & Emotional Management	19	新任經理全面管理提升及自我增值 New Managers Management Skills Enhancement
7	PDC 心理商業應用 PDC Application in Business	20	整合式領導管理技巧 Integrated Management Skills
8	納米說服力 Nano Persuasion Skills	21	職場輔導問題員工技巧 Employees Consultation in Workplace
9	正向領導思維 Positive Leadership	22	NLP 溝通力場 NLP Communication Empowerment
10	DISC 客戶關係建立竅門 DISC in Building Customer Relationship	23	樓宇滲水專業培訓 Water Leakage
11	NLP 逆境智商 NLP Adversity IQ	24	思維導圖 Mind-Mapping
12	溝通達人 Communication Talent	25	綠色建築 Green Building
13	NLP 執行教練與授權技巧 NLP Coaching and Delegating Skills		

### 證書與博雅課程

#### CERTIFICATE PROGRAMME AND LEISURE COURSE

管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，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 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 Certificate Programme	
1	MBTI 人際溝通技巧及處理衝突 MBTI Communication Skills and Conflict Management
2	婚禮統籌全接觸入門課程 Wedding Planning
3	人力資源管理證書課程 Human Resources Management
4	設施管理專題之普通話課程 Mandarin for Facilities Management

『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 Practices
4	書寫英文電郵技巧 English Email Writing

### 與本澳業界及政府部門合辦培訓課程

#### TRAINING PROGRAMS CO-ORGANIZED WITH GOVERNMENT DEPARTMENTS, PUBLIC INSTITUTIONS AND PRIVATE ENTERPRISES

管院今年繼續與本澳各業界及政府部門合辦特定行業的在職培訓，為飲食業、銀行業、會計業、旅遊業及設施管理業等提供專業培訓，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，參加總人數為2,940人次。

MIM has continuously cooperated with different government departments, public institutes and private enterprises of Macau to organize various tailor-made and target-oriented trainings. We designed and organized professional training programs for various industries, such as Food and Beverage, Banking, Accounting, Tourism and Facilities Management. Those training programs include workshops, courses, seminars and study visits. A total of 2,940 participants joined in these trainings.

- 與澳門餐飲業聯合商會合辦「2015年度澳門飲食服務行業在職培訓」課程  
“Food and Beverage Training Program 2015” Jointly Organized with the United Association of Food and Beverage Merchants of Macao

管院連續15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，提高餐飲從業員的服務水平，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 of the year 2015 included different F&B courses, seminars and the production of educational DVDs etc., in order to enhance the knowledge and upgrade the service quality of Macau Food and Beverage industry.

課程名稱 Topics	
1	如何掌握客戶心態 How to Know Your Customers
2	餐飲服務實用英語初階課程 A 班 Basic Food and Beverage English (Class A)
3	餐飲服務實用英語初階課程 B 班 Basic Food and Beverage English (Class B)
4	督導技巧 Supervisory Skills
5	處理投訴及衝突技巧 How to Handle Complaints and Conflicts
6	洋酒及葡萄酒基本知識 Basic Wine and Liquor Knowledge
7	社交網絡宣傳 (Facebook, Wechat 等) Social Marketing and Promotion Through Facebook, Wechat, etc.
8	餐飲場所危機處理 Crisis Management for Food and Beverage Venue
9	講座：EQ 情緒智商工作坊 Seminar: EQ Management
10	講座：海鮮基本認識 Seminar: Basic Seafood Knowledge
11	教學光碟分享會：「星級服務：葡萄酒知識及侍酒技巧」 Educational DVD Sharing: Wine Knowledge and Serving Techniques

- 與澳門電力股份有限公司合辦「澳電綜合培訓課程 2014-2015」  
CEM Integrated Training Program 2014 – 2015

由管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 年開辦至今已第六屆，本屆共有 19 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，發掘員工的潛能，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 and prepare them for higher-level roles. This year the program reached the sixth term and a total 19 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.

