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**CUHK**  
BUSINESS SCHOOL

2021 - 2022

# BBA in Global Business Studies

# GLOBAL BUSINESS STUDIES (GBS) / GLOBAL LEARNING OPPORTUNITIES IN BUSINESS EDUCATION (GLOBE)

From issues of European integration to Asian commerce and global venturing, the modern business landscape is increasingly multifaceted and international. It is in this spirit that GBS pioneered the region's first tri-continental programme in collaboration with Copenhagen Business

School (CBS) and The University of North Carolina at Chapel Hill (UNC). GBS endeavours to shepherd the next generation of global leadership with distinctive international business expertise and the desire to create meaningful change around the world.

## OVERVIEW

The GBS curriculum features a selection of cutting-edge business courses from three of the world's top international business schools. Courses focus on international management issues, case studies and in-depth investigations into today's global business climate, integrating the expertise of each school with tailored, regionally-focused syllabuses, hands-on projects, and study trips across three continents. Over the course of 18 months, you and your GLOBE cohort — students from CUHK, CBS and UNC — will study together

in each of the three countries for three semesters. Living and working with your global counterparts allows genuine cultural immersion and the natural development of skills necessary to adapt in today's dynamic business environment. In addition to forming lasting bonds with your GLOBE classmates, you will also foster connections across our global alumni network. This brings you the lifetime benefit of having a strong pool of professional contacts to support your career and personal pursuits.

## YOUR DEVELOPMENT

Through the internationally-oriented curriculum and unique tri-continental learning experience, GBS graduates learn the skills to become influential players in the global community. Upon graduation, you can expect to be able to work confidently across borders and gain the following valuable assets:

- Distinct business acumen
- Cultural fluency
- An in-depth understanding of business practices in tri-continents
- An entrepreneurial mindset
- Extensive global alumni network



## THE GLOBE JOURNEY



### UNC Kenan-Flagler Business School (UNC)

The Kenan-Flagler Business School of The University of North Carolina at Chapel Hill is one of the world's most respected business schools, offering a rich portfolio of programmes that prepares business leaders to manage successfully in a global environment. In 2013, *Bloomberg Businessweek* ranked UNC's Kenan-Flagler Business School second for "Top Undergraduate Business Schools for International Business."

### Copenhagen Business School (CBS)

Established in 1917, Copenhagen Business School is one of the largest business schools in Northern Europe. It offers a comprehensive range of university level degrees in business economics. In 2014 CBS was ranked No.1 in the world by Eduniversal, based on Dean recommendation rate, ahead of London Business School and Harvard Business School.

### CUHK Business School (CUHK)

As the first business school in Hong Kong, CUHK Business School is one of the leading business schools in Asia, known for its world-class programmes, faculty and facilities. In 2011, CUHK was ranked No.1 worldwide for international business research based on publication counts in the *Journal of the International Business Studies (JIBS)* by the University of Texas - Dallas.





## CONNECT WITH **THE WORLD**

### Tri-continental Cohort Exchange

International exposure, cultural awareness and strong cosmopolitan communication skills are essential tools for leadership in the 21<sup>st</sup> century. Unlike other exchange opportunities, GLOBE students have the unique privilege of achieving true cultural immersion in Asia, Europe and North America in the 18-month GLOBE journey. These cross-cultural experiences give you ample avenues to explore the myriad cultures as well as business practices of the world. And what makes GBS unique from other programmes is its cohort exchange system. You will learn how to cooperate with your counterparts from different cultural backgrounds through having classes, doing projects and engaging in discussions with promising students from CBS and UNC. Truly, the convergence of 54 brilliant minds creates a platform for exchange of ideas, innovations and aspirations.

### Study Trips

As part of the GLOBE Programme, you will participate in organised trips across Asia, the United States or Europe. Over the past few years, GLOBE students have taken study trips to developed and emerging markets including Belgium, Chicago, Indonesia, Malaysia, Singapore and Thailand. Through interactive executive briefings with founders, CEOs and other senior executives at selected corporations, these excursions will let you witness how industries from healthcare, energy and consumer goods to banking, financial consulting, steel and aviation operate in different economies, and how cultural differences influence business operations.

### Orientation Trip

You will begin your GBS journey with a regional orientation trip, organised every August to familiarise first-year students with the programme and with one another. Past orientation trip destinations have included Nagoya, Osaka, Tokyo and Seoul.



