

# ABS

## BBA in Asian Business Studies

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Website



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2024-2025

## BBA in Asian Business Studies





# Asian Business Studies (ABS)

Asia stands at the forefront of global economic growth in the new century. The region is buzzing with energy and ideas, producing innovative products and services and most importantly, visionary global business leaders. Grounded in the international finance centre of Hong Kong and at the forefront of the thriving Greater Bay Area, the ABS Programme is aptly positioned to cultivate experts in regional-focused business knowledge and practices.

The Asian Business Studies (ABS) Programme is the first programme in Asia specifically fashioned to develop global leaders with uniquely Asian insights. Through comprehensive education and international and intercultural exposure in the region, ABS nurtures some of the region's most knowledgeable and intrinsically-motivated talent for leadership in the Asian Century.



In collaboration with premier partner universities across the Asia Pacific region, the ABS Programme offers a first-in-class curriculum in Asian business. Through the ABS Programme, you will gain a covetable combination of in-depth international and regional business knowledge, setting yourself apart in the competitive global marketplace. The experience will also come with lasting friendships and access to an expansive global network filled with driven professionals who, like you, care about making a difference in the world.

“Empowering future Asian business leaders through comprehensive education.”



“Offering flexible options for international exposure and cross-cultural exchange, including a guaranteed exchange programme with top-tier Asian universities, where students can choose from a variety of exchange schools and schedules that best fit their academic and personal goals.”

## Our Partners



### Shanghai

**Antai College of Economics and Management**  
Shanghai Jiao Tong University, China



### Kyoto

**Faculty of Economics**  
Kyoto University, Japan



### Nagoya

**NUCB Business School**  
Nagoya University of Commerce and Business, Japan



### Seoul

**School of Business**  
Sungkyunkwan University, Korea



### Singapore

**NUS Business School**  
National University of Singapore, Singapore



### Bangkok

**Thammasat Business School**  
Thammasat University, Thailand



# Your Development

Upon successful completion of the ABS Programme, you can expect to have developed the following:



## Asian Focus

Knowledge of international business with Asian regional expertise



## Business Practices

Mastery of intercultural business practices



## Industry Engagement

Professional exposure to international multi-industries, and practical training in Asian business through a customised capstone corporate project



## Cultural Training

Appreciation of local culture in the region through study abroad opportunities



## Multi-languages

Proficiency in English, and other Asian languages

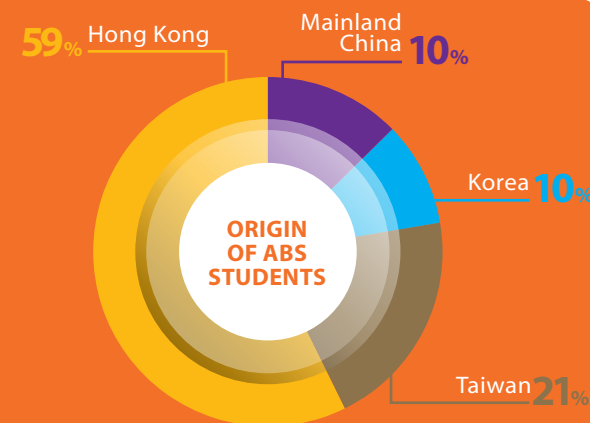


## Lifetime Network

Expansive professional networks and lifelong relationships with global business leaders as well as peers and alumni in the ABS community

## Our Community

In ABS, you will meet students from different regions across Asia, including your classmates and exchange students from our esteemed partner universities. Each of them will bring to the table a distinct background, rich cultural knowledge and unique accomplishments. Our small class sizes with no more than 20 students in a cohort mean that you will learn from your ABS classmates on a deep level, and collaboratively build a supportive environment where everyone can freely explore new ideas and possibilities.



