

LOOK
FORWARD
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2026-2027

BBA in Global Business Studies



Global Business Studies (GBS)

GBS has been a pioneer in business education at the undergraduate level in Hong Kong and the international education arena. It aims to empower highly aspiring young individuals with unique business acumen, cultural adaptability, and an entrepreneurial mindset. Through an internationally oriented curriculum, our goal is to nurture leaders who can drive impactful change in the global arena.

Two Guaranteed Overseas Exchanges with Personalised Pathways

At the forefront of academia, our curriculum enables you to gain insights from global experts and immerse yourself in diverse business landscapes by offering two guaranteed exchange opportunities to esteemed international universities and business schools in Europe and North America. To maximise your learning outcomes, we offer the flexibility for you to personalise your learning experience to focus on specific areas of interest or skill development during exchanges. Moreover, GBS students have the option to select a second business concentration, a minor or second major offered by different faculties.

Small Cohort Learning and Close-knit Alumni Network

Our small cohort size cultivates personalised attention and strong relationships among peers, enhancing engagement and collaborative learning. This close-knit environment promotes networking opportunities, contributing to holistic personal and professional development on your journey. GBS network will surely bring lifetime benefits to you.

Enrichment Learning for Real-world Competencies

Our courses focus on case studies, international management issues, and the understanding of business climates around the world. You will have the opportunity to engage in study trips in Asia to explore real-world business practices, cultural nuances, and economic dynamics of the region.

We offer abundant experiential learning opportunities to equip you with effective tools for developing real-world competencies and knowledge. These experiences will also help you cultivate essential personal and professional attributes that are vital for success in your future career.

Empowering future leaders with **distinctive international business expertise** and a drive for **global impact.**





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:



**Cutting-edge
Business
Insights**



**Collaborative
Excellence**



**Robust
Alumni and
Professional
Network**



**Global
Competence**



**Entrepreneurial
Mindset**



Global Immersion



Embark on a transformative journey through our cutting-edge curriculum and global experiences across multi-continent.



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, Seoul, Shanghai, Taipei, and Tokyo.



Guaranteed Student Exchange across Europe and North America

In 21st-century leadership, international exposure, cultural awareness, and cosmopolitan communication skills are essential. As part of the graduation requirements, you will participate in two exchange programmes in top universities and business schools in two continents. During these exchanges, you will engage in diverse cultural experiences, experiential learning, and networking in major economic hubs across these regions. Collaborating with international peers will immerse you in local cultures, fostering a global mindset and equipping you with indispensable skills for navigating the dynamic business landscape.



Study Trip in Asia

Understanding the diverse business settings in various Asian countries is crucial for success in today's globalised world. You will embark on immersive trips across Asia which offers you a competitive edge in analysing and deriving insights from a wide array of countries, preparing you to excel in a globally interconnected world and lead impactful change across borders. Over the past few years, GBS students have taken study trips to developed and emerging markets including Indonesia, Malaysia, Singapore, and Thailand.



Curriculum

Explore our structured yet innovative curriculum offering courses on regional and global business environments that aligns with your interests and career aspirations. You will engage in diverse enrichment learning opportunities like case studies, professional development bootcamps, forum and study trips to broaden your perspectives beyond the classroom.

Programme Structure and Suggested Study Plan



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



Growth Opportunities

Global Business Forum

Our annual signature event, the Global Business Forum, gathers distinguished business leaders from various sectors and students to explore emerging global trends and focused issues. With keynote speeches, speaker series, and panel discussions, participants engage in meaningful exchanges that can lead to new business prospects. This platform not only facilitates direct interactions between students and industry leaders, but also acts as a catalyst for cultivating professional networks. This event also offers a unique opportunity for you to connect with alumni, reinforcing the strong bonds within our GBS community.

In 2025, the Global Business Forum brought together over 100 participants including faculty members, industry leaders, representatives from partner universities, students, and alumni. The forum was anchored around the theme "Transformative Fintech Innovations: Shaping the Future of Finance", unveiling pioneering innovations and strategic insights that are reshaping the financial landscape.



Mr Wilson PANG, Fintech Director of the Hong Kong Monetary Authority (HKMA)



Ms Jennifer TAN, Executive Vice President of Strategy Development and Government Affairs for the Greater Bay Area of Ant Group



Dr Florian SPIEGL, Founder and CEO of EVIDENT



The panel discussion featured esteemed speakers, including, Mr Adrian LAI, Founder of Newman Group, Mr Jimmy ZHU, Vice President of Sales of HashKey Exchange, and Dr Stratos POURZITAKIS, Head of Digital Policy APAC, Group Public Affairs of HSBC



Business Strategy Immersion

Engage in real-world business scenarios to sharpen your critical thinking, problem-solving and presentation skills in our intensive bootcamp. These workshops will enhance your business acumen and soft skills, empowering you to effectively apply them in simulated professional settings. Our training has a track record of preparing GBS students to excel in both local and international business case competitions earning outstanding awards and recognition.



