

LOOK  
FORWARD  
看·建未來



**CUHK**  
BUSINESS SCHOOL

2021-2022

# Undergraduate Programmes



AT A **GLANCE**



STUDENT LIFE

**3,000+**

UNDERGRADUATES

**20+**

NATIONALITIES



OUR  
PROGRAMMES

**9**

UNDERGRADUATE PROGRAMMES AND  
NEW ONES CONTINUALLY ADDED TO  
STAY AHEAD OF INDUSTRY CHANGES

**DUAL**

DEGREE  
PROGRAMME  
UNDER IBBA



CONNECT  
WITH THE WORLD

**280+**

EXCHANGE PROGRAMMES IN CUHK

**39**

BUSINESS SCHOOL  
EXCHANGE PARTNERS

GROWTH  
OPPORTUNITIES



ALUMNI NETWORK

**40,000+**

LARGEST BUSINESS ALUMNI  
NETWORK IN HONG KONG

IMAGINE  
YOUR FUTURE

**8**

OFFICIAL CORPORATE  
PARTNERSHIPS

**95%**

GRADUATES HAVE  
COMPLETED AT LEAST  
ONE INTERNSHIP

CURRICULUM

**200+**

COURSES INCLUDING  
PRACTICUMS AND  
EXPERIENTIAL COURSES

**NEW**

GLOBAL  
EXPERIENTIAL  
LEARNING COURSE

ABOUT **CUHK BUSINESS SCHOOL**

Established in 1963, The Chinese University of Hong Kong (CUHK) Business School was the first business school in Asia to offer a full suite of BBA, MBA, and Executive MBA programmes. Today, we continue to nurture nimble leaders, entrepreneurs and social stewards through our two schools and four departments: the School of Accountancy, School of Hotel and Tourism Management, Department of Decision Sciences and Managerial Economics, Department of Finance, Department of Management, and Department of Marketing. CUHK Business School is accredited by The Association to Advance Collegiate Schools of Business (AACSB), and by The Association of MBAs (AMBA) for its MBA programmes.



**DEAN'S** MESSAGE

At CUHK Business School, business education is not just about learning how to run profitable enterprises, but also about solving problems with socially responsible and entrepreneurial mindsets. Synergising with the seven faculties and unique college system in CUHK, our extensive catalogue of courses will support your exploration of passions and possibilities. Through promoting creative thinking and amassing multidisciplinary knowledge, we foster your whole-person development to become tomorrow's global business leaders.

Our forward-looking curriculum combines global immersion, experiential learning and social outreach to nurture your personal growth and professional networks. Building upon our pioneering culture and deep community roots, you can open the door to real-world business experiences through business lecture series, as well as internships, mentorships and exchange programmes. All these initiatives are underpinned by the School's strong network with alumni, the academia and business communities.

As one of Asia's first business schools, we can aid you affirm your aspirations and surmount challenges in the ever-changing society. In your hand is an invitation to join the family of CUHK Business School, to learn and to grow with us in the next 4 years and beyond. Turn the page and discover how!

Professor Lin Zhou  
Dean of CUHK Business School  
Choh-Ming Li Professor of Economics

**OUR VISION**

*TO DEVELOP GLOBAL BUSINESS LEADERS  
FOR THE ASIAN CENTURY*



# OUR PROGRAMMES

## Integrated BBA Programme (IBBA)

IBBA offers a flexible curriculum to make your personal aspirations come true. Learn essential business fundamentals from our world-class faculty and gain specialist expertise via up to two concentrations (out of nine options) to set you on course to your profession of choice.

### DUAL DEGREE PROGRAMME UNDER IBBA

## Global Business Studies (GBS)

GBS offers a unique immersion opportunity for students to develop a truly global mindset. Offered in collaboration with the Copenhagen Business School and The University of North Carolina at Chapel Hill, GBS offers an innovative curriculum taught across three top international business schools in Asia, Europe and America.

## International Business and Chinese Enterprise (IBCE)\*

IBCE trains experts who explore the important Sino-U.S. business relationship and make influential decisions related to two of the world's largest economies. Offered in collaboration with the Darla Moore School of Business at the University of South Carolina, IBCE delivers a cross-cultural learning experience by offering a one-year exchange programme where students can have a genuine cultural immersion.

