

# IBCE

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2024-2025

## BBA in International Business and Chinese Enterprise

# IBCE

### BBA in International Business and Chinese Enterprise

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# International Business and Chinese Enterprise (IBCE)

IBCE brings together a group of energetic students from CUHK Business School and University of South Carolina (UofSC)'s Darla Moore School of Business for a cohort exchange for over two years. Throughout the IBCE journey you will create deep relationships with your fellow cohort members. Together you will experience the central role that culture plays in international business, whether via attending seminars led by prominent leaders and industry practitioners, or participating in coursework, company visits and study trips that challenge you to think and act globally.

Employers from top multinational companies, financial institutions and consulting firms target IBCE graduates due to their extensive international exposure and unique understanding of U.S. and Chinese markets. Eligible students completing the IBCE requirements at CUHK can also choose to continue studying in the one-year Master of International Business (MIB) programme offered by UofSC, gaining further expertise on the political, economic and cultural aspects of international business.

“The exclusive curriculum equips rising leaders with comprehensive international business knowledge, expertise on U.S. and China business relations, as well as growth strategies for Chinese enterprises.”



**Darla Moore School of Business, UofSC**

## Darla Moore School of Business

Founded in 1919, the Darla Moore School of Business is a recognised leader in international business research and education. For nearly two decades the school's undergraduate international business programme has been ranked first amongst American universities by U.S. News & World Report. The school offers great depth and breadth in the study of complex opportunities and risks inherent in international business.



**CUHK Business School**

## CUHK Business School

CUHK Business School was the first business school established in Hong Kong. For more than 50 years, it has provided dedicated, internationally-recognised business education to develop “global leaders for the Asian Century.” The school has produced more than 35,000 graduates, forming the strongest and most extensive business alumni network amongst all Hong Kong universities. Our alumni occupy important positions in both the public and private sectors, locally and around the world.

## Your Development

When you graduate from IBCE, you can expect to have an in-depth understanding of international business practices as well as the following:

**IBCE** | International Business & Chinese Enterprise



**Specialised expertise in U.S. and Chinese markets**



**Superior cross-cultural communication skills**



**Extensive international exposure**



**A global mindset**



**An understanding of applied corporate social responsibility**





# Connect with the World



## Bi-continental Cohort Exchange

IBCE students have the exclusive opportunity to experience true cultural immersion through an extended stay in the United States. In the one-year exchange programme, not only will you be able to acquire the gist of business landscape in different cities, but also gain an in-depth understanding of living and working style of the Americans by doing group projects with local students and participating events organised by the local communities. This extensive exchange experience will enable you to think creatively and explore fresh and original ways to collaborate across cultural backgrounds and habits.



## Study Trips

A much-loved component of our programme, study trips across Asia allow you to explore diverse parts of the region in a business context. Local corporate site visits will give you an insider view into a company or industry, and the business environment in a particular country. In years past, our study trips destinations have included Yangon, Myanmar, Hanoi, Vietnam; and Kuala Lumpur, Malaysia.



## Orientation Trip

One of your enlightening experiences as an IBCE student will be an orientation trip to a selected location in China. Get to know your fellow cohort members and programme faculty from CUHK and UofSC while you explore a new city together, forming foundations of a fruitful study experience in IBCE.

**Genatt YUNG**  
Class of 2018



"The trip revealed the beauty and potentials of Myanmar to us. We have been learning about outsourcing and factory relocations for years, it was a fresh experience for most of us to visit a clothing factory or a wood factory in person, in particular the latter one as to understand how it has resumed production after a ten-year embargo. All of a sudden, all the theories became real in front of us, stimulating reflections on efficiency and labour rights."

# Curriculum

IBCE boasts a unique "4+1" structure, upon completion of your 4-year undergraduate degree at CUHK, you will be awarded a bachelor's degree (i.e. Bachelor of Business Administration). You may then continue on to UofSC's 1-year Master of International Business (MIB) programme, offered to qualified students.

## Programme Structure And Suggested Study Plan



\*IBCE Cohort Courses



# Growth Opportunities

## Professional Development

A highlight of IBCE is its strong professional development component. We understand that some students may not have a clear career path and that's why different career highlights sessions are to be held to help you explore your career interest. Adding that different company visits are organised each year, you will be able to prepare your own right tools to maximise your potential as a competitive job candidate and future manager. Past company visits included Swire Group and Disneyland Hong Kong. The Director of Revenue Management and Analytics team was there to illustrate their business model during a visit to Disneyland.

## Global Business Forum

Leaders at the forefront of U.S.-China business activity have acute cultural awareness, vast international experience and the unique ability to envision new ways of working cross - culturally. And two important keys to success in business are how to keep abreast of the latest business development and navigate through the turbulent time.

As an IBCE student, you will **gain first hand insights from honourable speakers at our signature annual event, the Global Business Forum.**

Be part of the dialogue amongst prominent business leaders from various sectors on the latest global trends and issues. Through networking events, speaker series and panel discussions, you will **expand both your skillsets and your professional network.**

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



## Team Effectiveness Workshop

Leadership and management skills are indispensable elements as a future business leader and hence you will have chances to learn to manage diverse teams through team-building challenges, physical activities, reflection and sharing by participating our Team Effectiveness Workshop. Discover your individual strengths, weaknesses and potential blind spots, and learn how to work or even manage people with different personalities and working styles. This would come in handy in future workplace.



