

LOOK
FORWARD
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2026-2027

BBA in Integrated BBA

CUHK



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 offered by the Chinese University of Hong Kong (CUHK) Business School 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 amid 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

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

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

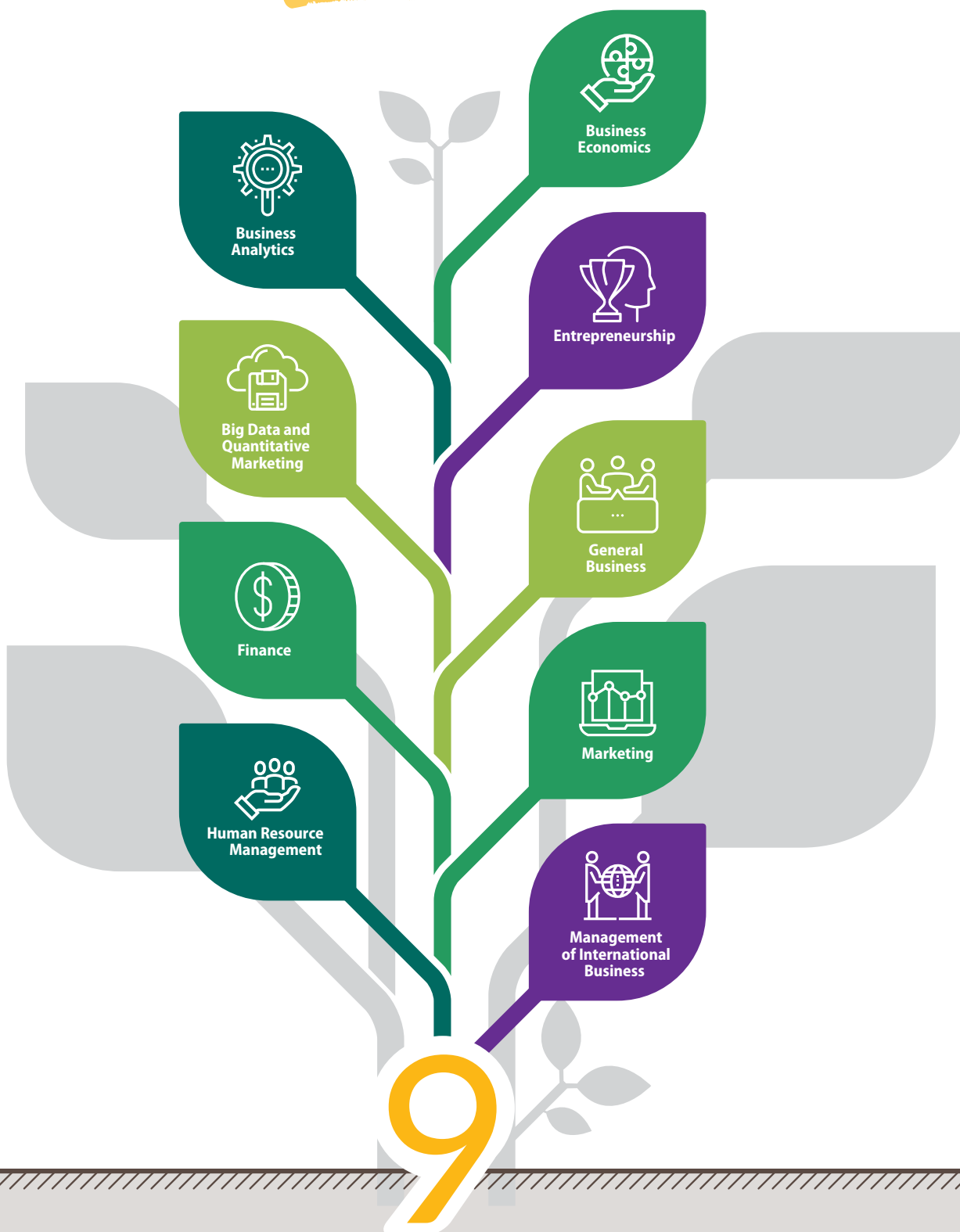


Discover different options and personalise your learning journey!

 **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 Kyoto



Corporate Project

Growth Opportunities

Internships

IBBA has connections with 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.

97% 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:





Oliver Wyman Impact 2025 Hong Kong Case Competition



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 comprising 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

