

IBBA

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2024-2025

BBA in Integrated BBA

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Website



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 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. Students can 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

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

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IBBA Programme graduates possess a unique combination of well-rounded foundational business knowledge and a specialised area of expertise.

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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.

Faculty Package Courses

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

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

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



Discover different options and personalise your learning journey!

No intake limits

Select up to two concentrations

Great flexibility



Concentrations

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.

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.

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 an exciting career in the technology sector, business consultancy, global and digital economy, and social enterprises or non-profit organisations.

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.

General Business



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

Human Resource Management



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

Marketing



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

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.

Double Majors

Obtaining double majors allow you to 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)*

PACC with Finance for Accountants Stream is not applicable for IBBA students specialising in Finance.

* Not applicable for IBBA students specialising in Finance.

Integrated BBA Programme and Financial Technology Double Major Programme

You can apply for this new Double Major Programme which is jointly offered by the Business School and the Faculty of Engineering. Due to the limited intake quota, you are required to go through a selection process in order to be admitted to this Double Major Programme.

Double Degrees

You also have the option to pursue a second degree, offered by the School of Journalism and Communication, with an additional year of study on a self-financing basis. Upon completion of studies, students will be awarded BBA-BSSc in Journalism and Communication.

Minors

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





Study Tour to Nagoya



Corporate Project

Growth Opportunities

Internships

IBBA has connections with a number of several 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 of the current climate in the market under the guidance of real industry professionals.

96% 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:



CFA Institute Research Challenge - Hong Kong Local Final 2022-23



Business Lecture Series

Case Competitions

Case competitions are indispensable in your university life as a business student. Working in a team with other highly driven students, you will strive to develop the best solution to a real-life business problem. It is the best opportunity to apply your business knowledge to practical use and hone your analytical and presentation skills as you deliver your presentation to a panel of judges comprised of professionals and experts in the field of business.

Students who showcase their strong potential and perform exceptionally well in our annual Academic Cup may be invited to represent the university in local and international competitions, where they can further develop their case-cracking skills alongside top-notch students across the globe and further expand their professional network beyond the campus.

Business Lecture Series

Business lecture series invite leaders from different business industries and professions to give our students lectures. As you attend these lectures and interact with successful leaders, you will keep abreast of current developments across various sectors and yield valuable insights into different industries. The business lecture series provides ample opportunity to discover more about the business world through the perspective of seasoned professionals in the field and its indispensable connection with society. Our guest speakers will also share their personal experiences on how they lead their companies through difficulties and balance between profit and impact that helps to expand your views and capacity for your future career.

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 broadening your worldview 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 40 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.

Unique learning opportunity for future business leaders

The IBBA programme offers you a unique learning opportunity to broaden your horizons of the business world and become future business leaders. By enrolling in the IBBA programme, you will gain valuable experiences that facilitate your personal growth and career development. Let's take a look at the sharing of our students who have joined the programme.

Students' Sharing



Jeff CHAN



A gateway to millions of experiences

In CUHK Business School, not only can you access exceptional learning resources and exposure to diverse opportunities, but you can also meet exceptional talent from varied backgrounds and cultures. The supportive environment created by our professors also enables everyone to seek advice on their journey of discovering what they truly desire, and how the School can assist them in achieving success. Here, you do not simply learn and study, but you also live, grow, and excel.



Matilda FAN



Discovering myself through the IBBA programme

To me, the IBBA programme is a rich and rewarding environment, brimming with opportunities for self-discovery. The programme provides a wide range of courses, and students can specialise in one of several areas. The emphasis is also on practical learning, and we participate in activities that offer a global perspective on business, such as overseas exchange programmes or cross-border corporate internships, to cultivate cross-cultural awareness. I believe that the university is the ideal place to explore and understand my potential and interests. As a final-year student, I can say that the programme's support bolsters my courage and dispels my concerns, enabling me to be more receptive to trying new things, exploring and enhancing myself to become a well-prepared graduate.



