



澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU

# Being Aware, Being Engaged

# NEWSLETTER



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

## Dean's Message



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

Dear Colleagues,

The second semester of 2019/20 was marked by the unprecedented Coronavirus outbreak which the whole world has never experienced. The pandemic and resulting economic shutdowns have imposed extraordinary challenge on both our work and our life.

I have been blown away by the dedication and innovation shown by our faculty and staff as they continue delivering quality education to our students, producing high quality research, while also serving our community. The speed and resilience with which you adapted your teaching approach to such a difficult and unique circumstance is something in which we should take immense pride. We are equally proud of our collective efforts in research which has been very productive and significant during this difficult time, and our contributions to the society by providing expert advice and training of local labour force to cope with the pandemic.

I am heartened to hear so many stories and positive feedback from colleagues and students about how we as a dynamic learning community have come together, united in our desire to carry on our education and research mission and our social responsibility as seamlessly as possible. If we continue to play our part and work together so successfully, I am confident that we will emerge from this crisis stronger and better prepared for the future.



## TECHNOLOGY IN TEACHING

### Professor Glenn McCartney shares experience in teaching during COVID-19

The outbreak of COVID-19 dramatically brings a great challenge around the world. The suspension of classes and social distancing pose a lot of difficulties in traditional face-to-face teaching. Online teaching and technology becomes a viable tools for minimizing the impact. This issue, we have Professor Glenn McCartney, Associate Dean (Curriculum & Teaching) to share how to deal with the difficulties and make it happen.



**Professor Glenn McCartney**  
Associate Dean  
(Curriculum & Teaching)

The e-learning was fairly immediate to implement on the Chinese New Year holiday period. Students and teachers were not allowed to return to physical classrooms. Professor McCartney had to work with the Centre for Teaching and Learning Enhancement (CTLE) to learn and study various software and online applications, especially UMMoodle and Zoom which became the two most predominant platforms with 100% and 65% usage respectively for both conducting classes and exams.

Professor McCartney suggested that FBA mostly used Zoom and Powerpoint with audio as major teaching tools, while WeChat groups and UMMoodle were largely important for delivering materials and communication.

E-learning is not something new but it is not as easy as it sounds. The stability of wi-fi and regional restriction of network access became the main issues of internet-based technology, raising a lot of challenges in teaching, especially with tests and exams. Therefore, regular and effective communication was an essential part in coordinating faculty members, staff and students.

Despite the success of e-learning in this last semester, Professor McCartney stressed that e-learning at the moment should only be a support tool. Physical classes are still a preference for teaching and discussion. It, however, will be a part of our blended learning approach in the future.

# UM-FBA AND BOC CO-ORGANISE ONLINE WORKSHOP SERIES

## FIRST SERIES OF ONLINE WORKSHOP 'COPING STRATEGIES IN ANTI-EPIDEMIC ENVIRONMENT'

FBA and the Bank of China (BOC) (Macau Branch) jointly organised the first workshop of the Online Workshop Series for owners of small and medium-sized enterprises (SMEs) in Macao on 18th April 2020. Titled 'Coping Strategies in Anti-Epidemic Environment', the workshop was part of FBA's Executive Development Programmes (EDPs), which aim to encourage greater communication among enterprises and to promote innovative thinking to help enterprises seek opportunities for diversified development.

In view of the negative impact of the novel coronavirus epidemic on Macao's economy, the first EDP focused on the actual needs of local SMEs during this critical time, and it attracted dozens of executives. Aside from the academic interpretation of the government's policies designed to lessen the impact of the coronavirus epidemic on Macao by UM scholars, financing specialists from local SMEs presented various financing proposals. Participants provided valuable feedback during the Q&A session, with some saying that the EDP would allow local SMEs to plan more proactively and effectively for the support measures launched by the Macao SAR government. The organisers expect that these workshops on various SME-related topics will provide local SMEs with valuable and prompt opinions and suggestions during the present pandemic so they can make better decisions and find new opportunities to develop their businesses.

Prof Jean Chen, Dean of FBA, and Mr Cai Chunyan, Deputy Manager of BOC (Macau Branch), both gave speeches in the event, which was moderated by Prof Ricardo Siu. Keynote speakers included Prof Davis Fong of FBA, Director Zhou of BOC, and Prof Jean Chen of FBA.

## SECOND SERIES OF ONLINE WORKSHOP 'ONLINE OPERATIONS FOR SMES AND ELECTRONIC PAYMENTS'



Group photo of speaker of the second series of Online Workshop

Jean Chen, Dean of FBA, and Chan Hio Peng, Deputy General Manager of BOC, delivered speeches at the opening ceremony. According to them, as a continuation of 'Series One: SME Coping Strategies for Pandemic', the new workshop aimed to help local SMEs get through this difficult time by providing practical suggestions on how to improve business operations.

