



LOOK
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2024-2025

Undergraduate Programmes



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Undergraduate Office

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Website



About CUHK Business School

Established in 1963, The Chinese University of Hong Kong (CUHK) Business School was the first business school in Asia to offer a full suite of BBA, MBA, and Executive MBA programmes.

At a Glance



STUDENT LIFE

3,000⁺
Undergraduates

30⁺
Nationalities

95%
Graduates Have Completed At Least One Internship



PROGRAMMES

11 Undergraduate Programmes
and New Ones Continually Added to Stay Ahead of Industry Changes

200⁺
Courses Including Practicums and Experiential Courses

40,000⁺
Largest Business Alumni Network in Hong Kong



CONNECT WITH THE WORLD

280⁺
Exchange Programmes in CUHK

40 Business School Exchange Partners

NEW
Global Experiential Learning Course

Today, we continue to nurture nimble leaders, entrepreneurs and social stewards through our two schools and four departments: the School of Accountancy, School of Hotel and Tourism Management, Department of Decisions, Operations and Technology, Department of Finance, Department of Management, and Department of Marketing. CUHK Business School is accredited by The Association to Advance Collegiate Schools of Business (AACSB), and by The Association of MBAs (AMBA) for its MBA programmes.

Dean's Message

At CUHK Business School, business education is not just about learning how to run profitable enterprises, but also about solving problems with socially responsible and entrepreneurial mindsets. Synergising with the other seven faculties and unique college system in CUHK, our extensive catalogue of courses will support your exploration of passions and possibilities. Through promoting creative thinking and amassing multidisciplinary knowledge, we foster your whole-person development to become tomorrow's global business leaders.

Our forward-looking curriculum combines global immersion, experiential learning and social outreach to nurture your personal growth and professional networks. Building upon our pioneering culture and deep community roots, you can open the door to real-world business experiences through business lecture series, as well as internships, mentorships and exchange programmes. All these initiatives are underpinned by the School's strong network with alumni, the academia and business communities.

As one of Asia's first business schools, we can aid you in affirming your aspirations and surmounting challenges in the ever-changing society. In your hand is an invitation to join the family of CUHK Business School, to learn and to grow with us in the next four years and beyond. Turn the page and discover how!

Professor Lin Zhou

Dean of CUHK Business School
Choh-Ming Li Professor of Economics



“Our Vision:
To Develop Global
Business Leaders for
the **Asian Century**”

Our Programmes

IBBA Integrated BBA Programme

IBBA offers a flexible curriculum to make your personal aspirations come true. Learn essential business fundamentals from our world-class faculty and gain specialist expertise via up to two concentrations (out of nine options). There is no quota limitation on each individual concentration. You can choose your concentration(s) based on your interests, strengths and aspirations. You can also adjust your areas of concentration along the academic journey.

GBS Global Business Studies

GBS offers a distinctive and internationally oriented curriculum to cultivate global perspective, distinct business acumen, cultural fluency and entrepreneurial mindset of students. We provide exchange opportunities in top-notch universities across Europe and North America. Our programme is enriched with expanded capabilities and personalised learning pathways, which will bring a myriad of cultural experiences, experiential learning and networking opportunities in the major economic hubs across the regions.

BBA-JD BBA-JD Double Degree Programme

The programme combines the strengths of CUHK Business School and the Faculty of Law to blend business and legal studies into a rigorous but balanced curriculum. Students will graduate with an undergraduate (BBA) degree and a postgraduate (JD) degree in five years, equipped with a variety of career options including community service, business, law enforcement, government service, education, media and beyond.

IFAA Insurance, Financial and Actuarial Analysis Programme

IFAA provides comprehensive training in all aspects of actuarial science and insurance company management, including insurance operations, financial markets, portfolio management and derivatives securities which gives you the knowledge and analytical skills necessary for a career in insurance, financial and actuarial science.

PACC Professional Accountancy Programme

PACC aims beyond grooming accountants to nurture creative, agile and global-minded business leaders through a whole-person development approach. All students are eligible to sit for professional qualifying exams. The comprehensive curriculum allows students to study accounting and business subjects extensively and specialise in various streams including the Global Accounting stream, Global Tax and Governance stream, Finance for Accountants stream and Accounting Analytics stream.

