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**CUHK**  
BUSINESS SCHOOL

2021 - 2022

# BBA in Integrated BBA





# INTEGRATED BACHELOR OF BUSINESS ADMINISTRATION (IBBA)

Our era is defined by the constant evolution of knowledge and technology. Ideas deemed far-fetched just a few years ago are now innovations and business models disrupting the rules of commerce. As we look to the future, it is clear that change will continue to be the norm.

The Integrated Bachelor of Business Administration (IBBA) programme harnesses the foresight and experience of its world-class faculty to deliver a curriculum that grooms tomorrow's business leaders. A distinguishing feature of the globally-immersive programme is its simultaneous emphasis on broad-based knowledge and specialised expertise. Complementing the coursework are frequent exposure to real business scenarios, well-connected leaders and bright entrepreneurs in the region. Graduates from the programme are ready to tackle the near-constant emergence of new business models, and excel in a diverse range of professions.

## OVERVIEW

Joining the IBBA Programme comes with the ultimate freedom to customise a curriculum that truly suits your interests and aspirations. The programme boasts nine concentration areas, from which you are at liberty to select your specialisation; you may also choose to pursue double majors, double degrees, dual degrees and minors as needed to achieve your dreams.

The programme's prestige and flexibility attract students from all over the world, making IBBA among the most diverse groups on campus. Enjoy exploring different perspectives on today's most pressing topics and ideas alongside a high-achieving group of peers from different cultural backgrounds. As an IBBA student, you will also have access to a host of resources to enhance your learning. Mentorship, partnership courses and internship opportunities are ready vehicles that will guide you in making sound business decisions amidst innovation and change. You will form strong relationships across the business world and lay the groundwork for a fruitful professional network.

## YOUR DEVELOPMENT

IBBA Programme graduates possess a unique combination of well-rounded foundational business knowledge and a specialised area of expertise. We aim to equip you with the following:

- Effective business communication skills
- Strong, applicable analytical and problem-solving skills
- Ability to integrate business knowledge in a professional setting
- Confidence to propose strategies and make decisions in a global environment
- Awareness of ethical business issues
- Expertise in one or more functional areas of business management





# CURRICULUM

You will first fulfil your faculty package courses in your first year of study, followed by a series of required courses, and then select up to two concentrations based on personal interest. Concentration requirements can be fulfilled by selecting elective courses offered through the individual departments.

Foundational courses ranging from management to finance, marketing and more, provide you with core knowledge essential for any business career.

## Faculty Package Courses

- Economics for Business Studies I
- Economics for Business Studies II
- Management

## Required Courses

- Introductory Financial Accounting
- Introductory Management Accounting
- Legal Environment for Business
- Statistical Analysis for Business Decisions
- Operations Management
- Business Information Systems
- Financial Management
- Business Lecture Series
- Global Experiential Learning I
- Global Experiential Learning II
- Business Sustainability
- Strategic Management
- Marketing Management

# CONCENTRATIONS

IBBA offers nine unique concentration areas, with no intake limits. You may select up to two, and each requires at least five courses.

## Business Analytics

Equips you with the knowledge and tools needed to derive useful information from vast amounts of data and utilise it to make fast, intelligent business decisions.

## Business Economics

Guides you in applying an understanding of managerial economics to problem-solving in a real-world business setting.

## Finance

Offers a wide array of finance courses covering corporate finance, risk management, fixed income securities, and quantitative finance as well as related subjects such as insurance and real estate.

## Entrepreneurship

Equips students with a mindset and competence to create and/or lead an innovative organisation around the world. This concentration prepares you for the success of exciting career in technology sector, business consultancy, global and digital economy, and social enterprises or non-profit organisations.

## Human Resource Management

Introduces a systematic approach to managing organisations through the functions of planning, organising, leading, communicating and controlling.

## Management of International Business

Engages students in understanding global business environments, solving strategic and management issues related to multi-cultural businesses or multinational corporations, as well as keeping updated about current thematic global management concerns.

## Marketing

Balances marketing theories and practice through integrated marketing communications, advertisements, brand management, service marketing and strategic marketing experience.

