



Academic Objectives

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Departments ▶

Faculty Staff ▶

Program Offered ▶

General Office Memo

Academic Calendar and
Schedule

International
Exchange Program

General Office -
Performance Pledge

Seminars ▶

Conferences

Working Paper
Database

Institute for the Study of
Commercial Gaming

Business Research and
Training Center

International Real Estate
Review (IRER)

Other Links

The Faculty of Business Administration (FBA) seeks to establish a solid reputation as a centre for business, management, and administration education. It has a full-time and part-time complement of qualified people teaching in the areas of Accounting, Business, Communications, Finance, Information systems, Law, Management, Marketing, Human Resources, and Quantitative Methods. In general terms, and within the context of the aims, goals and objectives of the advanced education sector as defined by the Government of Macau, the mission of the FBA may be stated as follows:

- To contribute to the enhancement of business and management practice, the acquisition and development of business management and administrative skills, and the communication and creation of knowledge in areas related to the functioning of economic society, particularly that of Macau;
- To provide cost-effective business and management education in a variety of modes and contexts and at different levels, to meet the present and future needs of individuals, groups and organizations, in Macau, the Pearl River Delta, and the wider services areas;
- To provide a range of services - advisory, consultancy, research - for individuals, groups, and organizations of all kinds; and
- To pursue actively the development and maintenance of a milieu within FBA which promotes and enhances the free exchange of ideas and opinions among faculty, students, and staff, and which stimulates and encourages excellence in teaching, learning, and research.

The specific objectives of the FBA are as follows:

- To offer a balanced range of full-time and part-time and part-time courses in business, management and administrative studies, and training extending from the certificate level to the graduate level;
- To offer a balanced range of short courses and seminars in a variety of business, management, and administrative areas to develop and enhance the knowledge and skills of the FBA service area, with special emphasis on the Macau community;
- To ensure that learning takes place in ways that develop motivation, critical, analytical and creative thinking, and constructive use of skills in practical situations;
- To provide opportunities and facilities for staff and students to develop academic and professional interests;
- To supply opportunities and facilities for research to staff and students;
- To develop close links with industry, business, government, and business-related professionals so as enhance the relevance of the work and experience of staff and students;
- To create and develop a caring, informed, participative, and innovative faculty and student community; and
- To meet through these various course offerings the present and likely future needs and aspirations of the students and participants who enroll and attend, especially those from Macau.