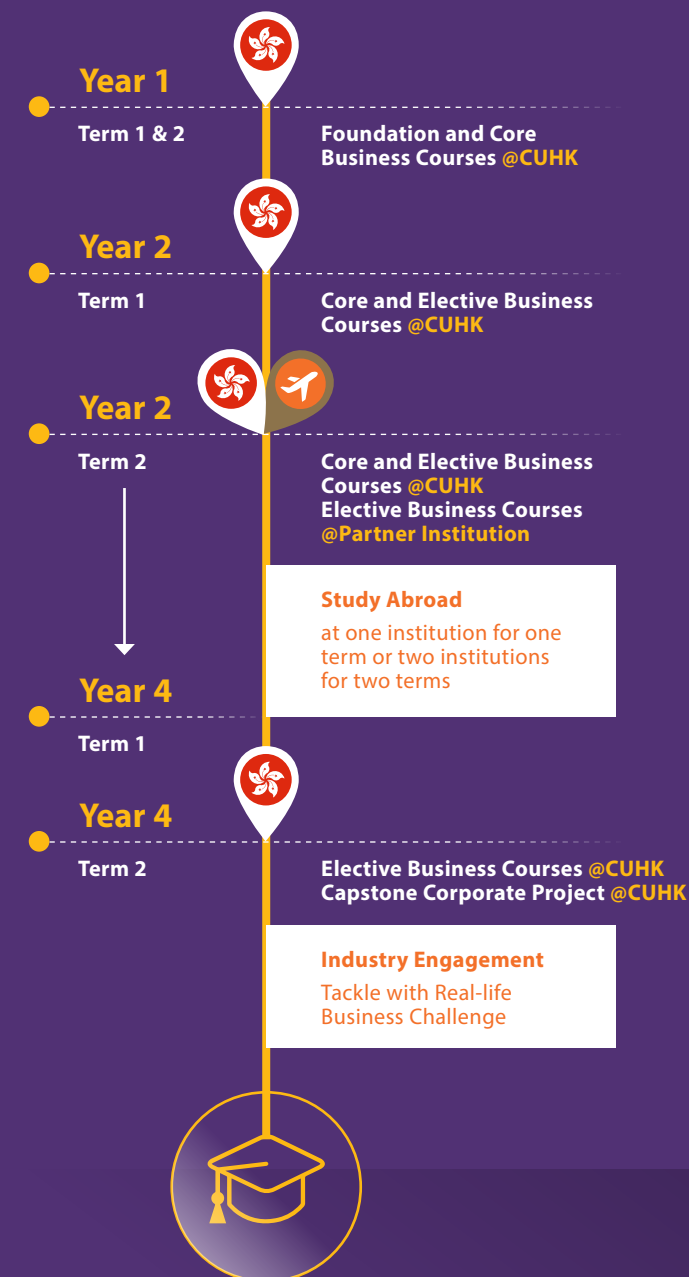
**Fostering a personalized learning experience** through small cohort and close relationships with classmates and alumni within the ABS community.



# Curriculum

The ABS Programme offers flexible study option for international exposure and cross-cultural exchange, including a guaranteed overseas exchange programme at a top-tier Asian university. Being an ABS student, you can choose from a variety of ABS student exchange partner universities and schedule your exchange period which best fits your academic and personal goals. You may study abroad at one institution for one term or up to two institutions for two terms.

## Programme Structure



**Customized curriculum with a corporate capstone project** for practical application in Asian business.





# Growth Opportunities

The ABS Programme empowers you to explore and experience diversity beyond the classroom. You can access to numerous avenues to develop your global and Asian perspective through taking diverse learning opportunities including corporate projects, study tours, company visits, career development training workshops, internships, case competitions, and can take advantage of our extensive support and resources to significantly enhance your professional aptitude and allow you to excel in your aspirations in an all-embracing environment.



## Internship Programmes

Internships allow you to connect academic ideas to a real-world environment, while sharpening your competitive edge as a job candidate. Many ABS students pursue internships with leading organizations in the region, and in the past our students have successfully completed internships with the following organizations:

- CNBC Asia
- Edelman
- Ernst & Young
- Fox Networks Group
- Google
- Hong Kong Monetary Authority
- HSBC
- KPMG
- MSL Group
- MTR Corporation
- Prada
- PricewaterhouseCoopers
- Standard Chartered Bank
- Wells Fargo



## Case Analysis Workshops

ABS provides training workshops to help you improve your case analysis skills and tackle real world business dilemmas and make the most of the dynamic experience. You will develop your analytical, decision making and presentation skills, and boost your competitiveness in the competitions as well as in your search for internships and jobs.