Mentorship Programme

In your first year, you will be paired with fellow senior student, as well as a member of our alumni community as your mentors. These lifelong friendships are one of our programme's greatest assets. Mentors who have gone through the same journey and accumulated ample industry experience will provide guidance and support for your academic pursuits and future career endeavours.



Corvinus Undergraduate Business Experience 2024 in Budapest, Hungary



Business Management Case Competition 2023 in Guadalajara, Mexico



A multitude of enrichment learning opportunities to equip you with the **critical knowledge, skills, mindsets, and professional networks.**

Imagine Your Future

In business, hard knowledge is only one part of your success. Vital soft skills are what truly define a leader who can influence and mobilise diverse, international teams. GBS offers tailored career development support to help you embark on your ideal career path.

Career Readiness

We provide a wide range of professional training, workshops, practitioner sharing sessions to prepare you for the industry. You will also have opportunities to visit world-renowned companies and immerse yourself in firsthand experiences of real working environments across various industries. These experiences not only enhance your understanding of various sectors and career paths, stay abreast of industry trends, but also expand your professional networks, refine essential relational skills, and create potential job prospects. With the practical internship experiences, it is no surprise that GBS graduates are highly sought after by prestigious firms.

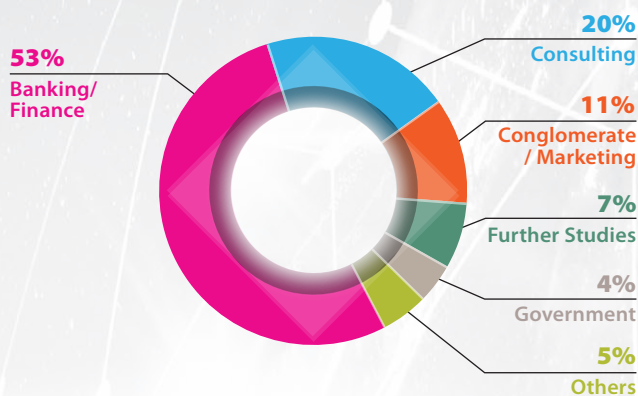
Prominent corporations where GBS students pursue internships, both locally and internationally, include:

- Boston Consulting Group
- HSBC
- J.P. Morgan
- Morgan Stanley
- Swire
- UBS



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 are 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, finance, and consulting industries, and a number of them start their own social ventures and community engagement initiatives.



Breakdown of offers accepted by GBS graduates over the past 5 years:

Banking/Finance

- Bank of America
- Barclays Bank
- BlackRock
- Bloomberg
- China Construction Bank (Asia)
- Citibank
- Deutsche Bank
- HKEX
- J.P. Morgan
- Mastercard Inc.
- Morgan Stanley
- Standard Chartered
- UBS

Consulting

- Boston Consulting Group
- Deloitte
- McKinsey & Company
- Oliver Wyman
- PricewaterhouseCoopers

Conglomerate / Marketing

- Jardine Matheson
- MTR Corporation
- Procter & Gamble
- Sun Hung Kai Properties
- The Hong Kong Jockey Club

Further Studies

- Imperial College London
- The London School of Economics and Political Science
- University of Oxford

Government

- Hong Kong Monetary Authority
- Hong Kong Tourism Board

Others

- Including start-ups and entrepreneurship



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

English Language	Level 5 or above
Chinese Language	Level 4 or above
Mathematics (Compulsory Part)	Level 3 or above
Citizenship and Social Development	A (Attained)[#]
Any two elective subjects, including:	Level 3 or above

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.

Non-JUPAS & International Students

Applicants who fulfill the English Language Requirements below are welcome to apply through the Non-JUPAS admissions scheme. Applications will be assessed on a case-by-case basis.

English 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.

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

Programme Costs and Scholarship Opportunities

Living costs in Europe and North America (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.

GBS Stories



GBS enabled me to see the world through the lens of different cultures, communication styles, values, and working approaches. From walking alongside with my batchmates as we navigated our career paths to receiving invaluable advice and even referral opportunities from numerous industry professionals within the network, the support I have received has been a strong pillar throughout my journey. GBS is all about its people — and I guess that couldn't be more true.

Anson KEE
Class of 2025



GBS provided us with a unique opportunity to step outside the classroom, immerse ourselves in various cultural practices, explore the world, and interact with people from diverse backgrounds. The enriching experiences have influenced both my academic pursuits and personal development.

Emily LEUNG
Class of 2024



The programme emphasises on critical thinking with a global perspective, and a constant awareness of the turbulence on the international stage. GBS is exceptionally resourceful to provide us with an extensive alumni network, where we get in-depth and up-to-date business insights from competitive insiders.

Johnny HO
Class of 2021





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Address: Room 408, Cheng Yu Tung Building
12 Chak Cheung Street, Shatin,
N.T., Hong Kong

Telephone: +852 3943 7746

Email: gbs@cuhk.edu.hk

Website: www.bschool.cuhk.edu.hk/gbs



Website