Antonio FAN



Equipping for the constantly evolving global economy

As a fellow student navigating the fast-paced and unpredictable waters of our global economy, I have found immense value in the IBBA programme offered by our Business School. The programme's dynamic nature enables us to adapt to the ever-changing economic landscape, continuously expanding our skill set and applying concepts to real-world scenarios. Not only did we learn the fundamentals, but we were also encouraged to delve deeper into specialised areas of business, such as finance, marketing, or entrepreneurship. It is this versatility, the freedom to customise our learning journey, that truly sets the IBBA apart. It empowers us to be proactive, to anticipate and respond to change, rather than passively acquiring knowledge in a traditional, one-size-fits-all academic setting. Essentially, the IBBA is like a flexible scaffold – it supports and shapes us, but does not confine us. Through it, we become architects of our own education, preparing us to lead and innovate, no matter what economic future we may encounter.



Nalini DHIMAN

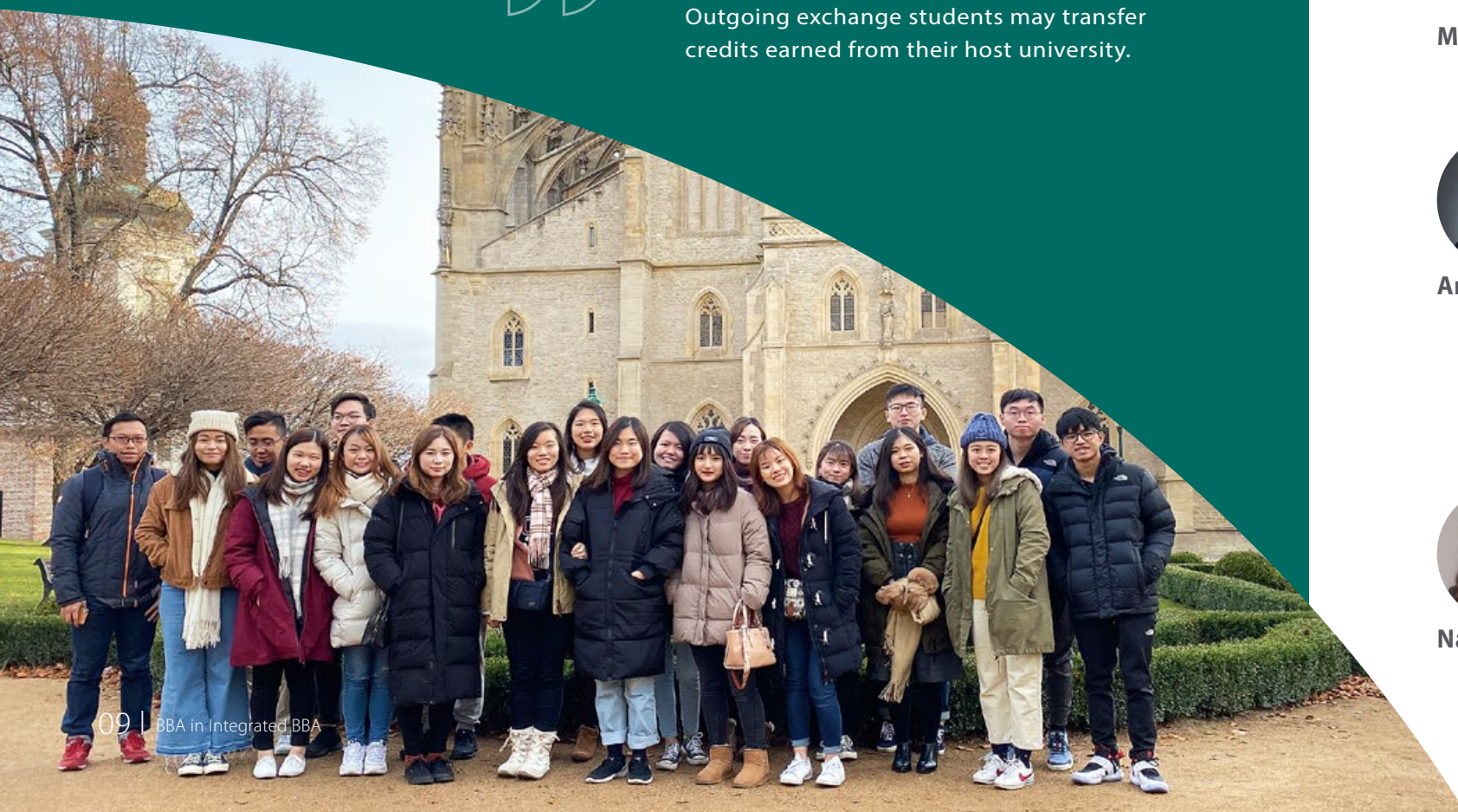


Obtaining knowledge and receiving professional guidance

Many people believe that education and academics are all for a bachelor's degree. Here at CUHK Business School, I am proud to say that it is more than just words in a textbook. There are some lovely professors who truly invest their heart and soul into preparing an engaging, educational and practical course. Many helped me with my part-time and full-time internships, future aspirations, and even IBBA concentration dilemmas. I'm proud of being a CUHK IBBA student, and if you decide to join, you will be too. Just remember to make the most of this opportunity!



“100% of our students graduate with global experiential learning experiences”

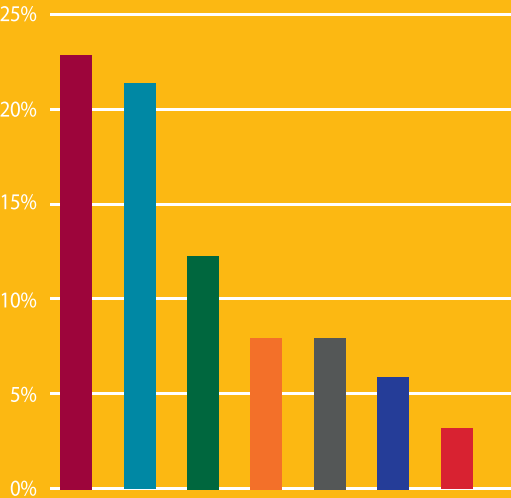




Imagine Your Future

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:



Source: 2022 Employment Survey by the Career Planning & Development Centre of the Office of Student Affairs

Other Potential Career Fields