## Company Visits & Industry Insight Seminars

ABS offers students extraordinary opportunities for professional exposure. You will visit organizations and interact with top executives, hearing about the latest business issues and solutions straight from the source. You will also have access to our popular Industry Insight Seminars, an exclusive platform where you can obtain an insider's view on various industries in the region. Participation in these activities gives you a head start in discovering your ideal career path, and even identifying suitable internship and graduate job vacancies.



**A multitude of experiential learning opportunities to equip students with unique insights into Asian business landscape.**



# ABS Life



**Being a university student in Hong Kong, it is just an absurd thing to do if you take exchanges in Asian countries especially when it is not something the majority would do.**

Despite knowing how useful these exposures are even to all my previous internships, Google is the place where I felt like I was fully utilising my ABS experience because of its global presence and diversity. Having initiated projects on lead generation in the China market required me to be very proactive in communicating with a lot of stakeholders and being strategic with an in-depth understanding of the market which I would not be able to deliver without the solid foundation ABS has trained us.



**Yannie YEUNG**  
Internship at Google  
Hong Kong



Working as an investment banking summer analyst at Wells Fargo was a genuinely fruitful experience for me to handle Asian bond issuance and cross-border acquisition between Asia and the U.S.. One interesting fact I learnt was that helping and communicating with your client was not just about maths and finance, it required a deep understanding of their businesses, and more importantly - their cultures. Thanks to ABS, my Asian insights were cultivated through the exchange journey. Today, I am happy to know my multi-cultural exposures are valued when I pursue my dream job.



**Michael GUO**  
Internship at Wells Fargo Securities  
Hong Kong





# Connect With the World



## Flexible Exchange Programmes

Cultural sensitivity and awareness are essential attributes for global leadership in the Asian Century, and professionals who are at ease in diverse cultural settings have an acute advantage. Our flexible exchange programmes allow students to take a deep dive into diverse Asian cultures, achieving true immersion in your preferred countries while exploring progressive global business trends together.



## Study Trips

One highlight of the ABS Programme is overseas study trips, where they can benefit from an inspiring ground-level look into leading Asian markets, economies and environments. In recent years, our students have visited Thailand, Laos, Vietnam, Singapore and Shenzhen.



## Overseas Internships

Overseas internships provide an opportunity to take your learning beyond textbooks and lectures – and beyond Hong Kong. Develop relationships across international borders and learn to navigate cultural differences in and outside of the workplace, while working on projects that can truly make an impact. In the past, ABS students have completed internships in a number of key cities across Asia, including Singapore, Shanghai, Tokyo and Taiwan.



## International Case Competitions

ABS offers numerous avenues for you to develop your global perspective. One of these is international case competitions, where you can expand your problem-solving skills alongside international peers in a challenging yet fulfilling environment. We provide extensive training and tools to help you tackle real world business dilemmas and make the most of this dynamic experience.



**Ron HSU**  
Internship at PwC  
Shanghai

Working as an intern in the PwC Shanghai office, I took part in real projects with an intrapreneurship team under the Priority Service Department. I not only explored the structure of a big corporate but also perceived the atmosphere of a start-up organisation. With the combination of academic learning and practical training, I had better understood the trends in mainland China, realised the rapid development of an emerging market and discovered endless opportunities. I have also expanded my connections and learnt to embrace the diversity of Asia on my ABS journey.



**Maggie MAK**  
Internship at Edelman  
Shanghai

Flashing back to my exchange life in Shanghai, I spent most of my time on my internship, so as most of the other ABS students. As a consumer team intern for Edelman Shanghai, not only did I produce a range of marketing materials and reports, I also got opportunities to join some of their big PR events as helpers. Working in a different country was such a unique experience as you can boost your language skills, experience different working style and practices, and most importantly, learn how to get along with the people there. Such international and interpersonal exposure to Shanghai workplace is a strong asset of ABS which enables us to know about a country truly.