## Big Data and Quantitative Marketing

Prepares quantitative marketers, business analysts, internet marketers or managers of business intelligence units to be well-versed in data analytics, statistical modelling and computer science.

## General Business

Offers the greatest flexibility to tailor your studies according to individual interests with a broad range of management and business issues.





## Double Majors

Obtaining double majors lets you specialise in a second area of expertise and expand your skillset beyond business administration. You can successfully pursue a double major if you fulfil the respective requirements for both majors within the normative period of study and attain the required cumulative grade point average (GPA). A double major is awarded as a single degree with two majors, e.g. Bachelor of Business Administration (BBA) in Integrated BBA and Professional Accountancy.

Possible combinations for Integrated BBA students include:

- Integrated BBA and Professional Accountancy (PACC)
- Integrated BBA and Insurance, Financial and Actuarial Analysis (IFAA)\*
- Integrated BBA and Quantitative Finance (QFIN)\*

\* Not applicable for IBBA students specialising in Finance.

## Double Degrees

You also have the option to pursue a second degree, offered by the School of Journalism and Communication. This option requires an additional year of study on a self-financing basis.

- BBA-BSSc in Journalism and Communication

## Dual Degrees

Starting from 2019, IBBA programme offers Dual Degree Programme in collaboration with IE Business School of IE University in Spain.

You can apply for the Dual Degree Programme in term 1 of year 1. Successful applicants will spend two years to study in IE University, and will be awarded with two degrees upon completion of the programme.

## Minors

You may declare a minor(s) according to your interests and orientation. Each minor requires 18 to 30 units.

# DUAL DEGREE PROGRAMME

## CUHK and IE Business School

The programme was first launched in the academic year 2019-20. Students admitted to CUHK would study at IE Business School during their second and third years, and the students admitted to IE Business School would spend the first two years in IE and continue their studies in CUHK in the third and fourth years. Students who complete the programme and meet the graduation requirements of both universities will receive Bachelor of Business Administration degrees from CUHK and IE Business School.

As an international institution, IE Business School places much emphasis on innovation and entrepreneurship, and its MBA programme was ranked 31st worldwide by the Financial Times in 2019.



**CUHK Business School**  
The Chinese University  
of Hong Kong



**IE Business School**  
**IE University**



# WHY SHOULD YOU TAKE THE DUAL DEGREE?



**Dr. John Lai**  
Assistant Dean (Undergraduate Studies), CUHK Business School  
Programme Director, Dual Degree Programme

We take pride to jointly offer a dual degree with IE Business School, a top-ranked international school and a leader in innovative learning. Centrally located in Madrid, students of IE are coming over 130 countries. It places high emphasis on innovation and entrepreneurship.

Students who join the CUHK-IE dual degree programme will have a truly immersive global learning and unique student experiences; they will experience the innovative teaching and learning approaches from two leading business schools. Last but not least, a quote to share - Dream big, Stay positive, Work hard, and Enjoy the journey.

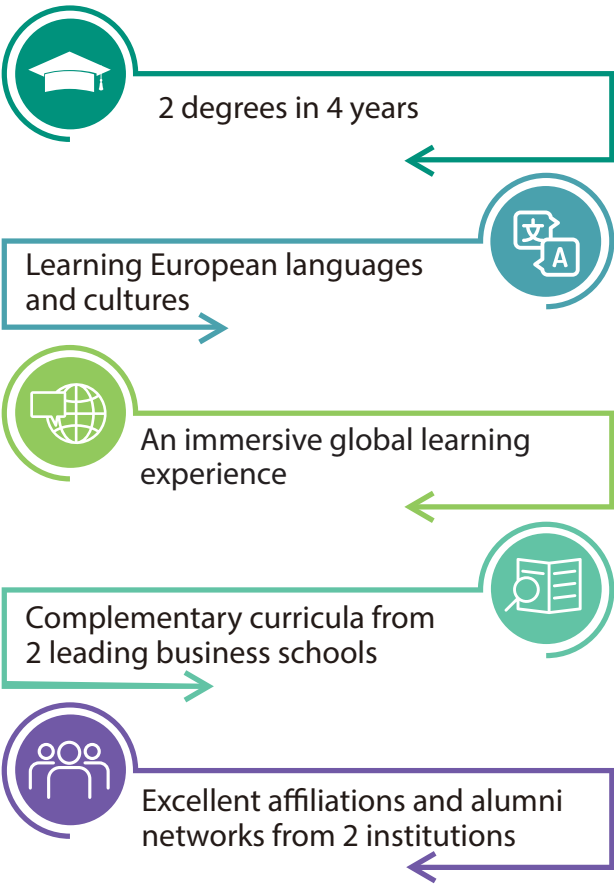
**Prof. Marc Semlik**  
Associate Dean for Undergraduate Studies, IE Business School  
Director of Undergraduate Studies in Business Administration