FBA Assistant Professor Mac Vai In was the moderator of the workshop. During the event, keynote speakers, namely Yu Jian, General Manager of BOC Macau's E-Finance Department, and FBA Assistant Professor Ho Ying, discussed the importance and strategies of digital marketing for SMEs in Macao. In addition, guest speakers, namely James Law, Regional Coach of Pizza Hut (Macau), and Edith Chao, the founder of Edith Leather Craft, shared the success stories of their businesses. The workshop attracted nearly 60 owners of local SMEs and young entrepreneurs, who had in-depth discussions with the speakers on various issues during the Q&A session.



Poster of the 1st workshop in the Online Workshop Series

# FBA AT A GLANCE

## FBA GAINS EQUIS ELIGIBILITY

FBA has been granted EQUIS eligibility by the European Foundation of Management Development (EFMD). EQUIS, an acronym for EFMD Quality Improvement System, is one of the three most prestigious business accreditations in the world. The other two highly sought-after business accreditations are AACSB (Association to Advance Collegiate Schools of Business) and AMBA (Association of MBAs), which the FBA earned in 2019.



Group photo of the FBA team and the EQUIS representative

## FBA JOINED THE GLOBAL BUSINESS SCHOOL NETWORK

FBA joined the Global Business School Network (GBSN), a prestigious international business school network, earlier this year. GBSN is highly selective in the process of assessing applications for membership. The membership is testament to FBA's rapid development in recent years and increasing international recognition of its quality of education. GBSN aims to promote collaborations among business schools and to nurture management talents for the developing world. Through its events and programmes, GBSN helps its members to share their experiences and transfer their knowledge to educators all over the world, so that they can add value to global management education in the process of promoting economic and social development.



Global Business School Network (GBSN)

## FBA ACCOUNTING PROGRAMMES RECEIVE DOUBLE ACCA ACCREDITATION WITH MAXIMUM EXEMPTIONS

Both the Master of Science in Accounting programme and Bachelor of Science in Accounting programme have received double ACCA accreditation with maximum exemptions, along with several international professional accounting bodies. Students enrolled in the programmes are entitled to a maximum of nine exam exemptions with ACCA. This accreditation makes FBA's Master of Science in Accounting programme one of the programmes in the Greater Bay Area to receive the maximum number of exam exemptions from the ACCA and places FBA's accounting programmes among the top in the market and have demonstrated FBA's status as a flagship business faculty in the Guangdong-Hong Kong-Macao Greater Bay Area.



ACCA logo



Group photo of participants of the workshop

## FBA HOLDS WORKSHOP ON OPPORTUNITIES AND CHALLENGES IN DEVELOPING NON-GAMING ELEMENTS

The Institute for the Study of Commercial Gaming (ISCG) in FBA, held the Exchange Workshop on Opportunities and Challenges in Developing Non-Gaming Elements for senior executives from gaming operators. The workshop served as a platform for gaming industry practitioners and scholars at UM to exchange ideas and share their experience on opportunities and challenges facing the development of non-gaming elements. The workshop was moderated by Lawrence Fong, Assistant Dean of FBA. Keynote speakers and participants in the round-table discussion include Jean Chen, Dean of FBA, Davis Fong, Director of UM's Institute for the Study of Commercial Gaming, as well as senior executives from the six gaming operators.

ICBC 工銀大學



工銀大學—澳門大學工商管理學院  
特色金融線上培訓班

FBA, ICBC Macau jointly hold online courses in finance

## FBA AND ICBC MACAU JOINTLY HOLD ONLINE COURSES IN FINANCE

FBA and the Industrial and Commercial Bank of China (Macau) Limited recently held a one-week online training programme in finance with the aim of nurturing professionals for the financial industry in Macao. The training courses mainly covered topics on financial leasing, financial planning, the mechanisms of interest rate formation, and investment in the housing market in the Greater Bay Area. The event attracted more than 100 UM students, as well as key staff in FBA and ICBC Macau. Both parties hope to enhance the financial knowledge and skills of young people through training courses, workshops, and other activities, in order to promote economic diversification in Macao.



CPA Australia seminar

## FBA AND CPA AUSTRALIA CO-HOST ONLINE ACCOUNTING SEMINAR

The spread of the novel coronavirus continues to pose significant health threats worldwide. In response, the Department of Accounting and Information Management together with CPA Australia, recently co-hosted their first online seminar, titled 'How to Become a CPA Australia Member'. The event attracted both undergraduate and postgraduate students across different disciplines, including accounting, business administration, economics, and finance. At the seminar Ms. Allison Zhu, Senior Business Development Manager, CPA Australia shared the examination structure, certification process, and professional assistance provided at CPA Australia.