\*IBCE accepts transfer-in applications only

## BBA-JD Double Degree Programme

The programme combines the strengths of CUHK Business School and Faculty of Law to blend business and legal studies into a rigorous but balanced curriculum. Students graduate with an undergraduate (BBA) degree and a postgraduate (JD) degree in five years, equipped for a variety of career options including community service, business, law enforcement, government service, education, media and beyond.

## Professional Accountancy Programme (PACC)

PACC aims beyond grooming accountants to nurture creative, agile and global-minded business leaders through a whole-person development approach. All students are eligible to sit for professional qualifying exams. The comprehensive curriculum allows students to study extensively on accounting and business subjects and specialise in various streams including the Global Accounting stream, Global Tax and Governance stream, Finance for Accountants stream and Accounting Analytics stream.

## Hospitality and Real Estate Programme (HRE)

The Hospitality and Real Estate (HRE) programme is positioned as a business programme with an industry focus. While the Real Estate stream focuses on planning, developing, and investing in the assets (e.g. buildings and properties), the Hospitality stream focuses on the service element — how to improve service quality, ensure customer satisfaction, and enhance organisational performance. Offering a rich curriculum marrying theory with experiential learning opportunities, HRE puts students right in the heart of the fast-paced hospitality, tourism and real estate industries.

## Insurance, Financial and Actuarial Analysis Programme (IFAA)

IFAA provides comprehensive training in all aspects of actuarial science and insurance company management, including insurance operations, financial markets, portfolio management and derivatives securities, and gives you the knowledge and analytical skills necessary for a career in insurance, financial and actuarial science.

## Quantitative Finance Programme (QFIN)

Our QFIN programme offers comprehensive courses in finance, economics, mathematics, statistics and information technology, through which you will gain a solid command of financial investment instruments and an edge in securing careers in investment, corporate and commercial banking, consulting, accounting and financial services.

## Interdisciplinary Major Programme in Global Economics and Finance (GLEF)

GLEF nurtures global leaders through interdisciplinary training in economics and finance in a global context. The programme caters to industry demands by preparing graduates with strong research and analytical skills, as well as on-the-job experience and the requisite global mindset to overcome challenges in the banking and finance industry.

## Quantitative Finance and Risk Management Science Programme (QFRM)

Jointly offered by the CUHK Business School and the Faculty of Science, this state-of-the-art programme in finance, risk management science, statistics and business combines the strengths of two well-established programmes to provide a solid foundation for finance careers or further studies, at the Master's or PhD level, in economics, finance, actuarial science and insurance, mathematics, statistics, and risk management science.





# CONNECT WITH THE WORLD

## Exchange Programmes

Today’s employers seek ‘global graduates’ who are ready to drive progress and influence in an increasingly international marketplace. With over 280 student exchange programmes offered by CUHK, and an additional 140 exchange quota offered exclusively to our business students, you can study at one of the world-leading business schools or universities in our network across the globe, gaining the cultural literacy and global experience crucial for your professional success. We also welcome around 1,000 incoming exchange students each year, creating a richly multi-cultural and immersive international learning environment right here on campus.

To see the full list of our exchange partners, please visit:  
[www.oal.cuhk.edu.hk/destinations/](http://www.oal.cuhk.edu.hk/destinations/)

## Overseas Study Tours

We hold international study tours on which you can visit universities and companies to learn about business and cultural practices overseas. Our students have already taken study tours to Russia, Austria, Chile, Israel, Poland, Czech Republic and Shanghai. Our innovative Global Experiential Learning course offering (see Curriculum, pg.13) also provides many first-hand opportunities for you to expand your global perspective. You will enjoy more fruitful experiences like this when you choose CUHK business school.



