



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

Topic outline 講題大綱

University of Macau Teaching Excellence Award Seminar

From Product Management to Experience Management: The Evolution of My Teaching Philosophy

“Experience is not what happens to you. It is what you do with what happens to you.” This seminar delves into the transformative journey from an initial product-oriented teaching paradigm, centered around the meticulous design of course content, towards the inclusion of service management, specifically tailoring the delivery of lectures to align with students’ needs, and ultimately culminating in an experience-based methodology that nourishes an immersive and enduring educational journey across six dimensions. This amalgamation of product, service, and experience management aspires to equip students with comprehensive knowledge and simultaneously foster a sense of ownership of their learning experiences.

Professor Fiona Xi YANG, the winner of the University of Macau Teaching Excellence Award 2022/2023 and Assistant Professor of Integrated Resort and Tourism Management, Faculty of Business Administration, will share with us her unique insights into the evolution of her teaching philosophy, shaped by the dynamic shifts in the educational landscape and the influence of our current digital era.

澳門大學卓越教學獎講座

從產品管理到體驗管理：教學理念演變之旅

“體驗，不僅是你身上發生的事情，更是你如何應對和處理這些事情。”講座將探討教學理念演變的過程：從早期著重課程內容設計的產品導向模式，到加入服務管理元素，根據學生需求優化課程內容和教學方法，最終形成以六個維度培養沉浸式持久教育經驗的體驗式導向方法。通過產品、服務和體驗管理在教學中的有機結合，旨在為學生傳授全面知識的同時培養其學習主導權。

工商管理學院綜合度假村及旅遊管理學系楊曦助理教授為2022/2023學年澳門大學卓越教學獎得獎者，將分享在教育環境轉變和數碼化時代影響下其教學理念的演變歷程。