## CURRICULUM

GBS students are exposed to top faculty members at each of the three universities in the GLOBE Programme and each business school is positioned in the major economic and cultural hub of Asia, North America and Europe respectively. Our structured yet novel curriculum, with tailored courses on regional and global business environment, lets you explore subjects aligned with your interests and potential career paths, offering an abundance of out-of-classroom learning opportunities like group projects, case studies and complementary study trips.

### Programme Structure And Suggested Study Plan

#### Year 1 @ CUHK

##### Term 1

Economics for Business Studies I  
Management  
Other Foundation Courses

##### Term 2

Economics for Business Studies II  
Global Experiential Learning I  
Other Foundation Courses

#### Year 3

##### Term 1 @ UNC

Global Leading and Managing\*  
Negotiations\*  
Elective Courses

#### Year 4

##### Term 1 @ CBS

Finance and Financial Institutions\*  
Capstone Project\*  
Elective Courses

#### Year 2 @ CUHK

##### Term 1

Business Lecture Series  
Introductory Financial Accounting  
Operations Management  
Statistical Analysis for Business Decisions

##### Term 2

Financial Management  
Introductory Managerial Accounting  
Marketing Management  
Marketing Research

#### Year 3 @ CUHK

##### Term 2

China Business\*  
Marketing in China\*  
Business Information Systems  
Global Experiential Learning II  
Elective Courses  
Study Trip in Asia

#### Year 4 @ CUHK

##### Term 2

Business Sustainability  
Legal Environment for Business or  
Business Law  
Strategic Management  
Elective Courses

\* GLOBE courses provided by each university are subject to change





## GROWTH OPPORTUNITIES

### Global Business Forum

Our signature annual event, the Global Business Forum, convenes prominent business leaders from various sectors and the entire GLOBE cohort to discuss the most topical emerging global trends. With a keynote speech, speaker series and panel discussion, guests mingle and exchange ideas that may potentially turn into new business opportunities while you will be able to consolidate your industry necessary skills learnt from different enrichment workshops. Coupled with the Spring Dinner, you can have a fun-filled experience with alumni which helps reinforce the strong affiliation within the GLOBE family.

In recent years the Global Business Forum has hosted a number of renowned speakers, including:

**2019**

**Ms. Linda CHOY**

Vice President  
Communications and Public Affairs  
Hong Kong Disneyland

**Dr. William YU**

Chief Executive Officer  
World Green Organization

**Mr. Chan Yau CHONG**

Executive Committee member of the  
Hong Kong Council of Social Services

**2018**

**Mr. Nelson CHOW**

Chief Fintech Officer  
Fintech Facilitation Office  
Hong Kong Monetary Authority

**Ms. Eunice CHU**

Head of Policy  
The Association of Chartered  
Certified Accountants, Hong Kong

**Mr. Eric YOUNG**

Partner  
Forensic Technology,  
PricewaterhouseCoopers, Hong Kong

**2017**

**Mr. Chin-Tang CHIN**

Director of Marketing & Operations  
Microsoft Hong Kong

**Mr. Gordon ORR**

Non-Executive Director  
Lenovo And Swire Pacific and  
former Chairman of McKinsey Asia

**Mr. James MIRFIN**

Managing Director  
North Asia, Thomson Reuters

### Team Effectiveness Workshop

In business, hard knowledge is only one part of your success. Essential soft skills are the true test of a leader who can influence and mobilise diverse, international teams. Hone your teamwork, leadership, communication and problem-solving skills in the Team Effectiveness Workshop, a programme with team-building challenges and physical activities designed to boost your leadership potential as well as management soft skills. The relevant knowledge and attitude can be transferable to the workplace. Through the reflection and sharing sessions, you and your teammates will better understand your strengths, weaknesses and potential blind spots, gaining the confidence to become effective team players and charismatic leaders. This also reinforces the importance of having a “can-do” attitude despite the anxiety associated with unfamiliarity.



### Case Analysis Training

Take part in real-life business cases and develop your problem-solving and presentation skills through our organised training sessions. These sessions streamline your business knowledge and soft skills while challenging you to successfully apply them in simulated professional environments. As a result of our training, GBS students are known for achieving outstanding results in local and international business case competitions.