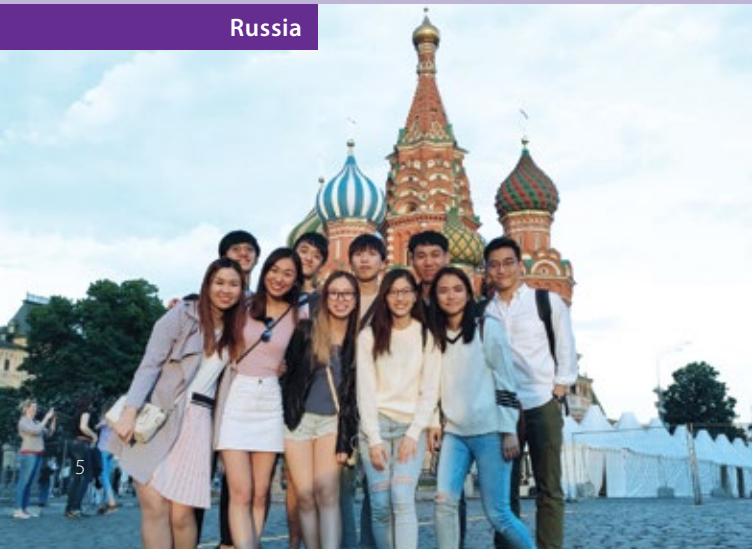
**280+**  
EXCHANGE  
PROGRAMMES

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BUSINESS SCHOOL  
EXCHANGE PARTNERS

## Overseas Exchange Destinations



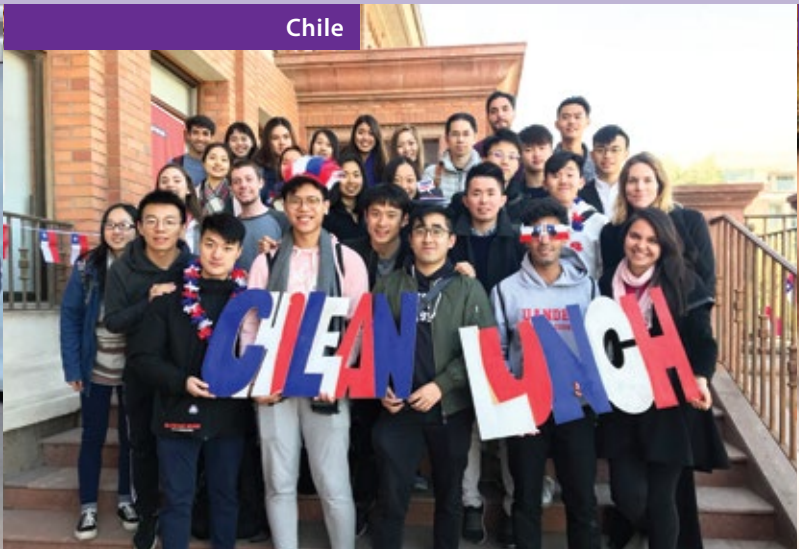
Russia



Prague



Chile



Poland





# GROWTH OPPORTUNITIES

A CUHK Business School education ensures that you grow and develop across academic, personal, professional and community pursuits. We offer targeted training and resources to help you develop the skills you need to shine as a job candidate and, later, as a professional.

 **95%** STUDENTS  
COMPLETE AT LEAST ONE INTERNSHIP  
PRIOR TO GRADUATION

## Professional Skills

Your future success is dependent on your ability to connect with and influence others, including that important audience – your prospective employer. Learn to put your best foot forward with school-wide or programme-based career-related workshops like CV writing, interview skills, or job hunting tips.

## Case Competitions

A highlight of business education, case competitions underpins your leadership development by letting you practice working in a team, creating solutions for real-life business problems, and presenting your ideas to a panel of judges. CUHK Business School holds an annual Academic Cup to give students a taste of case competitions, and students who perform exceptionally well may be invited to represent CUHK in local and international competitions.