- Finance & Quantitative Analysis / Engineering
- Insurance / Wealth Management
- Legal Services
- Logistics / Shipping
- Multimedia & Digital Entertainment
- Property Development / Management
- Public Relations / Mass Communication / Retail Management
- Statistics / Actuarial Work
- Teaching

Recent Employers

- A.S. Watson
- Accenture
- Adidas Group
- Bank of China
- Bloomberg
- ByteDance
- China Mobile International
- CICC
- Citi
- Deloitte
- Enfusion
- EY
- FWD Insurance
- Hang Lung Properties
- Hang Seng Bank
- HSBC
- J.P. Morgan
- KPMG
- L'Oréal
- LVMH
- Mannings
- Marsh McLennan
- Meituan
- Ogilvy
- PwC
- Shanghai Commercial Bank
- Sony
- Standard Chartered Bank
- Tencent
- The Bank of Singapore
- The Hong Kong Jockey Club
- 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. 75% are local Hong Kong students while others represent more than 20 different countries and regions, including Bangladesh, Canada, Chile, Mainland China, France, India, Indonesia, Japan, Kazakhstan, Macau, Malaysia, Mongolia, Myanmar, Netherlands, New Zealand, Philippines, South Korea, Spain, Switzerland, Taiwan, Tajikistan, Thailand, United Kingdom, The United States, Vietnam and Zimbabwe.

“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.”



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 the particular business section that you are interested in, giving you 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 Mathematics (Compulsory Part)

A (Attained) in Citizenship and Social Development*#

Level 3 in any two elective subjects, including:

- Two New Senior Secondary elective subjects** or
- 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.

* 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 will be considered as 'Attained' in Citizenship and Social Development. The LS level will not be considered in the calculation of admission scores.

Special Consideration

1. School Principal's Nominations
2. School Nominations Direct Admission Scheme
3. Sports Scholarship Scheme
4. 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 case-by-case. 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 <https://admission.cuhk.edu.hk/>