課程名稱 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 Team Building
4	財務管理 Financial Management
5	面試技巧 Selection Interviewing Skills
6	工作表現的管理與積極性提升 Performance Management and Motivation
7	說服演說技巧 Persuasive Presentation
8	服務管理 Service Management
9	解決問題及決策技巧 Problem Solving and Decision Making

- 與澳門銀河娛樂集團合辦「銀娛青少年成就計劃 2014-2015」  
Youth Achievement Program Co-Organized with Galaxy Entertainment Group 2014 -2015

「銀娛青少年成就計劃」由本會及銀河娛樂集團合辦，由 2011 年至今已舉辦至第四屆，本屆共吸引 224 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 fourth term and the program attracted 224 participants between the age 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 Topics	
1	兩日一夜迎新體驗營 Orientation Camp of 2 Days 1 Night
2	NLP 心智策劃工作坊 NLP Mind Strategies Workshop
3	生涯規劃工作坊 Career Planning Workshop
4	銀河集團神秘之旅 Mysterious Trip to Galaxy Entertainment Group
5	走出心智迷宮工作坊 Thinking Out of the Box Workshop
6	終極任務 Final Project



企業內部培訓課程  
IN-HOUSE TRAINING PROGRAMS

機構名稱 Organizations	培訓課程名稱 Topics
民政總署 IACM	窺探時間管理之奧妙 Time Management
民政總署 IACM	九型人格與工作 Enneagram and Work
民政總署 IACM	工序革新 Workflow Re-engineering
民政總署 IACM	正向思維 Positive Thinking
民政總署 IACM	基準試：使命感成就卓越團隊 Benchmark Test: Achieving an Excellent Team
民政總署 IACM	書寫電郵技巧 Official Email Writing Skills
民政總署 IACM	能量心理學情緒管理 EQ Management
民政總署 IACM	培養 3Q 3Q Training
民政總署 IACM	處理投訴及衝突 Handling Complaints and Conflicts
民政總署 IACM	基準試：策略思維培訓 Benchmark Test: Strategic Thinking
民政總署 IACM	策略思維培訓 Strategic Thinking
民政總署 IACM	壓力管理 Stress Management
民政總署 IACM	職場溝通與潛能發展 Workplace Communication and Career Development
行政公職局 SAFP	公開演說技巧 Public Presentation Skills
行政公職局 SAFP	人力資源管理及規劃 Human Resources Management and Planning
體育局 Sports Bureau	團隊建設 Team Building
旅遊局 MGTO	星級旅遊服務認可計劃 Quality Tourism Service Accreditation Scheme
旅遊局 MGTO	處理非常顧客 Handling Difficult Customers
文化局 ICM	管理、優化及流程圖製作 Management, Improvement and Flow Charts Production
澳門保安部隊高等學校 School of Macau Security Forces	導師培訓課程 Train the Trainer
勞工事務局 DSAL	設施管理見習技術員課程 Facilities Management for Trainee Technician