We are delighted that you are looking at this as a great opportunity for your future because it really brings together two great institutions and also gives you an unique opportunity to have an international experience with different pedagogies and different approaches to learning, but at the highest quality level.

The real characteristics of IE are based in its values. Our values of entrepreneurship, where we really encourage people to be innovative and creative and to look at the future as a process of change. That entrepreneurial spirit really comes through in our programme. We really look at the internationality of the programme as well as the experience in the programme as a very important part of building the future and creating a career that's successful across borders.



# BENEFITS TO STUDENTS



# PROGRAMME PATH





# STUDENTS' SHARING

The Dual Degree programme offers you a unique learning opportunity to broaden your global exposure and become future business leaders. By enrolling in the Dual Degree programme, you will gain valuable experiences that facilitate your personal growth and career development. Let's take a look of the sharings of our students who have joined the dual degree programme.

## Equipping myself to study in Spain

"IE business school emphasizes a lot on the spirit of entrepreneurship that keeps them at the forefront of world-class business education. To prepare myself for the 2 years in Spain, I'm going to learn Spanish, hoping that I can communicate with the locals and for me to fit in easier in Spain. Besides, I'm going to take on an internship before I go to Spain. I hope this will equip me to face the upcoming challenges that I might face in IE."

Reagan Chan



## Understanding the mix of cultures

"This programme can provide me with broad-based knowledge, specialized expertise, fruitful experiences and innovative ideas. The Business school at CUHK and IE offer high-quality education that would also give wonderful experience for my self-growth and for good memories. This programme allows me to have a closer look at both the eastern and western cultures by living in Hong Kong and Madrid. I hope that, as a non-local student, I can gain a better understanding of them."

Mia Zhang



## Once-in-a-lifetime experience in Spain

"The dual degree programme provides me chances to broaden my horizons and resources from two great universities which will make me become more mature, creative, and sophisticated upon graduation. The programme will change my life because it opens more opportunities for me. I can select a company based in Spain to work and I can be more competitive as I speak more languages. Studying in Spain for two years is a once-in-lifetime experience, which will make me grow so much."

Sophie So



## Pathway to entrepreneur

"My career aspiration is to engage myself in a job related to management and to start up a company of my own. I hope that I can have the chance to work in an international corporation to gain experience of working in a team at the beginning. I will continue to enlighten my path to start up my company when I am ready with enough skills and experience of managing a firm. My long-term goal is to achieve my dream of being an entrepreneur in the foreseeable future. I will work hard to achieve the goal."