HRE Hospitality and Real Estate Programme

Hospitality and Real Estate are two interwoven industries that provide the most innovative business opportunities and the most diversified career prospects. The Hospitality and Real Estate (HRE) programme is a pioneer in Asia in bringing the best of both worlds (Hospitality and Real Estate) to our students. We provide numerous possibilities to create heartfelt human experiences with inventive business models, advanced technologies, and wise investment decisions. Our diverse courses will guide you through the entire scene, from the 'front stage' service management and marketing to the 'back stage' asset development and financing. We aim to develop our students into leaders who can see the connections between the two industries in the big picture, which impacts the world positively and sustainably.

QFRM Interdisciplinary Major Programme in Quantitative Finance and Risk Management Science

Jointly offered by CUHK Business School and the Faculty of Science, this state-of-the-art programme in finance, risk management science, statistics and business combines the strength of two well-established programmes to provide a unparalleled foundation for securing careers in finance or admission to top postgraduate study programmes. With a rock-solid theoretical understanding enhanced by active exposure and engagement in real-world applications, our students prove to be excellent candidates for jobs in all areas of finance, especially commercial and investment banking, as well as successful applicants to internationally-renowned Master's or PhD programmes.

QFIN Quantitative Finance Programme

QFIN cultivates students into skilled financial professionals by equipping them with comprehensive knowledge of finance, economics, mathematics, statistics, and programming while emphasizing the practical application of the knowledge in real-world scenarios. Armed with a robust knowledge base and hands-on experience, students are empowered to pursue careers in diverse financial fields such as investment banking, equity research, wealth management, portfolio management, trading, quants, and more.

BEHM Biotechnology, Entrepreneurship and Healthcare Management

This programme is designed for talented students who would like to develop a career in biotechnology entrepreneurship, business analysis, and/or healthcare management, to capture the emerging opportunities in Hong Kong, the Greater Bay Area, and beyond. The programme brings together the Faculties of Science, Medicine, and Business Administration at The Chinese University of Hong Kong to co-develop a brand-new, integrated curriculum with active learning as the core.

GLEF Interdisciplinary Major Programme in Global Economics and Finance

GLEF nurtures global leaders through interdisciplinary training in economics and finance in a global context. The programme caters to industry demands by preparing graduates with strong research and analytical skills, as well as on-the-job experience and the requisite global mindset to overcome challenges in the banking and finance industry.

IDADM Interdisciplinary Data Analytics + X Double Major Programme

IDADM is a comprehensive Collaborative Double Major Programme jointly offered by The Chinese University of Hong Kong (CUHK) and The Chinese University of Hong Kong (Shenzhen) (CUHK (SZ)). Students will pursue a first Major in Interdisciplinary Data Analytics offered by CUHK, and a second Major among specific academic disciplines (Business, Engineering and Science) offered by either CUHK or CUHK(SZ).

Transfer-in for CUHK Year 1 students

IBCE International Business and Chinese Enterprise*

IBCE trains experts who explore the important Sino-U.S. business relationship and make influential decisions related to two of the world's largest economies. Offered in collaboration with the Darla Moore School of Business at the University of South Carolina, IBCE delivers a cross-cultural learning experience by offering a one-year exchange programme where students can have a genuine cultural immersion.

ABS Asian Business Studies*

The ABS programme is the first programme in Asia specifically fashioned to develop global leaders with unique Asian insights. Through collaboration with some of the premier partner universities in the Asia Pacific region, the ABS programme offers a first-in-class curriculum in Asian business. Through the ABS programme, students will gain a covetable combination of in-depth international and regional business knowledge, setting them 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.

*IBCE and ABS accept transfer-in applications only



280⁺

Exchange
Programmes



40

Business School
Exchange Partners

Connect with the World

Exchange Programmes

Today's employers seek 'global graduates' who are ready to drive progress and influence in an increasingly international marketplace. With over 280 student exchange programmes offered by CUHK, and additionally 140 exchange quotas offered exclusively to our business students, you can study at one of the world-leading business schools or universities in our network across the globe, gaining the cultural literacy and global experience crucial for your professional success. We also welcome around 1,000 incoming exchange students each year, creating a richly multi-cultural and immersive international learning environment right here on campus.

Overseas Exchange Destinations



You can study at one of the world-leading business schools or universities in our network across the globe.

