

# GBS

LOOK  
FORWARD  
看·建未來



2024-2025  
**BBA in  
Global Business Studies**

## BBA in Global Business Studies

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Website



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# Global Business Studies (GBS)

GBS has been a pioneer in business education at the undergraduate level in Hong Kong and also in the international education arena. It is designed to empower highly aspiring you with distinct business acumen, cultural fluency and entrepreneurial mindset through an internationally oriented curriculum, to become leaders who create meaningful impact in the global community.

Standing on the academic frontier, we offer an innovative curriculum by offering exchange opportunities to top international universities and business schools. You will learn from the expertise of international universities, while immersing yourselves in a global business environment. Our courses focus on case studies, international management issues, and the understanding of business climates around the world. Moreover, CUHK students have the option to select a second business concentration, a minor or second major offered by different faculties.

Our small cohort size allows you to build strong and long-lasting bonding within the cohort. Through various alumni engagement opportunities, you can develop connections that will advance your personal and professional growth. GBS network will surely bring lifetime benefits to you.

“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.”



## Your Development

Through the internationally-oriented curriculum and global 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



Extensive  
global alumni  
network



An in-depth  
understanding of  
business practices in  
global community



An  
entrepreneurial  
mindset





# Global Immersion

“An innovative curriculum that offer exchange opportunities to top international universities and business schools.”



## Exchange in North America and Europe

International exposure, cultural awareness and strong cosmopolitan communication skills are essential tools for leadership in the 21<sup>st</sup> century. You will learn how to cooperate with students from diverse cultural backgrounds through engagement in class discussions, projects and activities. Your experience of living and working with global counterparts allows you to fully integrate into and understand the nuances of the local cultures, developing your global mindset and essential skills to confront the challenges in the ever-changing business environment.



## Study Trips

To further reinforce your learning, you will participate in overseas study trips. Attending executive briefings at selected organisations enables you to get firsthand perspectives from those working in a global setting. In this way, you can learn how different corporations adapt to the global environment and how cultural differences influence business operations. Over the past few years, GBS students have taken study trips to developed and emerging markets including Belgium, Chicago, Indonesia, Malaysia, Singapore and Thailand.



## 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, Seoul and Shanghai.



# Curriculum

GBS students are exposed to top-notch business schools in Asia, North America and Europe respectively. Our structured yet novel curriculum, with 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



Note: Courses to be taken at overseas universities are subject to availability, quota and university's approval.



# 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 GBS students 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 GBS 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 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 seeks to further the programme's mission of stimulating a dynamic, international, and collaborative business environment. The organization 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 organisation 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

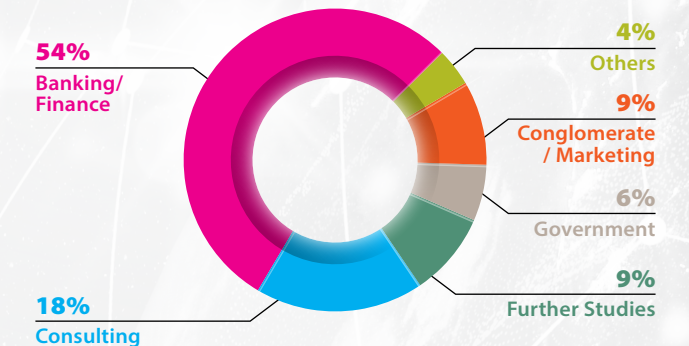
- Administrative Officer
- Airport Authority Hong Kong

### 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 Mathematics (Compulsory Part)**  
**A (Attained) in Citizenship and Social Development #**  
**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

# The 'Attained' level in Citizenship and Social Development (CS) will not be considered in the calculation of admission scores. For Liberal Studies (LS) subject taken in 2023 or before, a level 2 or above is considered as 'Attained' in Citizenship and Social Development. The LS level will not be considered in the calculation of admission scores.

## Programme Costs and Scholarship Opportunities

Living costs in North America and Europe (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)

## 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.

# Students' Sharing

“The experience provided by GBS 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 USA. 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 GBS goes even beyond business to other aspects. GBS 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 exchange opportunities, in which students from USA, Europe 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