Henry Lam



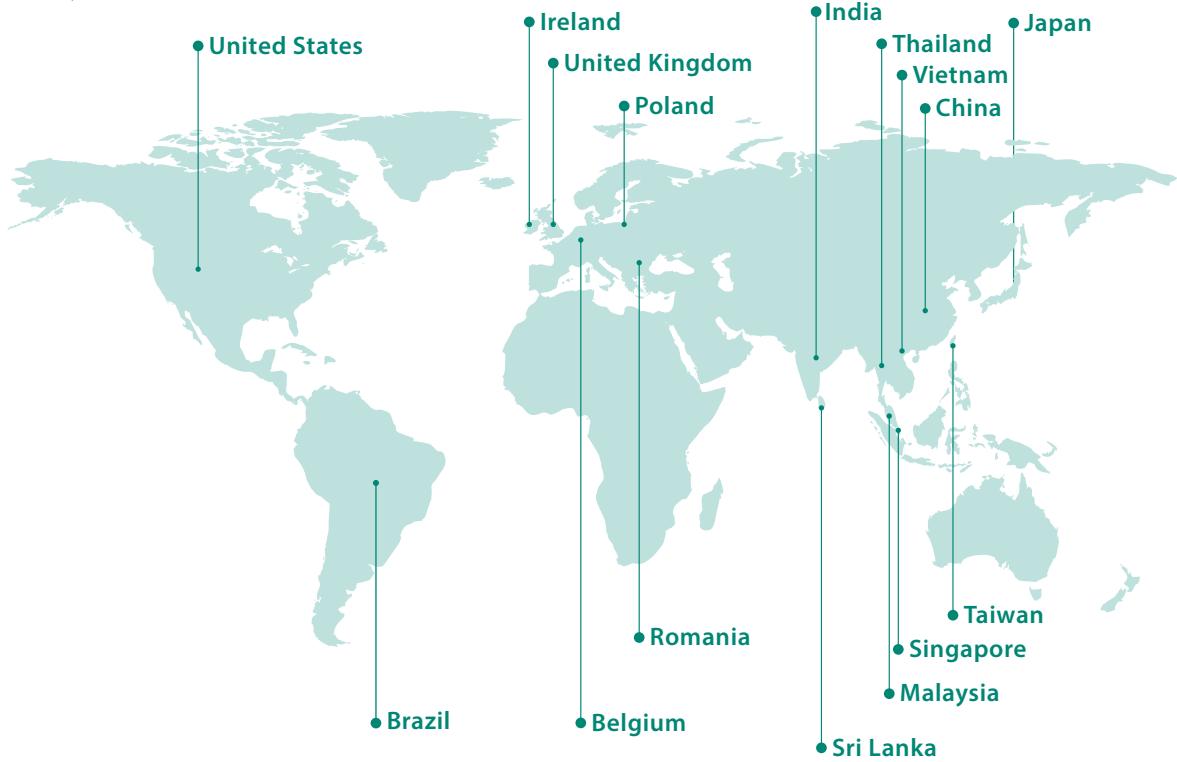
# GROWTH OPPORTUNITIES

## Internships

IBBA has connections with a number of well-known global and local organisations, opening up numerous doors for you to gain real working experience through an internship. Internships let you test the waters and get a taste for the current climate in the market under the guidance of real industry professionals.

More than 90% of our graduates have completed at least one internship prior to graduation.

Apart from Hong Kong, our students have also successfully completed internships in the following locations:



## Case Competitions

You will have numerous opportunities to join local and international case competitions, flexing your analytical and presentation skills alongside highly driven business students from around the world. Learn to develop and present ideas collaboratively, while networking with your peers and experienced professionals.

## Business Lecture Series

Business lectures keep you abreast of current developments across various sectors, yielding valuable insight on different industries and providing ample opportunity for you to formulate and present your thoughts on vital business issues.





# CONNECT WITH THE WORLD

## International Exposure

An essential component of the IBBA curriculum is stepping outside of the classroom and participating in immersive cultural exchange and corporate dialogue. To that end, we have made global experiential learning a key element in the curriculum, creating an enriching learning plan to help you broaden your world view while achieving self-discovery.

## Global Experiential Learning

To fulfil the global experiential learning requirement, you will complete a structured series of global experiential learning courses where you can transform your knowledge into real strategies in an international context.

100% of our students graduate with global experiential learning experiences. You can benefit from international exposure through overseas study trips, international service learning trips, summer schools abroad and exchange study. CUHK Business School has exchange agreements with 38 leading business schools worldwide. On average, our students participate in at least one exchange programme prior to graduation. Outgoing exchange students may transfer credits earned from their host university.