機構名稱 Organizations	培訓課程名稱 Topics
衛生局 SSM	企業教練指導技巧 Corporate Coaching Techniques
衛生局 SSM	醫院設施規劃與管理文憑課程 Hospital Facilities Planning and Management Certificate Course
懲教管理局 Correctional Services Bureau	設施管理營運與維護管理 Operation and Maintenance of Facilities Management
懲教管理局 Correctional Services Bureau	督導與管理 Supervision and Management
懲教管理局 Correctional Services Bureau	專題英語會話 - 日常工作溝通 Thematic English Conversation-Daily Work Communication
懲教管理局 Correctional Services Bureau	專題普通話會話 - 日常工作溝通 Thematic Mandarin Conversation- Daily Work Communication
懲教管理局 Correctional Services Bureau	常用英語會話 Usual English Conversation
懲教管理局 Correctional Services Bureau	常用普通話會話 Usual Mandarin Conversation
懲教管理局 Correctional Services Bureau	團隊建設 Team Building
澳門大學 UMAC	與 80/90 後員工的合作與管理 Managing New Generation Staff
澳門大學 UMAC	財務管理的概念及實務 Concept and Practice of Financial Management
澳門大學 UMAC	決策技巧 Decision Making
澳門大學 UMAC	解決問題技巧 Problem Solving Skills
澳門大學 UMAC	納米說服力 Nano Persuasion Skills
澳門自來水股份有限公司 The Macao Water Supply Co., Ltd	面試技巧 Interviewing Skills
澳門自來水股份有限公司 The Macao Water Supply Co., Ltd	團隊建設 Team Building
澳門電力股份有限公司 CEM	團隊建設 Team Building
澳門電力股份有限公司 CEM	督導技巧 Supervisory Skills
中國銀行澳門分行 BOC Macau Branch	簡報應用 Power Point Application
中國建設銀行澳門分行 CCB Macau Branch	禮儀及形象指導 Etiquette and Image Instruction
大西洋銀行 BNU	處理投訴技巧 Complaint Handling Skills

機構名稱 Organizations	培訓課程名稱 Topics
大西洋銀行 BNU	如何維持工作熱誠 How to Maintain Work Passion
大西洋銀行 BNU	形象指導及客戶接待技巧 Image Design and Reception Skills
大西洋銀行 BNU	西式餐桌禮儀 Western Table Manner
大西洋銀行 BNU	思維導圖之學習與應用 Mind-Mapping
大西洋銀行 BNU	顧客服務技巧進階 Advanced Customer Services
大豐銀行 Tai Fung Bank	團隊建設 Team Building
大豐銀行 Tai Fung Bank	卓越督導技巧 Supervisory Skills
大豐銀行 Tai Fung Bank	優質顧客服務進階 Advanced Customer Services
澳門新福利公共汽車有限公司 Transmac	輕鬆車長係咁易 Be a Good Bus Captain
鉅星國際 Meg-Star Group	MBTI 溝通技巧 MBTI Communication Skills
鉅星國際 Meg-Star Group	企業培訓師技能提升訓練 Train the Trainer
鉅星國際 Meg-Star Group	高效能培訓 Highly-Efficient Training
鉅星國際 Meg-Star Group	提升督導技巧 Supervisory Skills Enhancement
鉅星國際 Meg-Star Group	新世代顧客服務技巧 Customer Service for New Generation
鉅星國際 Meg-Star Group	談判及說服技巧 Negotiation and Persuasion Skills
集美集團 Jimei Group	優質顧客服務 Quality Customer Services
銀河娛樂集團 Galaxy Entertainment Group	司儀技巧培訓 Emcee Skills Training
澳門酒店業協會 Macau Hotel Association	培養 3Q 3Q Training
英皇娛樂酒店 Grand Emperor Hotel	正能量提升工作表現 Improve Work Performance by Positive Energy
AA 旅遊有限公司 AA Travel Limited	提升工作心態 Working Attitude Motivation

# 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 2015 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 2015 to disseminate the most updated management knowledge.

- 2015 周年管理研討會「與 CEO 對話——創業錦囊」
- 2015 MMA Annual Management Conference "To interact with CEOs - Practical Guides on Business Start-ups"
- 「新任經理之管理技巧提升」講座
- Seminar: Management Skills Upgrade for New Managers
- 『如何做好「夾心」經理』講座
- Seminar: How to Be a Good Middle-Level Manager?
- 「零售服務管理新體驗」講座
- Seminar: New Approaches for Retail Management
- 「樓宇維修知多 D：樓宇維修費用數據庫」講座
- Seminar: Building Maintenance Cost Database
- 『客戶「型」對應』講座
- Seminar: Know Your Customers
- 「培訓，你做對了嗎？」講座
- Seminar: Did You Do The Right Training?
- 「海鮮基本認識」講座
- Seminar: Basic Seafood Knowledge
- 「EQ 情緒智商工作坊」講座
- Seminar: EQ Management
- 「高效的交通運輸系統對社區經濟發展的影響」專題研討會
- MIM Conference 2015: Economic Impact of the Efficient Transportation System