## Case Analysis Training

IBCE provides many opportunities for you to streamline your business knowledge and soft skills. One of these is through real-life business cases, where you can flex your analytical and presentation skills in a simulated business context. Our training sessions are designed to push you to the next level, making you a strong contender in international business case competitions — and in actual business world.



## Mentorship Programme

It is not surprising that junior students would need guidance in the academic and career related matters. You will be matched with a senior student and an alumnus, so that you can seek mentors' advice on both your personal and career development. Not only this would help strengthen the bonding within IBCE family, but also demonstrate the philosophy of "take and give" that we emphasise throughout the four-year undergraduate study.







# Imagine Your Future

## Career Prospects

Our graduates are highly sought after by internationally acclaimed companies. Whether you are eager to launch your career in Hong Kong, the Greater Bay Area or other parts of China, or the United States, you will have a unique edge in your cultural fluency and educational foundation. IBCE graduates are well-prepared for careers in banking and finance, marketing and consulting, entrepreneurial ventures, among others.

Breakdown of offers accepted by IBCE graduates in recent years:

### Banking / Finance

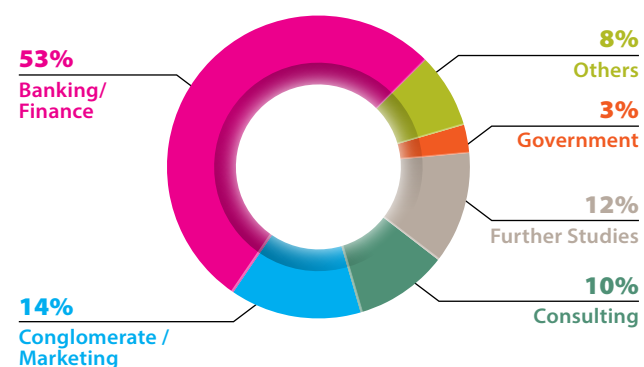
- Bank of America Merrill Lynch
- BlackRock
- Bloomberg
- Citi
- CMSI
- Credit Suisse
- DBS
- Hang Seng Bank
- Hong Kong Stock Exchange
- HSBC
- J.P. Morgan
- Morgan Stanley
- Standard Chartered
- UBS

### Conglomerate / Marketing

- Apple
- John Swire & Sons
- McKinsey & Company
- Microsoft
- MTR

### Consulting

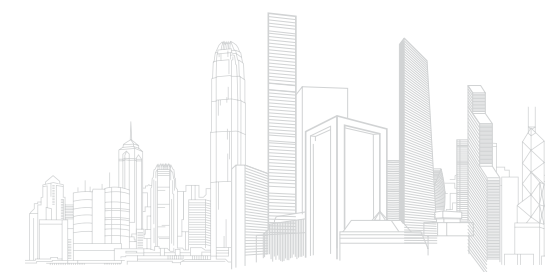
- Accenture
- Deloitte
- KPMG
- IBM



## Internships

Internships allow you to take the concepts you learn in the classroom and apply them in a true working environment. Our students often complete internships in different international corporations such as BlackRock, Deutsche Bank, Bank of America Merrill Lynch and Accenture.

IBCE students are also encouraged to work in the United States and China. Through the internship abroad, students can immerse in a truly global environment and learn the soft skills in working with people from various backgrounds and with very different cultures and working styles.



Last year, I got the chance to work as a business development intern at Fung Retail, Li & Fung Co., Ltd. during summer in Shanghai. The experience of interacting with the local people is intriguing to me, since I can taste the cultural difference as well as the working culture. In fact, the China market is booming that the market size of 1.3 billion people has attracted many foreign companies to open retail stores in China. Applying the business knowledge learnt from IBCE, I gained a deeper understanding of the China market.

Another eye-opening thing is the technological innovation and development in China. Can you imagine that you can go out without your wallet, but you cannot survive without your phone? The e-payment system is advanced in China with high penetration rate. China's technology firms are developing rapidly.



**Anny SO**  
Class of 2020





# Admissions Requirements

All current first year CUHK students\*, regardless of programme, are welcome to apply for the IBCE 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 and Scholarship Opportunities

United States living costs (including airfare, room and board, local transportation and study trips): **Approximately HK\$130,000**

There are different forms of scholarships and financial aid offered by the University, Faculty, Colleges and other institutions.

## IBCE Sharing



**IBCE is not merely the title of a programme, it's an adventure that you start with a group of interesting and dynamic people, where I got the chance to be exposed to different opportunities and immersed into new ventures.** I am fortunate enough to be able to set up my own start-up with all kinds of support that are connected through IBCE. The advice and network that I have got from the programme assisted me in many aspects. China is one of the biggest economies in the world at the moment and I am sure IBCE is definitely the right programme for the trend. There's not a single moment of regret for getting into this programme, and if you're reading this now, I would say you wouldn't want to miss it!



**Winnie LEE**  
Class of 2016



**IBCE provides ample opportunities and support for us to actualise our goals and aspirations.** From the strong alumni networks to close relationships between batchmates, being a part of the IBCE programme has sparked my interest in learning, developed my business acumen, as well as allowed me to make great friends through the once-in-a-lifetime journey.



**Crystal GEE**  
Class of 2021

