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CUHK  
BUSINESS SCHOOL

2023-2024

# BBA in Global Business Studies



# Global Business Studies (GBS)

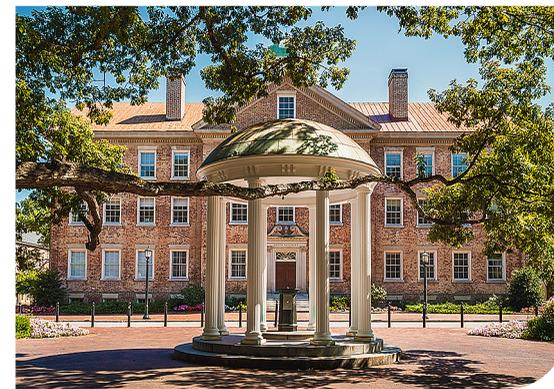
From issues of European integration to Asian commerce and global venturing, the modern business landscape is increasingly multifaceted and international. It is in spirit that GBS, internationally known as Global Learning Opportunities in Business Education (GLOBE), pioneered the region's first tri-continental programme in collaboration with Copenhagen Business School (CBS) and The University of North Carolina at Chapel Hill (UNC).

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.

Your lasting bonding with GLOBE classmates will 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.

“ 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. ”



UNC, USA



CBS, Denmark

## UNC

### UNC Kenan-Flagler Business School

The Kenan-Flagler Business School of UNC 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".

## CBS

### Copenhagen Business School

Established in 1917, CBS 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

### CUHK Business School

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.

## 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:



# The GLOBE Journey



“ An innovative curriculum that includes cutting-edge business courses from the three top international business schools. ”



## Tri-continental Cohort Exchange

International exposure, cultural awareness and strong cosmopolitan communication skills are essential tools for leadership in the 21st century. What makes GBS distinct from other programmes' exchange opportunities is its cohort exchange system. GLOBE students have the unique privilege of achieving true cultural immersion in three continents during the 18-month GLOBE journey. You will learn how to cooperate with promising students from diverse cultural backgrounds through engagement in class discussions, projects and activities. 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 allow you to 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



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

# GLOBAL BUSINESS FORUM 2021

## Digital Innovation in Business



## 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:

### 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

### 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  
Hong Kong Council of Social Services

### 2021

**Ms. Selina CHONG**  
Chief Business Officer  
WeLab Bank

**Mr. Estyn CHUNG**  
General Manager  
Uber Hong Kong



### Case Analysis Training

Take part in real-life business cases to 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.