## 2015 週年管理研討會 2015 MMA ANNUAL MANAGEMENT CONFERENCE



研討會以「與 CEO 對話 - 創業錦囊」為主題，於 10 月 16 日在澳門旅遊塔舉行，是次研討會邀請到 5 位港澳傑出講者為嘉賓，吸引到來自金融界、服務業、政府部門及公共事業等 250 位參加者。

2015 MMA Annual Management Conference was held on 16th Oct at Macau Tower. The topic of the conference was "To interact with CEOs - Practical Guides on Business Start-ups". Honorably, we have invited 5 prominent speakers from Macau & Hong Kong to shared their insights. A total of 250 people from various industries such as banking, finance, hospitality, government departments and public service attended the conference.

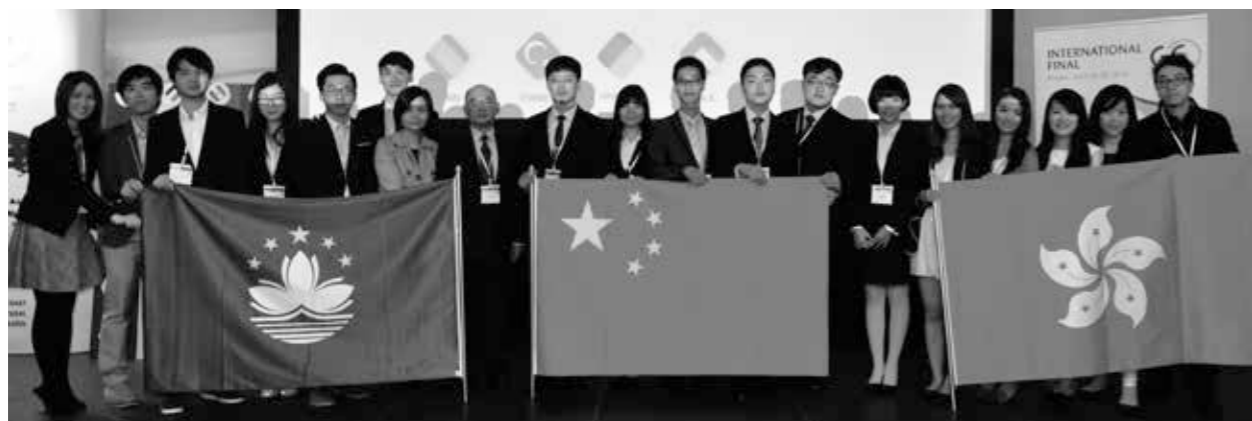
港澳傑出講者嘉賓：

Prominent Speakers from Macau & Hong Kong:

- 關焯照教授  
冠域商業及經濟研究中心主任  
Professor Andy Kwan Cheuk Chiu  
Director of ACE Centre for Business and Economic Research
- 蕭國煒先生  
PhotoGIFT (HK) LTD 創辦人  
Mr. Sam Sio  
Founder of PhotoGIFT (HK) LTD
- 洪于德先生  
匯盈科技有限公司創辦人  
Mr. Andre Hong  
Founder of Wellwin Technology Limited
- 簡焯坤先生  
澳門大西洋銀行執行董事  
Mr. Kan Cheok Kuan  
Executive Director of Banco Nacional Ultramarino, S.A.
- 陳剛雄先生  
eprint 集團營運總監 / e-banner 創辦人  
Mr. Chan Kong Hung, Chris  
Chief Operating Officer of eprint group Limited / The Founder of e-banner