## Case Competitions Achievements 2019/20

- Global Business Case Challenge, Japan, Champion
- HKICPA Business Case Competition, Hong Kong, Champion, First Runner Up, Best Presenter, Best Performance
- HSBC Life Insurance Innovation Competition, Hong Kong, Champion, First Runner-up
- Cathay Pacific 24 Hours Hackathon, Hong Kong, Champion
- Central European Case Competition, Hungary, First Place
- International Genetically Engineered Machine (iGEM), United States, Gold Medal
- Hong Kong University Student Innovation and Entrepreneurship Competition, Hong Kong, First-class Award
- IE Business School BBA Business Challenge, Spain, First Runner Up (short case)
- Social Innovation Competition, Hong Kong, First Runner Up
- Taxation Institute of Hong Kong's Tax Debate Competition, Hong Kong, First Runner-up
- Hong Kong Joint University Case Challenge, Hong Kong, First Runner-up
- Fidelity Student Innovation Challenge, Hong Kong, First Runner-up
- Business Management Case Competition, Mexico, Third Place
- World Asian Case Competition, Korea, Top 10 Winner
- Marshall International Case Competition, United States, Finalist

## Real Business Exposure

Thanks to our close industry collaborations, you will frequently interact with the business world — from taking courses and seminars taught by leading industry experts to joining local and overseas company visits to gain ground-level visibility into business operations.

When it comes to preparing for your future career, there is no faster way than to dive right in and learn on the job through an internship. CUHK Business School students complete internships in Hong Kong or overseas, acquiring not only highly sought-after work experience, but, very often, permanent job opportunities after graduation.



Global Business Case Challenge



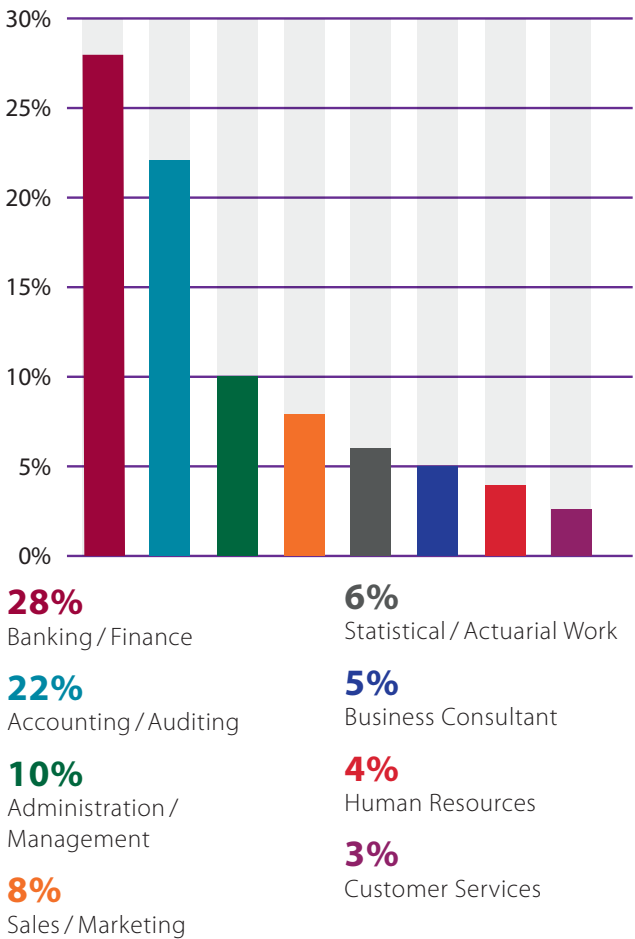
Dialogue with Woman Chief Executives



# IMAGINE YOUR FUTURE

## Career Prospects

Our graduates are respected leaders and influencers across a number of sectors. Just like them, you can extract from our world-class curriculum the global perspective, management insight, and business knowledge that will make you highly competitive in the job market – no matter what field you choose.