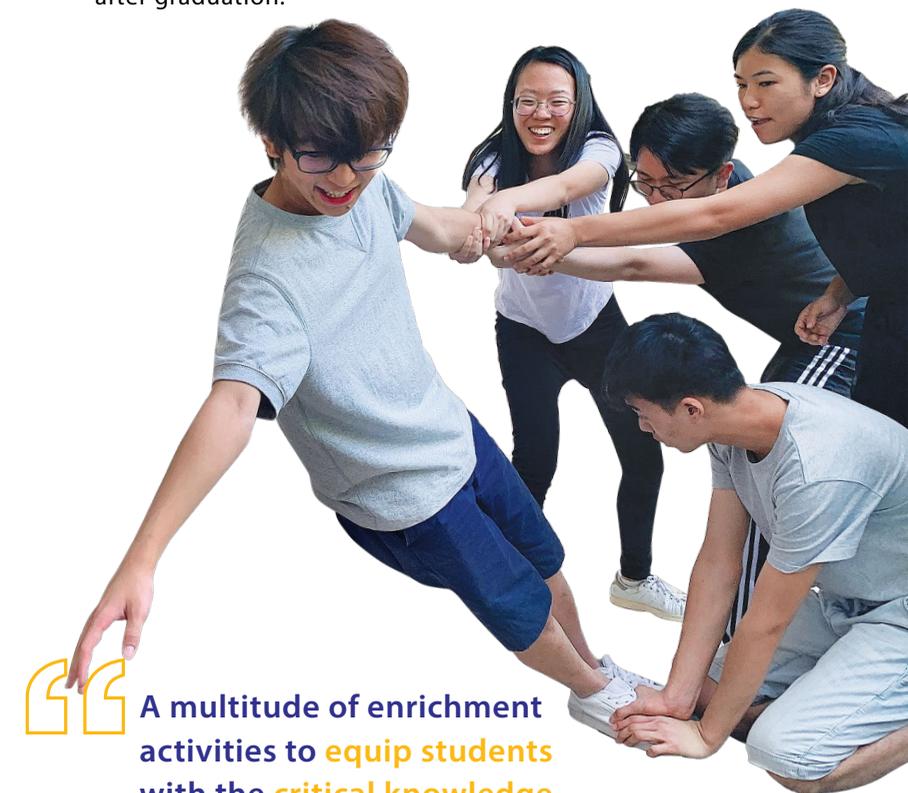
### Team Effectiveness Workshop

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.



### Mentorship Programme

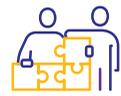
In your first year, you will be paired with a fellow senior student as well as a member of our alumni community as your mentors. These lifelong friendships are one of the programme's greatest assets, as mentors who have gone through the same GLOBE journey and accumulated ample industry experience will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



A multitude of enrichment activities to equip students with the critical knowledge, skills, mindsets, and professional networks.



# 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.

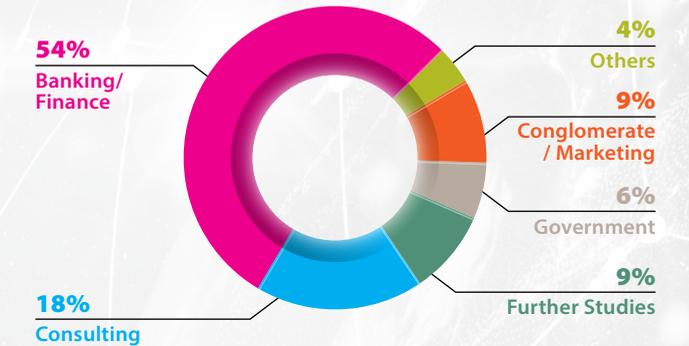
“Through various alumni engagement opportunities, students can develop connections across the uniquely global alumni network.”



# 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:

### Banking/Finance

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

### Consulting

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

### Government

- Administrative Officer
- Airport Authority Hong Kong

### Conglomerate / Marketing

- HKJC
- Jardine Matheson
- L'Oréal
- MTR Corporation
- P&G
- Reckitt Benckiser
- Swire

### Others

- Including start-ups and entrepreneurship

## 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:

- Bank of America Merrill Lynch
- Credit Suisse
- Goldman Sachs
- Hong Kong Monetary Authority
- J.P. Morgan



# 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 (IBT): **100 or above**

IELTS: **7.0 or above**

or Native Speaker Documentation

\*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.

## Non-JUPAS & International Students

Applicants with the below 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)

# GLOBE Stories



The experience provided by GLOBE is truly unmatched. Through the program, I got an opportunity to study with top students not only from Hong Kong, but also Europe and the U.S.A. As part of the program, I have gained a chance to not just study about business, but also see them up-close and talk to some of the top business leaders in the world. The scope of GLOBE goes even beyond business to other aspects. GLOBE is not just about the best education in business, but also about the network, and most importantly, friends for a lifetime.



**Radhika NARANG**  
Class of 2019



I believe it is the practicality and comprehensiveness of the GBS curriculum making it stand out from all other business programmes. The 1.5-year cohort exchange opportunities, in which students from USA, Denmark and Hong Kong brings together innovative ideas and learn from various cultures.

The Programme emphasizes on critical thinking with a global perspective, and a constant awareness of the turbulence on the international stage. GBS is more than resourceful to provide us with an extensive alumni network, where we get in-depth and up-to-date business insights from competitive insiders. Apart from school courses, I am actualizing my career aspiration through internships in the banking industry, exploring further the way how the business world works.



**Johnny HO**  
Class of 2021



# Globe

## BBA in Global Business Studies

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