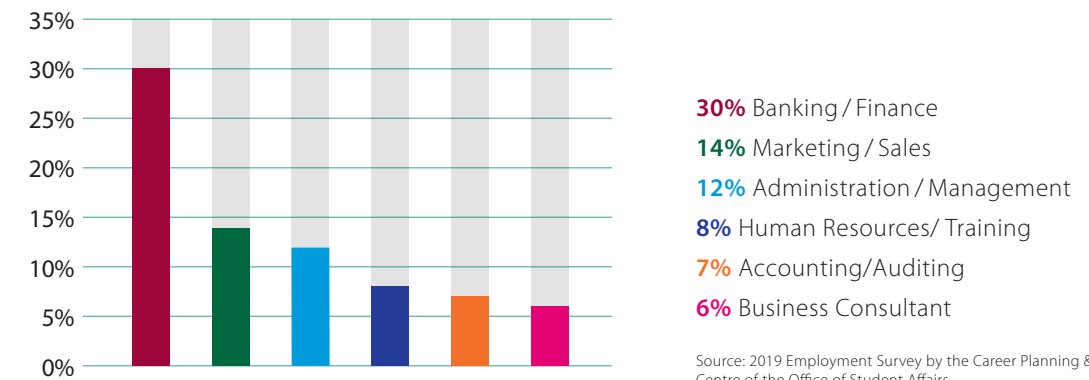


# IMAGINE YOUR FUTURE

## Career Prospects

As an IBBA graduate, you will possess the skills to excel in a variety of careers. You will find IBBA alumni in banking, finance, accounting, information technology, communications, civil service, research institutions, start-ups and various other entrepreneurial ventures.

IBBA graduates mainly specialise in:



## Other Potential Career Fields

- Customer Service
- eBusiness
- Insurance / Wealth Management
- Legal Services
- Logistics / Shipping
- Public Relations / Mass Communication
- Purchasing / Trading
- Scientific / Research
- Statistical / Actuarial
- System Solution & Services
- Teaching
- Others

## Employers

- Bloomberg
- Bank of China (Hong Kong)
- Citibank
- Dairy Farm
- EY
- Goldman Sachs
- Hang Lung Properties
- Hang Seng Bank
- Hong Kong Jockey Club
- KPMG
- L'Oreal
- Microsoft
- Morgan Stanley
- MTR Corporation
- Nestle
- Nielsen
- P&G
- Phillip
- PwC
- Reckitt Benckiser
- Refinitiv
- Securities and Futures Commission (SFC)
- Société Générale
- Standard Chartered Bank
- Unilever
- And many more

## Career Planning Workshops

CUHK Business School provides professional development workshops to prepare you for the job search. Our soft skills enhancement workshops are specifically developed to help you achieve your career planning goals.



# STUDENT LIFE

In terms of student nationalities, IBBA is one of the most diverse programmes on campus. 68% are local Hong Kong students while others represent more than 20 different countries and regions, including Australia, Brazil, Canada, Chile, Mainland China, Estonia, France, India, Indonesia, Israel, Jamaica, Japan, Kazakhstan, Kyrgyzstan, Malaysia, Mongolia, Myanmar, Nepal, Netherlands, New Zealand, the Philippines, Russian Federation, Singapore, South Korea, Spain, Taiwan, Tajikistan, Thailand, United Kingdom and the United States.

Not only does this diversity enrich the campus experience, but also expands the mileage of your education by encouraging you to consider different values and perspectives when you work collaboratively with your peers.

1,300+  
CURRENT STUDENTS

9,000+  
ALUMNI

## Mentorship Opportunities

As an IBBA student, you can learn the real issues and opportunities in your field of interest directly from an active practitioner. Through the Undergraduate Mentorship Programme offered by the Undergraduate Office and the CUBBA Alumni Association, you will be matched with an alumnus working in your field of study, giving you a golden platform to learn about the realities of your future line of work and glean insight from your mentor's personal experiences. Many IBBA graduates stay in close contact with their mentors long after graduation.

# 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: **JS4202**

## Minimum Entrance Requirements

**Level 3** in English Language and Chinese Language

**Level 2** in Liberal Studies and Mathematics (Compulsory Part)

**Level 3** 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**

Admission will be based on your five best scores, with equal weight applied to all subjects. Your five best subjects may include either Mathematics (Extended Part) Module I/II or Other Language, but not both.

You can also apply through the JUPAS sub-systems, including:

**1. School Principal's Nomination Scheme**

**2. Sports Scholarship Scheme**

**3. Other Special Consideration for JUPAS Applicants**

## Non-JUPAS & International Students

Applicants are welcome to apply through the Non-JUPAS admission scheme and will be considered on a case-by-case basis.

For details regarding admission 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)





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