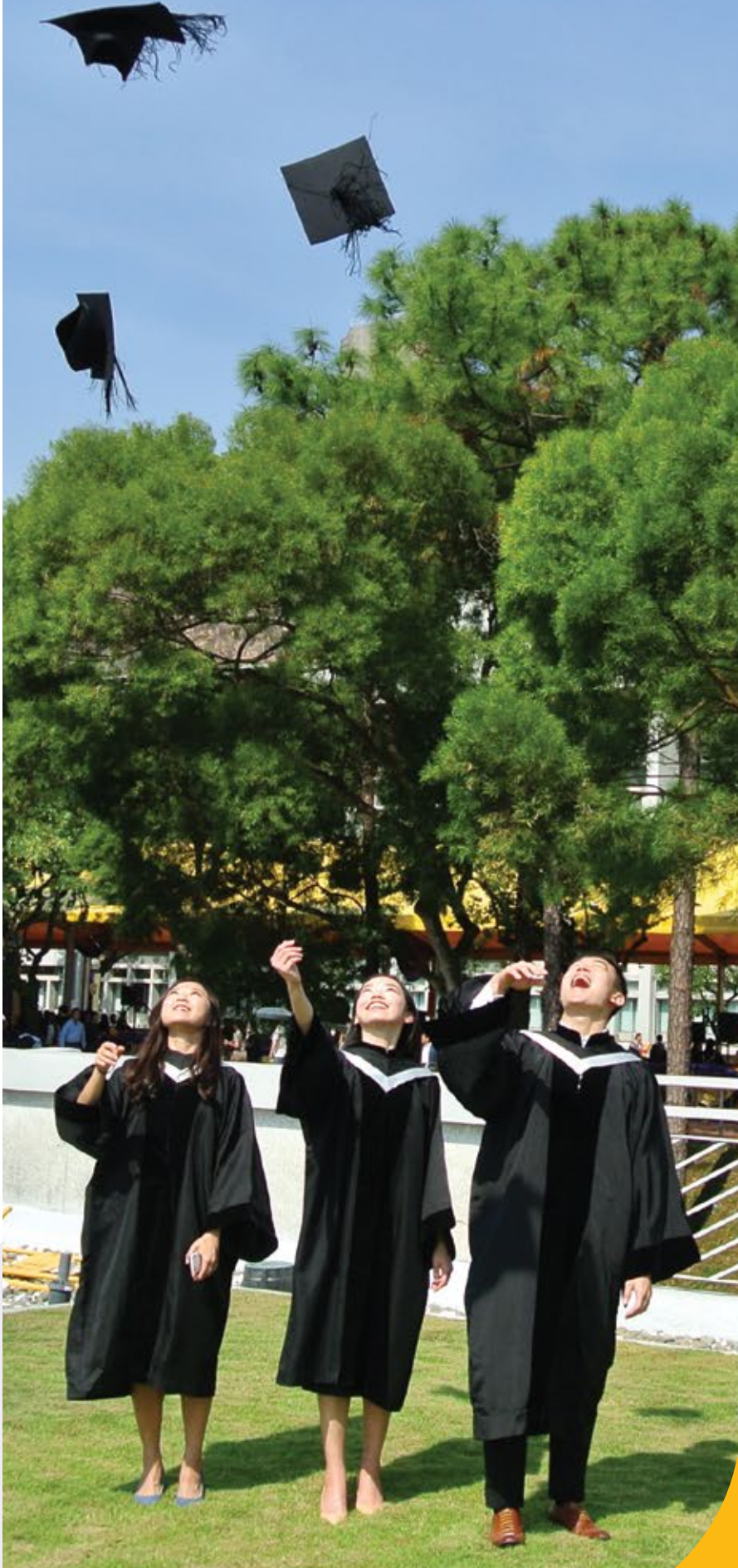


Source: 2019 Employment Survey by the Career Planning & Development Centre of the Office of Student Affairs



**8 OFFICIAL CORPORATE PARTNERSHIPS**

*connect students with a host of learning and career opportunities*



## Employers

Leading multinational or local companies hiring our high-calibre graduates include:

### Accounting

Deloitte  
EY  
KPMG  
PwC

### FMCG and Marketing Communication

Dairy Farm  
L'Oreal  
Mead Johnson  
P&G  
Unilever  
Nestle

### Banking and Finance

Bank of China  
Bank of America  
Bloomberg  
Citibank  
Credit Suisse  
Goldman Sachs  
Hang Seng Bank  
Hong Kong Exchange & Clearing Limited (HKEX)  
HSBC  
J.P. Morgan  
Morgan Stanley  
Securities and Futures Commission (SFC)  
Standard Chartered  
UBS