To see the full list of our exchange partners, please visit:
www.oal.cuhk.edu.hk/destinations



Russia



Czech Republic



Chile



Poland

Overseas Study Tours

We hold international study tours where you can visit universities and companies to learn about business and cultural practices overseas. Our students have already taken study tours to Austria, Czech Republic, Chile, Israel, Japan, Poland and Russia.

Our innovative Global Experiential Learning course offering (see Curriculum, p.13-p.14) also provides many first-hand opportunities for you to expand your global perspective. You will enjoy more fruitful experiences like this when you choose CUHK Business School.



Growth Opportunities

CUHK Business School education ensures that you grow and develop across academic, personal, professional and community pursuits. We offer targeted training and resources to help you to develop the skills you need to shine as a job candidate and, later, as a professional.

Professional Skills

Your future success is dependent on your ability to connect with and influence others, including that important audience – your prospective employer. Learn to put your best foot forward with school-wide or programme-based career-related workshops like CV writing and interview skills.

Case Competitions

A highlight of business education, case competitions underpin your leadership development by letting you to practice working in a team, creating solutions for real-life business problems, and presenting your ideas to a panel of judges. CUHK Business School holds an annual Academic Cup to give students a taste of case competitions, and students who perform exceptionally well may be invited to represent CUHK in local and international competitions. It is an excellent opportunity not only to receive expert guidance but also to gain international experience and expand their professional network.



Dialogue with Women Chief Executives 2023



Rotterdam/Carleton International Case Competition 2022

Case Competitions Achievements 2022/2023

- ACCA Hong Kong Business Competition 2022-23: 1st Runner Up, 2nd Runner Up, Research Excellence Award, Best Presenter
- BI International Case Competition 2023: 2nd Runner Up (12-Hour Case)
- CFA Institute Research Challenge - Hong Kong Local Final 2022-23: Champion
- HKSI Institute Case Competition 2023: 2nd Runner Up
- HKU-SaSa Joint University Case Competition 2023: Champion & 2nd Runner Up
- Hong Kong General Chamber of Commerce Business Case Competition: Champion (Swire Group)
- HSBC/HKU Hong Kong Business Case Competition 2023: 1st Runner Up
- McDonough Business Strategy Challenge 2023: Finalist
- McGill International Portfolio Challenge 2022: Top Proposal Award
- NIBC 2023 Global Investment Banking Competition: Finalist
- Polymer ESG Case Challenge: 2nd Runner Up
- Rotterdam/Carleton International Case Competition 2022: 2nd Runner Up, Best Presenter Award

Real Business Exposure

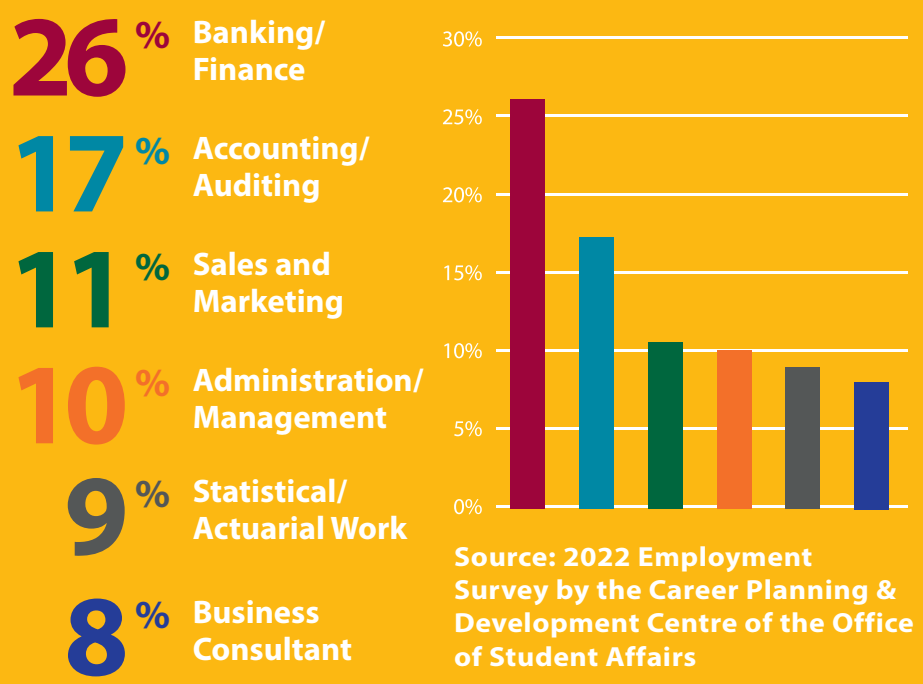
Thanks to our close industry collaborations, you will frequently interact with the business world — from taking courses and seminars taught by leading industry experts to joining local and overseas company visits to gain ground-level visibility into business operations.