## FBA DEAN SHARED EXPERIENCE ABOUT THE FACULTY'S SOCIAL RESPONSIBILITY AMID PANDEMIC ON A GLOBAL PLATFORM

Invited by the Global Business School Network (GBSN), Professor Jean Chen, Dean of FBA, shared her experience on leading the faculty to engage in social responsibility amid the pandemic of COVID-19 in a webinar. She highlighted crucial engagement works including offering virtual professional training for participants from local SMEs and senior executives at the integrated resort in Macao, sharing professional opinions on the impact of COVID-19 to the local community on different media platforms, inviting industry executives to give virtual guest lectures to the students, etc.

Moderator

Speakers



Dan LeClair  
CEO  
Global Business School Network



Cristina Giménez Thomsen  
Professor,  
Department of Operations, Innovation and Data Sciences  
Director, Identity and Mission  
ESADE Business School



Jean Jinghan Chen  
Dean of Faculty of Business Administration  
Director of Business Research and Training Center (BRTC)  
University of Macau Faculty of Business Administration



Kamil Senhaji  
President  
Groupe ISM

Global Business School Network (GBSN) Speakers

# STUDENT NEWS

## FBA students win Merit Award at ACCA - CFA Institute Business Competition 2019-20

Four students, Zhang Yue, Huang Biying, Yang Jingyuan, and Liu Jiayu in the FBA recently won a Merit Award at the ACCA - CFA Institute Business Competition 2019-20. Co-organised by the Association of Chartered Certified Accountants (ACCA) and the Chartered Financial Analyst Institute (CFA Institute), the competition attracted more than 1,100 students from higher education institutions in Hong Kong and Macao.



Four students, Zhang Yue, Huang Biying, Yang Jingyuan, and Liu Jiayu from FBA recently won a Merit Award



The UM team composed of Bu ZiYou, Leong Hoi leng, Kwan Yue Wen, Fok Man Tong and mentored by Philip Law, Assistant Professor in the Department of Accounting and Information Management

## FBA students win third prize at CIMA Global Business Challenge 2020

A team from FBA, composed of Bu ZiYou (Leader), Leong Hoi leng, Kwan Yue Wen, Fok Man Tong and mentored by Philip Law, Assistant Professor in the Department of Accounting and Information Management, recently won a third prize at the Global Business Challenge (GBC) 2020 North Asia. The team was ranked among the top in the Hong Kong and Macao region alongside City University of Hong Kong. GBC is a flagship international competition of the Chartered Institute of Management Accountants (CIMA) for undergraduate students around the world. The event aims to discover business talent among students and cultivate future business leaders.

## Alumnus Chau Ho Kei is the First Macao Citizen Honoured with the Fellowship of The London Institute of Banking and Finance (LIBF)



Alumnus Chau Ho Kei

Alumnus Chau Ho Kei has recently received a Fellowship presented by LIBF, and is the first Macao citizen to receive this professional honour.

Chau received his bachelor's degree in Business Administration (Marketing) from the University of Macau in 2000 and currently he is the Director and Co-Founder of Goldchess Asia Consulting Ltd. Chau is the Fellow of UK CIM-Chartered Institute of Marketing (FCIM) and UK CMI-Chartered Management Institute (FCMI). He was honored being the first Macao citizen for Fellowship presented by CIM.

Chau cares about the alma mater and pays close attention to its development. Currently, he is the Vice-Chairman of the University of Macau Alumni Association. He has participated as a mentor of the Alumni Mentorship Scheme organized by the Alumni and Development Office (ADO) for several years, and also served as the guest speaker of the leadership lectures organized by Honours College to assist the alma mater to cultivate talents. Chau is also keen to participate actively in social affairs and has taken up different positions in various associations in Macau, including the Founding Chairman of MMI-Macau Marketing Institute, Standing Member of Youth Committee of Macau General Chinese Chamber of Commerce and Standing Member of Macau Youth Entrepreneur Association.

Established in 1879, the LIBF is one of the Royal Charter Institutes in the UK. It is committed to offer professional and practical financial courses and competence certifications to individuals to cultivate excellent financial talents for the global financial industry. At present, the total global membership of the institute is up to 23,000 members, distributed in 120 countries and regions.

Source: Alumni and Development Office

In keeping with FBA's goal to create greater impact with the industry, the faculty recently established a Business Engagement team to help link and strengthen industry and academic collaboration in areas such as executive education, consultancy, applied research, and knowledge transfer events. The person to contact on possible collaboration is Professor Lawrence Fong (Email: [lawrencefong@um.edu.mo](mailto:lawrencefong@um.edu.mo))

## Contact

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