### Conglomerate

Hang Lung Properties  
Hopewell Group  
MTR  
Sun Hung Kai Properties  
Swire

### Consultancy

Accenture  
Bain & Company  
Boston Consulting Group  
IBM  
McKinsey & Company  
Oliver Wyman  
Nielsen

### e-Business / Technology

Google  
Lenovo  
Microsoft

### Government Service and Public Utilities

Airport Authority  
Hong Kong Trade Development Council  
Hospital Authority

### Tourism and Hospitality

Hyatt International  
Marriott International  
Rosewood Hong Kong  
Singapore Airlines



# STUDENT LIFE

The CUHK Business School campus is a vibrant community of more than 3,000 students representing more than 20 nationalities. Enjoy inspiring and eye-opening cultural experiences alongside your international peers, and forge meaningful friendships that may well last a lifetime.

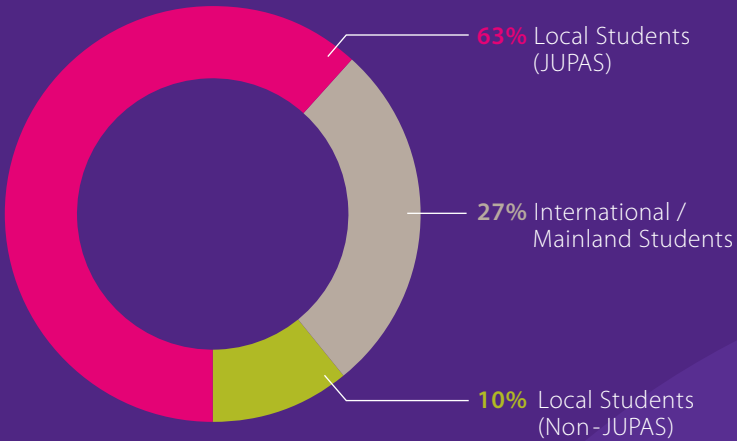
**3,000+**  
UNDERGRADUATES

**20+** NATIONALITIES



## Student Organisations

Join or run for office in one of our 12 student-led organisations and flex your leadership skills outside of the classroom. Student organisations host activities like business competitions, social and cultural events.



## Social

Every full-time undergraduate student at CUHK is affiliated with one of our nine colleges, each with its own hostels, dining halls, libraries and activities. This collegiate system gives you a built-in community from your very first day on campus.

## Corporate Social Responsibility (CSR)

Apply your business knowledge to serving the community through joining a service programme or learning tour, or creating your own social enterprise with support from our faculty. Some of our students and alumni have already launched thriving social ventures.

# UNDERGRADUATE MENTORSHIP PROGRAMME

With more than 40,000 alumni, CUHK has the largest business alumni network in Hong Kong. For you this translates to a lifetime privileged access to a large group of accomplished professionals in Hong Kong and around the world.

From banking to entrepreneurship, accounting to social ventures, our alumni are leading the way in a number of industries in Hong Kong, the up-and-rising Pearl River Delta region, and elsewhere around the globe.

Many of our alumni actively mentor current students. Your alumni mentor will not only be an invaluable resource for industry insights and career advice, but a cornerstone of your budding professional network.



**40,000+** ALUMNI

LARGEST BUSINESS ALUMNI NETWORK IN HONG KONG





### Building a Base

Your CUHK Business School curriculum will begin with an overview of business fundamentals including Economics, Management and Accounting. These Faculty Package classes will be taken during your first year and serve as the foundation for the rest of your education.

Complementing your business foundation are University Core Courses intended to build out your well-rounded development. They include Chinese, English, Information Technology, Physical Education, and General Education courses.

### Time for Specialisation

Your Major Required and Elective Courses provide you with in-depth knowledge to take your education to the next level. You'll be able to select electives that allow you to explore different areas of interest.

You will have opportunities to pursue personal aspirations with Free Elective Courses. Your remaining credits will come from this category and you may choose electives inside or outside of your business major.

### Expanding Your Potential

You also have the opportunity to select minor(s), a double major or a double degree. Obtaining a double degree usually requires an additional year of study on a self-financed basis. Please refer to the individual programme materials for more information.