When it comes to preparing for your future career, there is no faster way than to dive right in and learn on the job through an internship. CUHK Business School students complete internships in Hong Kong or overseas, acquiring not only highly sought-after work experience but, very often, permanent job opportunities after graduation.

Imagine Your Future

Career Prospects

Our graduates are respected leaders and influencers across several sectors. Just like them, you can extract the global perspective, management insight and business knowledge from our world-class curriculum, that will make you highly competitive in the job market – no matter what field you choose.



Employers

Leading multinational or local companies hiring our high-calibre graduates include:

Accounting and Auditing

Deloitte
EY
KPMG
PwC

Banking and Finance

Bank of America
Bank of China
Bloomberg
BNP Paribas
CICC
Citibank
Crédit Agricole CIB
Credit Suisse
DBS
Fidelity International
Goldman Sachs
Haitong International
Hang Seng Bank
HKEX
HSBC
J.P. Morgan

Jane Street
S&P Global
Shanghai
Commercial Bank
Societe Generale
Standard
Chartered Bank
The Bank of
Singapore
UBS

Consultancy

Accenture
Boston Consulting Group
OC&C

Retail / FMCG

Adidas Group
L'Oréal
LVMH
P&G
Unilever

Insurance and Financial Planning

FWD Insurance
Generali
Reinsurance Group of America

Government / Non-profit organisation

The Airport Authority Hong Kong
The HKSAR Government
The Hong Kong Jockey Club

Property/ Real Estate

CBRE
Colliers International
Cushman & Wakefield
Kerry Properties
Knight Frank
Jones Lang LaSalle

Tourism & Hospitality

Hyatt International
Langham Hospitality Group
Marriott International
Shangri-La Hotels & Resorts

Technology

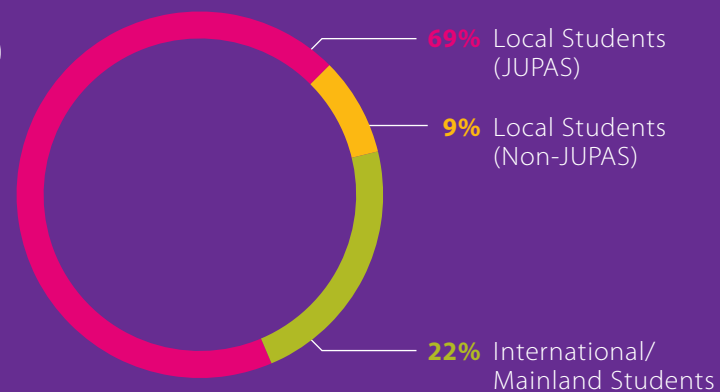
Microsoft
Tencent





Student Life

The CUHK Business School campus is a vibrant community of more than 3,000 students representing more than 30 nationalities. Enjoy inspiring and eye-opening cultural experiences alongside your international peers, and forge meaningful friendships that may well last a lifetime.



 **3,000+**
Undergraduates

 **30+**
Nationalities

Student Organisations

Join or run for office in one of our student-led organisations and flex your leadership skills outside the classroom. Student organisations host activities like business competitions and the social and cultural events.

Social

Every full-time undergraduate student at CUHK is affiliated with one of our nine colleges, each with its own hostels, dining halls, libraries and activities. This collegiate system gives you a built-in community from your very first day on campus.

Corporate Social Responsibility (CSR)

Apply your business knowledge to serve the community through joining a service programme or learning tour, or creating your own social enterprise with support from our faculty. Some of our students and alumni have already launched thriving social ventures.

Undergraduate Mentorship Programme

With more than 40,000 alumni, CUHK has the largest business alumni network in Hong Kong. For you, this translates to a lifetime privileged access to a large group of accomplished professionals in Hong Kong and around the world.

From banking to entrepreneurship, accounting to social ventures, our alumni are leading the way in many industries in Hong Kong, the up-and-rising Greater Bay Area region, and elsewhere around the globe. Many of our alumni actively mentor current students. Your alumni mentor will not only be an invaluable resource for industry insights and career advice, but also a cornerstone of your budding professional network.