## 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，是英國許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、捷克共和國、愛沙尼亞、法國、加納、希臘、香港特別行政區、科特迪瓦、印度、伊朗、哈薩克斯坦、肯尼亞、科威特、拉脫維亞、立陶宛、摩洛哥、墨西哥、澳門特別行政區、尼日利亞、中國、波蘭、葡萄牙、卡達、羅馬尼亞、俄羅斯、斯洛伐克、塞內加爾、南非、西班牙、土耳其、烏克蘭以及阿拉伯聯合酋長國。

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, Czech Republic, Estonia, France, Ghana, Greece, Hong Kong SAR, Ivory Coast, India, Iran, Kazakhstan, Kenya, Kuwait, Latvia, Lithuania, Morocco, Mexico, Macao SAR, Nigeria, People's Republic of China, Poland, Portugal, Qatar, Romania, Russia, Slovak Republic, Senegal, South Africa, Spain, Turkey, Ukraine and United Arab Emirates. 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.

本年度澳門賽區共有 100 支隊伍參賽，其中包括 88 隊學生隊及 12 隊企業隊。學生隊成員主要來自澳門大學、澳門科技大學、澳門理工學院以及聖若瑟大學；而企業隊分別來自政府、銀行等行業。

香港賽區共有 122 支參賽隊，其中包括 120 隊學生隊及 2 隊企業隊。分別來自香港中文大學、香港科技大學、香港城市大學、香港公開大學、香港大學、香港專業教育學院、香港大學專業進修學院、香港樹仁大學、香港理工大學、香港浸會大學、香港嶺南大學及恒生管理學院。

「2014 年度世界管理挑戰賽國際總決賽」已於 2015 年 4 月在捷克舉行。本會贊助去年澳門及香港區冠軍隊參加是次賽事。經過兩天的激烈角逐，由俄羅斯代表隊摘得桂冠，澳門亞軍及烏克蘭季軍。

This year, there were 100 teams from Macau participating in this challenge, including 88 teams of students and 12 teams of executives. Most students are from University of Macau, Macao University of Science and Technology, Macao Polytechnic Institute and University of Saint Joseph. Participants from corporation are mostly executives in the field of government sectors, or banking.

As the organizer for the Hong Kong region, we have successfully registered 122 teams participated in the challenge. 120 teams of students and 2 teams of executives and they are from The Chinese University of HK, Hong Kong University of Science and Technology, The Open University of Hong Kong, The University of Hong Kong, Hong Kong Institute of Vocational Education, HKU School of Professional and Continuing Education, Hong Kong Shue Yan University, The Hong Kong Polytechnic University, Hong Kong Baptist University, Lingnan University and Hang Seng Management College.

The International Final of GMC 2014 was held in Prague in April 2015. Same as previous year, we sponsored the champion teams of Macau & Hong Kong to compete in the international final in Prague. After two days of intense competition, team from Russia won the Championship, Macau was the First Runner-up and Ukraine was the Second Runner-up.



活動名稱 Activities	舉辦日期 Dates
「2014 世界管理挑戰賽」國際總決賽 - 捷克 Global Management Challenge 2014 International Final, Prague	22-24/04/2015
「2015 年澳門區世界管理挑戰賽」共收到 100 隊來自學界及工商界人士報名參加 100 Teams registered in the Global Management Challenge 2015 (Macao)	01/09/2015
「2015 年澳門區世界管理挑戰賽」第一回合聚會 Global Management Challenge 2015(Macao) – First Round Gathering	15/10/2015
「2015 年澳門區世界管理挑戰賽」第一回合淘汰賽 Global Management Challenge 2015(Macao) –First Round Elimination	16/10/2015
「2015 年澳門區世界管理挑戰賽」第二回合淘汰賽 Global Management Challenge 2015(Macao) –Second Round Elimination	27/11/2015



## 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。本會將通過深入了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。

MMA also provides Consultancy Services to assist organizations to solve their management problems. Based on the current business operating situation and goals of development of clients, 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.