### Mentorship Programme

In your first year, you will be paired with a fellow senior student as well as a member of our alumni community as your mentors. These lifelong friendships are one of the programme's greatest assets, as mentors who have gone through the same GLOBE journey and accumulated ample industry experience will guide and support you for the road ahead — both study and future career, often well after graduation.





# STUDENT LIFE

## GBS Ignite (GBSI)

GBSI, a GBS student-led community, promotes student welfare with an ethos of giving back to the community. The four functional teams within GBSI — Careers & Personal Development, Product Development, Publication & Communications and Recreational Activities — organise career sharing sessions, design GBS-branded products, produce publications and host a variety of social events where students can mingle and have fun. This not only fosters the intra- and inter-cohort relationships within the GBS family, but also encourages students to give back and serve the others after benefitting from the seniors' generous sharing.

## GLOBE Alumni

The GLOBE Alumni organisation is run by GLOBE scholars and while formally independent from GLOBE, seeks to further the programme's mission of stimulating a dynamic, international, and collaborative business environment. GLOBE Alumni facilitates gatherings, maintains an online platform for communication, and promotes relationships with corporations.

The Regional Boards are responsible for organising activities in their respective regions whereas the Global Executive Committee takes charge of the global coordination of GLOBE Alumni strategies and activities. This ensures that both local and global alumni relationships are robust and well maintained.

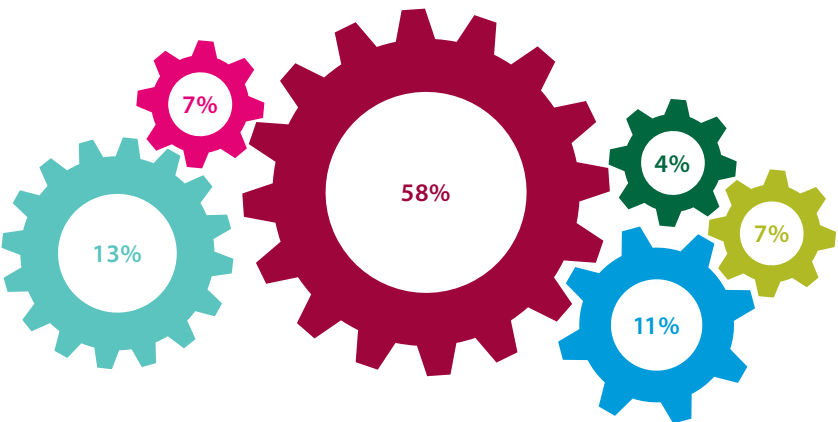


# IMAGINE YOUR FUTURE

## Career Prospects

As a result of our robust and internationally relevant curriculum, our graduates are eagerly sought after by the world's most prestigious entities. GBS graduates emerge from the programme ready to take on challenging careers at a bank, consulting firm, government, not-for-profit organisation, global communications firm, or an entrepreneurial venture of their own. More than half of our graduates start out in the banking and finance industries, and a number of them start their own social ventures and community engagement initiatives.

Breakdown of offers accepted by GBS graduates in recent years:



### 58% Banking / Finance

- Bank of America Merrill Lynch
- Barclays
- BlackRock
- Citi
- Credit Suisse
- DBS
- Deutsche Bank
- Goldman Sachs
- HKEX
- HSBC
- J.P. Morgan
- Macquarie Group
- Standard Chartered Bank

### 13% Consulting

- Accenture
- Bain & Company
- IBM
- McKinsey & Company
- Oliver Wyman
- The Boston Consulting Group

### 7% Conglomerate / Marketing

- L'Oréal
- MTR Corporation
- Reckitt Benckiser
- Swire

### 4% Others

- Including start-ups and entrepreneurship

### 11% Further Studies

### 7% Government

- Administrative Officer
- Airport Authority Hong Kong

## Career Guidance

GBS offers tailored career development support to help you embark on your ideal career path. We offer year-round training and advice through innovative workshops covering all aspects of the job search, from identification of leads to CV writing, interview techniques and more. You will also have opportunities to visit world-renowned companies and see the actual working environments in various industries first-hand. Coupled with the practical internship experience, it is not surprising that GBS graduates are well sought after by different prestige firms.