40,000+
Alumni

“ **The Largest Business Alumni Network in Hong Kong** ”



Curriculum Structure



200⁺
COURSES OFFERED
Including Practicums
and Experiential Courses

Building a Base

Your CUHK Business School curriculum will begin with an overview of business fundamentals including Economics, Management and Accounting. These Faculty Package classes will be taken during your first year and serve as the foundation for the rest of your education.

Complementing your business foundation are University Core Courses that intends to build out your well-rounded development. They include Chinese, English, Information Technology, Physical Education, and General Education courses.



Time for Specialisation

Your Major Required and Elective Courses provide you with in-depth knowledge to take your education to the next level. You will be able to select electives that allow you to explore different areas of interest.

You will have opportunities to pursue personal aspirations with Free Elective Courses. Your remaining credits will come from this category and you may choose electives inside or outside your business major.

Expanding Your Potential

You also have the opportunity to select minor(s), a double major or a double degree. Obtaining a double degree usually requires an additional year of study on a self-financed basis. Please refer to the individual programme materials for more information.



Global Experiential Learning (GEL)

Our unique, innovative GEL course is specially designed to broaden your worldview and cultivate your cultural curiosity.

“ A Combination of Online and Real-Life Overseas Learning Experience ”

Admissions & Scholarships

JUPAS Students

Local students applying on the strength of their Hong Kong Diploma of Secondary Education (HKDSE) Examination should apply through JUPAS.

Each programme has its own minimum requirements for admittance. Please visit our website (www.bs.cuhk.edu.hk/ug) or consult the individual programme materials for details.

Minimum Entrance Requirements for Admission to CUHK Business School

Level 3 or above in English Language
Level 3 or above in Chinese Language
Level 2 or above in Mathematics (Compulsory Part)
A (Attained) in Citizenship and Social Development*#

Level 3 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 will be considered as "Attained" in Citizenship and Social Development. The LS level will not be considered in the calculation of admission scores.

Non-JUPAS (Local) Students

You may also apply on the strength of your qualifications other than HKDSE. These include but are not limited to the following: International Baccalaureate (IB), GCE A-Level/ International A-Level, Cambridge Pre-U, HKALE, Associate Degree, or other comparable secondary-level qualifications.



International Students

If you require a student visa to study in Hong Kong and possess one of the below qualifications, you are welcome to apply through the Non-JUPAS admission scheme:

- GCE A-Level/International A-Level;
- International Baccalaureate Diploma;
- A recognised non-local qualification for admission to a university in the country/region of its origin (e.g. high school diploma plus SAT/AP in the USA, UEC/STPM in Malaysia, ATAR in Australia, OSSD in Canada, GSAT in Taiwan). For more information, please visit: <http://admission.cuhk.edu.hk/international/requirements.html>

Mainland Students

You may apply based on your results in the nationwide Joint Entrance Examination. Please apply through the National Colleges and Universities Enrolment System. For more information, please visit: <http://admission.cuhk.edu.hk/sc/mainland/requirements.html>

If you are not covered by the National Colleges and Universities Enrolment System, you should apply through the International Admissions Scheme.

Advanced Standing

Applicants who meet specific requirements as stipulated by the University may apply for "Admission with Advanced Standing". The minimum total number of units required for graduation may be reduced by up to 24 and such the normative period of study may be reduced by up to one year.

Scholarships and Financial Aid

Students achieving academic excellence and outstanding performance in other fields such as creativity, community services and leadership may be awarded scholarships from the Business School. Scholarships and financial aid are also available from the University and the Colleges.

APPLY NOW

Office of Admissions and Financial Aid:

<http://admission.cuhk.edu.hk>

The Chinese University of Hong Kong (CUHK)

Founded in 1963, CUHK is a forward-looking comprehensive research university with a global vision and a mission to combine tradition with modernity and to bring together the East and the West.

CUHK comprises eight faculties, namely Arts, Business Administration, Education, Engineering, Law, Medicine, Science, and Social Science, offering a wide array of well-regarded undergraduate and postgraduate programmes. CUHK provides a unique college experience for its students and has nine colleges.

Overlooking Tolo Harbour in the New Territories, the 137-plus-hectare CUHK campus is the largest, greenest and most sustainably designed in Hong Kong.