### 今年本會提供的顧問服務包括：

#### Key consultancy services in 2015 include:

- 澳門市民就業流動性調查 2015  
Survey on Labor Mobility of Macau Citizens 2015
- 澳門年青人職業生涯規劃與置業狀況關聯性調查  
Survey on the Relevance between Career Planning and Property Buying of Macau Young People
- 澳門非全職工作人員就業現況調查  
Survey on Part-time Employment in Macau
- 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服務”  
“Energy Performance Evaluation for Workplaces of Public Sectors and Institutions” for GDSE

## 助理設施管理師「一試兩證」考證課程 ONE-EXAMINATION-FOR-TWO-CERTIFICATES PROGRAM FOR ASSISTANT FACILITY MANAGEMENT SPECIALISTS

為落實執行《粵澳合作框架協議》，澳門勞工事務局與廣東省職業技能鑒定指導中心聯合澳門管理專業協會、管院於 2015 年第四季推出“助理設施管理師「一試兩證」考證課程”，首兩班共 70 位學員已於 2015 年 12 月 12 日完成了相關課程。學員只需要通過一次考核並取得合格，即可同時獲得內地發出的國家職業資格證書及澳門勞工事務局和澳門管理專業協會共同簽發的職業技能證書。

To implement the Framework Agreement on Cooperation between Guangdong and Macau, the Labour Affairs Bureau of Macau SAR (DSAL), Guangdong Occupational Skill Testing Authority (GDOSTA), Macau Management Association and Macau Institute of Management held the “One-Examination-for-Two-Certificates Program for Assistant Facility Management Specialists” in the 4th quarter of 2015. There were 70 students enrolled in the first two classes that have been completed on 12th December. The students who pass the examinations will be awarded with 2 certificates, viz. a National Certificate by GDOSTA and a Certificate of Merit issued jointly by DSAL and MMA.



## 管協出席「設施管理師“一試三證”項目」研討會 MMA ATTENDED THE INFORMATION SESSION ON ONE-EXAMINATION-FOR-THREE-CERTIFICATES PROGRAM OF FACILITY MANAGEMENT

由勞工事務局、廣東省職業技能鑒定指導中心、管協及廣州市白雲工商技師學院合辦的「設施管理師“一試三證”項目」研討會於6月27日假廣州舉行。出席嘉賓包括勞工局局長黃志雄、副局長劉偉明、管協理事長劉永誠、管院院長陳炯釗、廣東省職業技能鑒定指導中心調研員楊耀基和白雲工商技師學院副院長喬本新等。主辦方表示，將首先以“一試兩證”模式開展「助理設施管理師國家職業資格三級（高級）」的技能測試，在此基礎上，再引入國際設施管理協會的標準，以“一試三證”模式推出「設施管理師國家職業資格二級（技師）」和「設施管理師國家職業資格一級（高級技師）」的技能測試。是次研討會共吸引到近百名來自各事業單位、院校、企業等的參加者。

Organized by Labour Affairs Bureau of Macao SAR, Guangdong Occupational Skill Testing Authority, MMA as well as Baiyun Technician College of Business and Technology, an Information Session on “One-Examination-for-Three-Certificates Program of Facility Management” was held on 27th June in Guangzhou. Mr. Wong Chi Hong, Director of Labour Affairs Bureau, Mr. Lau Wai Meng, Deputy Director of Labour Affairs Bureau, Mr. Tommy Lau, MMA Council Chairman, Dr. Oscar Chan, MIM Director, Mr. Yang Yaoji, Investigator of Guangdong Occupational Skill Testing Authority as well as Mr. Qiao Benxin, Deputy Director of Baiyun Technician College of Business and Technology have attended the session. Based on this program, a program on “One-Examination-for-Three-Certificates Program of Facility Management” will come out this year. Dozens of participants have attended the session.