Well known corporations that GBS students will be undertaking internship locally or abroad in New York, Shanghai and Singapore, such as:

- Morgan Stanley
- Bank of America Merrill Lynch
- Credit Suisse
- Hong Kong Monetary Authority
- Hong Kong Airport Authority



# ADMISSIONS REQUIREMENTS

## JUPAS Students

Local students applying on the strength of their Hong Kong Diploma of Secondary Education (HKDSE) Examination should apply through JUPAS.

JUPAS code: **JS4214**

## Minimum Entrance Requirements

**Level 5 or above** in English Language

**Level 4 or above** in Chinese Language

**Level 3 or above** in Liberal Studies and Mathematics (Compulsory Part)

**Level 3 or above** in any two elective subjects, including:

**1. Two New Senior Secondary elective subjects;** or

**2. One New Senior Secondary elective subject and Mathematics (Extended Part) Module I or Module II**

## Additional Language Requirements

TOEFL scores:

Paper: **600 or above**

Computer: **250 or above**

Internet: **100 or above**

or

IELTS scores:

**7.0** or native speaker documentation\*

## Non-JUPAS & International Students

Applicants with the above mentioned TOEFL or IELTS scores are welcome to apply through the Non-JUPAS admissions scheme and will be considered on a case-by-case basis.

For details regarding admissions requirements for non-JUPAS and international students, including students from Mainland China, please contact CUHK Office of Admissions and Financial Aid or visit [www.oafa.cuhk.edu.hk](http://www.oafa.cuhk.edu.hk)

\* Applicants should have obtained the required TOEFL or IELTS scores prior to the interview.

# PROGRAMME COSTS AND SCHOLARSHIP OPPORTUNITIES

Denmark and United States living costs (including airfare, room and board, local transportation and study trips): **Approximately HK\$155,000**

There are different forms of scholarships and financial aid offered by the University, Faculty, Colleges and other institutions.

# GLOBE STORIES

## Sebastien YANG

**Taiwan (Class of 2018)**

"GLOBE is about sharing -by sharing a little bit of ourselves, we built our shared story.

I recall learning about Danish cooking over a beautiful lunch with a fellow GLOBE's family. There was also the time when we debated fiercely about the cause of the financial crisis in class, where people offered personal observations of the situation in different areas of the world. During our summer internships, students from CUHK were calling classmates in New York to learn about certain aspects of the U.S. capital market, while Danes called Hong Kongers to discuss cultural concerns for products entering the Chinese market. In some social gatherings across three continents, we would share the latest dance moves, drinking games, and personal stories with maybe too much details.

For GLOBE, the true curriculum lies within each member of the programme. The constant exchange of ideas and stories throughout our diverse travelling experience is truly humbling. It introduces the endless possibilities the world offers, while inspiring self-reflection on the understanding of one's role in the bigger picture. By sharing this journey together, we grew so much as individuals and even more so as a team of close friends!"



## Peggy TSE

**Hong Kong (Class of 2013)**

**Investment Professional, IFC, World Bank Group  
Co-Founder and Advisor, Lensational**

Sharing two short episodes of my work life post GLOBE:

1. Surviving the first client dinner: Despite how easy people seem to talk about going to client meetings and dinners, my first client dinner proved it in fact requires conscious efforts and thoughtful tactics to create a fruitful and engaging client conversation.

And luckily I survived it with the skills I picked up from GLOBE. During the dinner, I managed to build rapport with my client over small talks, similar to how I bonded with my peers in GLOBE despite our very different upbringings. I gained credibility from the client with my subject matter expertise in equities, which I developed a strong foundation since my GLOBE days.

2. Extending thought leadership: I often ask myself how GLOBE students can make the best out of our education in the adult world. Gradually I found the answer — to become thought leaders in as many industries as possible.

I chose to be one via social entrepreneurship and hence, co-founded Lensational, a global women empowerment organisation. The inputs from GLOBE, be it diverse study experience, programme flexibility for students to explore new areas or academic support, are all very conducive to nurturing young thought leaders. We are trained to be informed opinion leaders and "go-to" persons. The education enabled us to inspire others and replicate successes in various fields.



## BBA in Global Business Studies

Address: Room 408, Cheng Yu Tung Building  
12 Chak Cheung Street  
Shatin, N.T., Hong Kong

Telephone: +852 3943 1950

Email: [globe@cuhk.edu.hk](mailto:globe@cuhk.edu.hk)

Website: [www.bschool.cuhk.edu.hk/globe](http://www.bschool.cuhk.edu.hk/globe)



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