**Keven LEE**  
Member of the 1st Runner Up Team  
Deloitte Impact Challenge  
Harvard Project for Asian and  
International Relations

It was not about winning, but enjoying the moment and making impacts - helping our client to rethink the business model, to reconnect with the minorities, and to renew the society. Our 3R strategy - Rethink, Reconnect and Renew, conveyed our team spirit through storytelling and delivering our messages with sparks of ideas. This experience was fun and rewarding.



**Him HO**  
Member of 1st Runner Up Team  
World Asian Case Competition

The World Asian Case Competition (WACC) must be the most remarkable, yet one of the most challenging business case competitions that I have taken part in so far. This international competition lasted for 4 months. Teams from top universities are required to analyse problems of and provide strategic recommendations for an Asian brand by means of proposals, reports and a final presentation.

For all 4 months before the final presentation, I was studying abroad in Tokyo while my partner was interning in Beijing. Face-to-face conversation has become impossible. We have had hard times on sharing information and communication, not to mention there was literally no chance for us to meet up for a full presentation practice! Difficult it was, WACC was a valuable global stage to learn from business dignitaries and the most unforgettable competition in my university life.

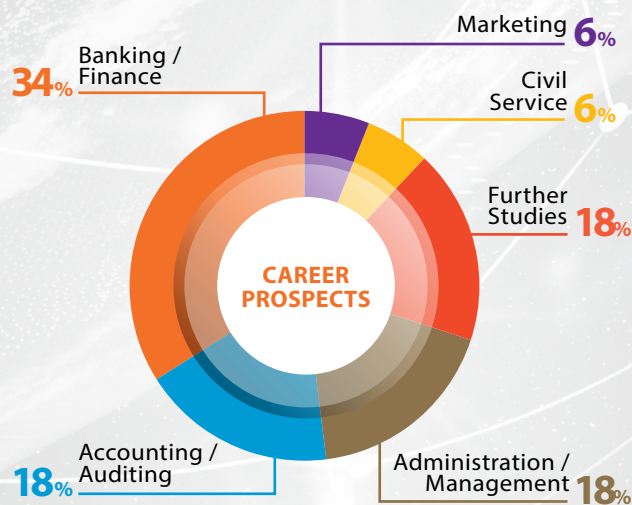


# Imagine Your Future

ABS has prepared and equipped students to accomplish their aspiration and excel in their endeavor. Our graduates enjoy in many professions and are keenly sought by leading organizations for their distinctive expertise in Asia's culture and business practices.

## Employers

- Airport Authority Hong Kong
- Bank of China
- Bloomberg
- Deloitte
- Deutsche Bank
- Ernst & Young
- Hong Kong Exchanges and Clearing Limited
- HKSAR Government
- Hang Seng Bank
- HSBC
- MUJI Japan
- PricewaterhouseCoopers
- Sun Hung Kai Properties
- Unilever Shanghai



## Career Guidance

ABS students have access to dedicated career and professional development resources at CUHK Business School far surpass what most undergraduate programmes offer. Our career advisors are ready to help you refine your career goals, provide essential skills and guidance to set you up for the brighter future. You can stay abreast of the latest opportunities for skills development, internships, jobs, and networking, giving you advantage as you enter one of the most selective professional fields. The extensive career support and resources exclusively for ABS students set them on the path to true career excellence.

# Admissions Requirements



All current first-year CUHK students\*, regardless of programme, are welcome to apply for the ABS Programme through transfer application each January. Shortlisted applicants will be interviewed.

The following minimum requirements must be met^:

**Cumulative GPA : 3.3**  
**TOEFL score : Paper: 600 / Computer: 250 / Internet: 100**  
**or**  
**IELTS overall score : 7.0**

\* Business students will receive priority consideration.

^ Academic results achieved prior to entering CUHK will also be taken into consideration.

# Programme Costs

## Tuition Fee

During the study abroad terms, students will pay CUHK its regular tuition fee. However, students who wish to take additional courses at the host universities may be required to pay supplemental tuition fees in accordance with the prescription of the host universities.

## Accommodation Fees and other living costs

During the exchange period, students are responsible for their living and personal expenses in the respective cities. These expenses include but are not limited to accommodation, airfares, health and travel insurance, visa, local transportation and meals.