## GLOBAL EXPERIENTIAL LEARNING (GEL)

*A COMBINATION OF ONLINE AND REAL-LIFE OVERSEAS LEARNING EXPERIENCE, our unique, innovative GEL course is specially designed to broaden your worldview and the place for cultural curiosity to flourish.*



# ADMISSIONS & SCHOLARSHIPS

## JUPAS Students

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

Each programme has its own minimum requirements for admittance. Please visit our website ([www.bs.school.cuhk.edu.hk/ug](http://www.bs.school.cuhk.edu.hk/ug)) or consult the individual programme materials for details.

## Minimum Entrance Requirements for Admission to CUHK Business School

**Level 3 or above** in English Language

**Level 3 or above** in Chinese Language

**Level 2 or above** in Mathematics (Compulsory Part)

**Level 2 or above** in Liberal Studies

**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

## Non-JUPAS (Local) Students

You may also apply on the strength of your qualifications other than HKDSE. These include but are not limited to the following: International Baccalaureate (IB), GCE A-Level/ International A-Level, Cambridge Pre-U, HKALE, Associate Degree, or other comparable secondary level qualifications.



## International Students

If you require a student visa to study in Hong Kong and possess one of the below qualifications, you are welcome to apply through the Non-JUPAS admission scheme:

- GCE A-Level/International A-Level;
- International Baccalaureate Diploma;
- A recognised non-local qualification for admission to a university in the country/region of its origin (e.g. high school diploma plus SAT/AP in the USA, UEC/STPM in Malaysia, ATAR in Australia, OSSD in Canada, GSAT in Taiwan). For more information please visit: <http://admission.cuhk.edu.hk/international/requirements.html>

## Mainland Students

You may apply on the basis of your results in the nation-wide Joint Entrance Examination. Please apply through the National Colleges and Universities Enrolment System. For more information, please visit:

<http://admission.cuhk.edu.hk/sc/mainland/requirements.html>

If you are not covered by the National Colleges and Universities Enrolment System, you should apply through the International Admissions Scheme.

## Advanced Standing

Applicants who meet specific requirements as stipulated by the University may apply for "Admission with Advanced Standing". The minimum total number of units required for graduation may be reduced by up to 24 and such the normative period of study may be reduced by up to one year.

## Scholarships and Financial Aid

Students achieving academic excellence and outstanding performance in other fields such as creativity, community services and leadership may be awarded scholarships from the Business School. Scholarships and financial aid are also available from the University and the Colleges.

## APPLY NOW

OFFICE OF ADMISSIONS AND FINANCIAL AID  
<http://admission.cuhk.edu.hk/>





## The Chinese University of Hong Kong (CUHK)

Founded in 1963, CUHK is a forward-looking comprehensive research university with a global vision and a mission to combine tradition with modernity, and to bring together the East and the West.

CUHK comprises eight faculties, namely Arts, Business Administration, Education, Engineering, Law, Medicine, Science, and Social Science, offering a wide array of well-regarded undergraduate and postgraduate programmes. CUHK provides a unique college experience for its students and has nine colleges.

Overlooking Tolo Harbour in the New Territories, the 137-plus-hectare CUHK campus is the largest and greenest in Hong Kong.



## Programme Requirements for JUPAS Admissions (2021 Entry)

If you are seeking admission on the strength of your Hong Kong Diploma of Secondary Education (HKDSE) Examination, you should apply through JUPAS. Applicants are required to fulfil the following programme-specific minimum requirements:

JUPAS CODE	PROGRAMME / STREAM	SPECIFIC REQUIREMENTS						NOTE
		CORE SUBJECTS				ELECTIVE SUBJECTS		
		Chinese Language	English Language	Mathematics	Liberal Studies	Elective Subject 1	Elective Subject 2 or M1/M2	
JS4202	Integrated BBA	Level 3	Level 3	Level 2	Level 2	Level 3	Level 3	
JS4214	Global Business Studies	Level 4	Level 5	Level 3	Level 3	Level 3	Level 3	+
JS4264	BBA-JD Double Degree Programme	Level 4	Level 5	Level 3	Level 3	Level 3	Level 3	
JS4240	Professional Accountancy	Level 3	Level 3	Level 3	Level 2	Level 3	Level 3	#
JS4226	Hospitality and Real Estate	Level 3	Level 3	Level 2	Level 2	Level 3	Level 3	
JS4238	Insurance, Financial and Actuarial Analysis	Level 3	Level 3	Level 5	Level 2	Level 3	Level 3	# *
JS4252	Quantitative Finance	Level 3	Level 3	Level 3	Level 2	Level 3	Level 3	#
JS4254	Interdisciplinary Major Programme in Global Economics and Finance	Level 4	Level 5	Level 3	Level 2	Level 3	Level 3	o
JS4276	Interdisciplinary Major Programme in Quantitative Finance and Risk Management Science	Level 3	Level 3	Level 3	Level 2	Level 3	Level 3	#

### Remarks

- The above Elective Subjects refer to Category A subjects in the New Senior Secondary curriculum.
- Other Language Subjects (Grade E or above) will be considered as unspecified elective subjects (i.e. Elective Subject 2) where applicable.
- + A minimum TOEFL score of 600 (paper)/250 (computer)/100 (internet) or a minimum IELTS score of 7.0 or native speaker documentation.
- # The programmes will accept "Attained with Distinction (I)" and "Attained with Distinction (II)" in Applied Learning subjects as extra elective subject for awarding bonus points.
- \* Mathematics (Extended Part) Module I or II at Level 5 is required if Mathematics (Compulsory Part) at Level 3 or 4 is obtained.
- o Mathematics (Compulsory Part) at Level 4 or above is preferred.



## Admission Formula for JUPAS Candidates (2021 Entry)

JUPAS CODE	PROGRAMME / STREAM	ADMISSION SCORE					
		Selection Principle	SUBJECTS WEIGHTING				
			Chi. Lang	Eng. Lang	Maths	Liberal Studies	Elective Subjects (including M1/M2)
JS4202	Integrated BBA	Best 5	1	1	1	1	1: M1/M2, all elective subjects
JS4214	Global Business Studies	4C + 2X	1	1	1	1	1: M1/M2, all elective subjects
JS4264	BBA-JD Double Degree Programme	4C + 2X	1.5	2	1	2	1: M1/M2, all elective subjects
JS4240	Professional Accountancy	Best 5	1	1	1	1	1: M1/M2, all elective subjects
JS4226	Hospitality and Real Estate	Best 5	1	1	1	1	1: M1/M2, all elective subjects
JS4238	Insurance, Financial and Actuarial Analysis	Best 5	1	1	1	1	1: M1/M2, all elective subjects Admission will be based on the "Best 5 Principle" with the inclusion of i) English Language and ii) at least one best subject of Mathematics (Compulsory Part), Mathematics (Extended Part) Module I or II
JS4252	Quantitative Finance	Best 5	1	2	2	1	1.5: Best of M1/M2/ Chemistry/ Economics/ Physics 1: all other elective subjects
JS4254	Interdisciplinary Major Programme in Global Economics and Finance	Best 5	1	1	1	1	1: M1/M2, all elective subjects Admission will be based on the "Best 5 Principle" with the inclusion of English Language
JS4276	Interdisciplinary Major Programme in Quantitative Finance and Risk Management Science	Best 5	1	2	2	1	1.5: Best of M1/ M2/ Chemistry/ Economics/ Physics 1: all other elective subjects

You can also apply through the JUPAS Sub-Schemes, namely:

- School Principal's Nominations Scheme
- Sports Scholarship Scheme
- Other Special Consideration for JUPAS Applicants.



## Undergraduate Office

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12 Chak Cheung Street  
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Email: [cuhkbba@cuhk.edu.hk](mailto:cuhkbba@cuhk.edu.hk)

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

Facebook: [www.facebook.com/CUHKBusinessUG](http://www.facebook.com/CUHKBusinessUG)



香港中文大學  
The Chinese University of Hong Kong



**AACSB**  
ACCREDITED

**Scan it and find out more!**



Facebook



Website