## 管協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

管協與香港銀行學會(HKIB)於2015年9月18日簽署“香港銀行學會會士”課程合作備忘錄，標誌著雙方未來將攜手為港澳兩地培育更多銀行業專才。此課程分三階段進行，為本地銀行從業員及有志投身銀行業的人士提供專業培訓，幫助他們實現向上流動。完成課程並通過專業考試兼擁有三年銀行或金融業相關工作經驗的學員可獲頒“香港銀行學會會士”專業資格。

A Memorandum of Understanding was signed between MMA and HKIB (The Hong Kong Institute of Bankers) on the program of “Associate of Hong Kong Institute of Bankers” on 18th September, remarking the cooperation to nurture more banking professionals in Macau and Hong Kong. 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, and to provide a channel through which working adults can switch from various professions to banking.



管協與香港銀行學會(HKIB)於2015年12月15日就“香港銀行學會會士”課程簽署合作協議，並邀請到澳門金融管理局主席、香港金融管理局副總裁以及澳門銀行公會主席等嘉賓。第一班學員人數為22人，分別來自9間銀行。

Agreement signed by MMA and HKIB on 15th December 2015, witnessed by senior officials from AMCM and Hong Kong Monetary Authority, and Chairman of the Macau Association of Banks. 22 students from 9 banks enrolled in the first batch.



# 會員服務

## MEMBERSHIP 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。2015 年度本會會籍共 359 個，人數共 509 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 2015, we had 359 registered members (509 individual members). Membership 2015 is listed in the following table.

類別 Categories	2015 年會籍 No. of Members of the year 2015
特邀會員 Charter Member	37 (127 人 /persons)
團體會員 Corporate Member	55 (115 人 /persons)
名譽會員 Life Member	31
個人會員 Full Member	53
普通會員 Associate Member	183
總數 Total	359 (509 人 /persons)



## 第三十一屆週年會員大會、會慶晚宴暨第十六屆理監事就職典禮

### 31ST ANNUAL GENERAL MEETING, ANNIVERSARY DINNER & INAUGURATION OF 16TH COUNCIL



本會於今年9月18日假澳門美高梅酒店舉行第三十一屆週年會員大會、會慶晚宴暨第十六屆理監事就職典禮。在週年大會上，本會領導報告了過去一年的會務發展狀況，亦選出了新一屆，即第十六屆理監事會成員(2015-2017)。會慶晚宴上，我們邀請到澳門特別行政區行政長官崔世安先生擔任主禮嘉賓。席間，本會更邀請到禰駿遠先生，香港佳信投資管理有限公司創辦人及董事總經理分享題為「成敗曹操：歷史典故對現代企業管治之啟示」的管理講座。

MMA celebrated her 31st Anniversary and Inauguration of the 16th Council at MGM Macau on 18th September. The new members for the 16th Management Board (2015-2017) were elected during the Annual General Meeting. In the meantime, we have invited Mr. Chui Sai On, Chief Executive of Macao SAR as our guest of honor for the dinner. Moreover, Mr. Ian Huen was invited to share a talk, with Cao Cao's example as a lesson for the corporate leaders in the audience.

## 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 enterprise. In 2015, the following activities were organized:



月份 Month	活動項目 Events
11月 November	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 • 拜訪香港稻香飲食集團及富城集團負責管理的「環保園」 A Hong Kong HR study visit co-organized with Macau Human Resources Management Association to • Tao Heung Holding Limited and Eco Park managed by Urban Group
12月 December	舉辦「六帽子思考應用法」講座 HR Seminar: Application of "6-Hats" Theory in HR Practices
12月 December	舉辦澳門人力資源管理者訪港交流團 • 拜訪香港醫院管理局及K11購物藝術館 A Hong Kong HR study visit to • Hong Kong Hospital Authority and K11 Art Mall



## 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论與實踐，以不同形式的活動，培育具備質量的年青行政人員。2015 年度共舉辦了四項活動，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 executive members to develop their professional knowledge. In 2015, we organized the following activities:

月份 Month	活動項目 Activities
五月 May	商務品酒禮儀工作坊 Wine Tasting Workshop
六月 June	體驗式學習 - 奪寶奇兵 Team Building - Treasure Hunt
十月 October	拓展管理技巧訓練營 Training Camp on Management Skills
十一月 November	職場競爭力運用與生涯規劃 Seminar on Business Competitiveness and Career Planning



## 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。2015 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.



## 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。最近五年，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，故此每年十二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。

現在圖書館館藏已增加至 5227 本。2014-2015 年，學生及會員使用 SLS 系統進行網上辦理預約及續借圖書手續人數持續上升。2015 年使用借閱服務的讀者超過 6000 人次，借出冊次超過 5000 冊。使用網絡服務的讀者超過 4000 人次。



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.

Currently, we have a total number of 5227 copies in our library. In 2015, there was a record over 6000 borrowers, over 5000 books-borrowed, and over 4000 members were using the SLS system for book rental and extend loan service.

## 出版及學術研究 PUBLICATION & RESEARCH



出版  
PUBLICATION

《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 16 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。2015 年出版的第 61 至 64 期封面故事如下：



No. 61



No. 62

Published quarterly, Macau Manager Magazine has celebrated her 16th anniversary in 2015. 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 trust that Macau Manager will continue her direction to be the most informative and inspiring management magazine in Macau.

In 2015, we have published a total of 4 issues including No. 61, 62, 63 and 64.



No. 63



No. 64

管理類書籍  
Management Publication



《培訓，你做對了嗎？》  
“Training, Do It Right”



《“註冊會計師/專業會計員”考核試  
2013-2014 年度試題參考答案》  
“Reference Keys to the Macau CPT/AAT  
Examinations 2013-2014”

# 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斯里蘭卡及菲律賓理事會會議 AAMO COUNCIL MEETINGS IN SRI LANKA AND PHILIPPINES

2015年5月及10月，本會分別出席了亞洲管理專業組織聯會在斯里蘭卡及菲律賓舉行的理事會會議，參加者分別來自澳洲、香港、印度、澳門、馬來西亞、尼泊爾、巴基斯坦、菲律賓及斯里蘭卡的管理專業協會。

In May and October 2015, MMA attended two AAMO Council Meetings in Sri Lanka and Philippines. Attendees were from Management Associations of Australia, Hong Kong, India, Macau, Malaysia, Nepal, Pakistan, Philippines and Sri Lanka.





### 主辦亞洲管理挑戰賽 ASIAN MANAGEMENT GAME 2015

由本會主辦的亞洲管理挑戰賽已於 8 月結束。澳門學生隊及企業隊分別奪得冠軍及亞軍，而巴基斯坦企業隊則獲得第 3 名。參加是次賽事的國家及地區包括香港、印度、澳門及巴基斯坦。

As one of the AAMO activities, MMA organized the Asian Management Game which was completed in August 2015. The Champion and the First Runner-up go to Macau student team and corporate team respectively, while the Second Runner-up goes to Pakistan corporate team, competing with the participants from Hong Kong, India, Macau and Pakistan.



### 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



由管協主辦，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 11 月 9 至 12 日到澳門及香港參觀學習。參觀的大型企業和機構包括太平洋恩利國際控股有限公司、港龍航空有限公司、香港鐵路有限公司及香港科技園公司，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 9th to 12th November. The delegation was arranged to visit Pacific Andes International Holdings Limited, Dragonair, MTR Corporation Limited and Hong Kong Science and Technology Parks Corporation. We have had the honor of inviting Dr. Alan Lam, one of the Hong Kong Ten Outstanding Young Persons 2015, to share his story and valuable management strategies to achieve on business success. The delegation has joined the Macau cultural tour and visited the Victoria Peak in Hong Kong. The delegates came from the NMOs of Australia, Hong Kong, India, Macau, Malaysia, Nepal, Pakistan and Sri Lanka.