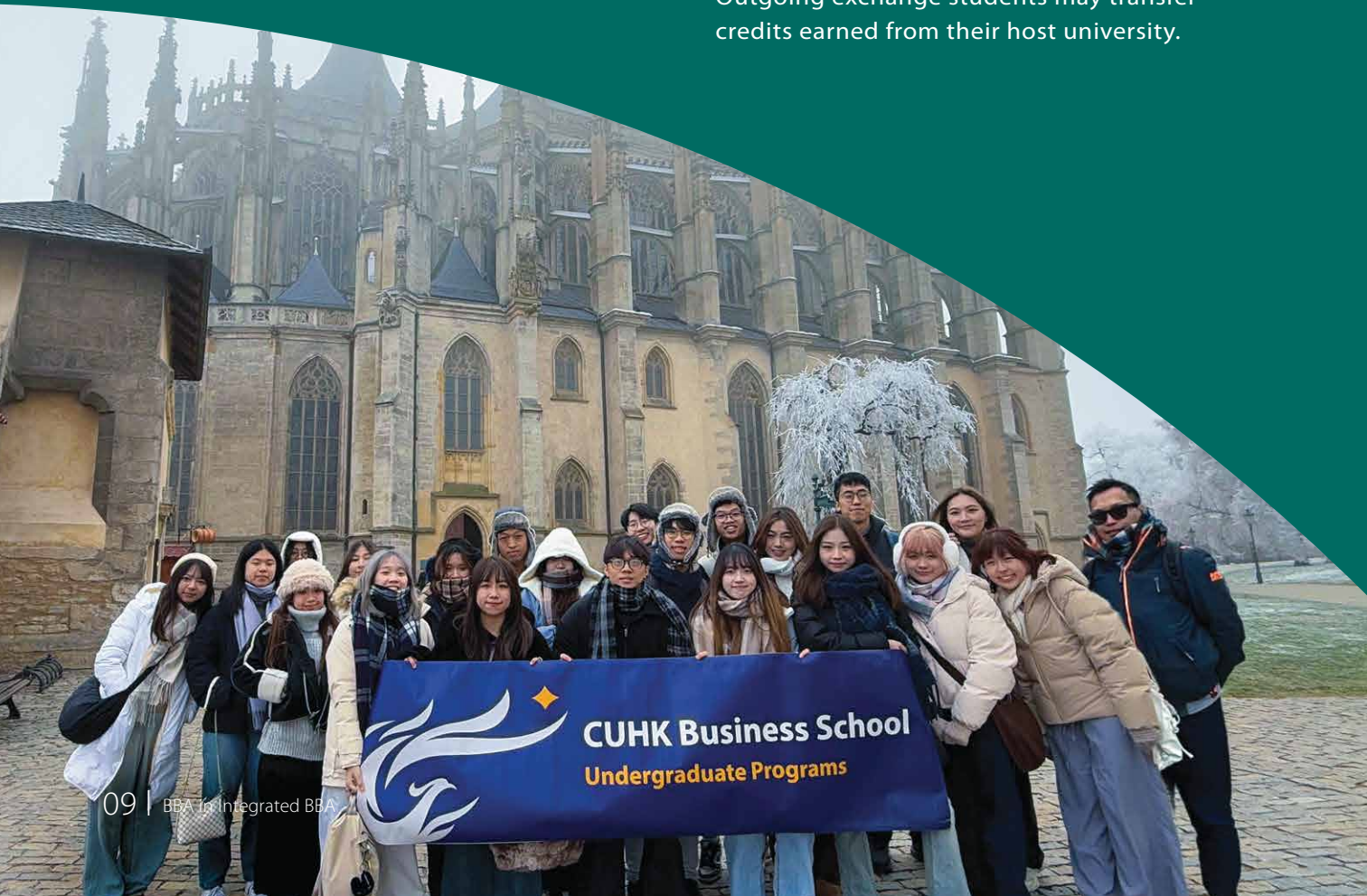
An essential component of the IBBA curriculum is stepping outside of the classroom and participating in immersive cultural exchange and corporate dialogue. To that end, we have made global experiential learning a key element in the curriculum, creating an enriching learning plan to help you broaden your worldview while achieving self-discovery.

100% of our students graduate with **global experiential learning experiences**

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 44 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



Justin CHOI

Discovering growth beyond the classroom

If I had to choose one word to describe the IBBA programme, it would be "extraordinary." Reflecting on my three years at CUHK Business School, I was given countless opportunities to explore diverse business disciplines and develop a global perspective. Beyond the classroom, my experience as President of the Society of Business Administration allowed me to sharpen my leadership and teamwork skills by organising events and collaborating with passionate peers. These experiences have enriched my university life and prepared me for future challenges. I am truly grateful for the vibrant and supportive community at CUHK.



Minudhi Nilinya
FERNANDO

Transformative journeys: leading and thriving at CUHK

As I enter my third year at CUHK studying IBBA, my journey has been nothing short of transformative—shaped by diverse perspectives, global exposure, and hands-on leadership. From being selected as a Women@Dior mentee and regional delegate for Hong Kong to serving as Vice President of the International Students Association and Secretary of Morningside College Union, each experience has challenged me to grow with purpose. CUHK has offered more than just academic excellence; it is a community that empowers students to lead, explore, and thrive on a global stage.



Yoey LAW

How IBBA fuelled my entrepreneurial journey

Founding RiceFort, a bio-based materials development company, in 2023 was an incredible journey, and the IBBA programme at CUHK was instrumental in my growth as an entrepreneur. By choosing Entrepreneurship as my concentration, I gained valuable insights from professors who provided practical advice and shared their real-world experiences. Through CUHK's funding schemes, I received financial and mentorship support from industry professionals who guided me in refining my project. These opportunities, combined with a supportive and innovative learning environment, equipped me with the skills and confidence to bring my ideas to life. The IBBA programme has truly been a transformative experience for my entrepreneurial journey.



Thura Win HTET

CUHK Business School where I found my spark

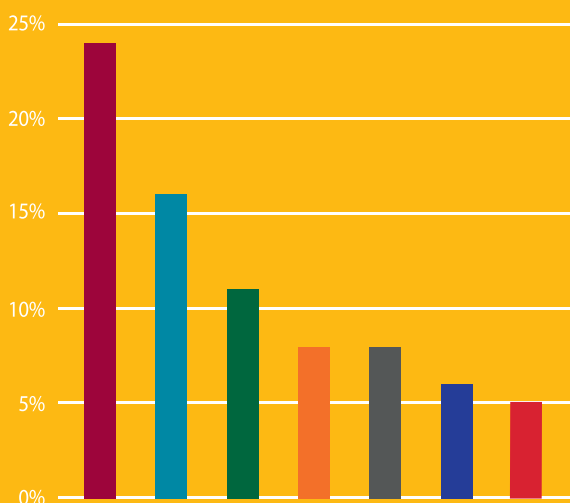
Studying IBBA at CUHK has been a rewarding journey filled with mentorship, hands-on experience, and networking opportunities. The programme's dynamic environment and cutting-edge business concepts have helped me grow both academically and professionally. I had the privilege of working with like-minded peers to compete in the ACCA Hong Kong Business Competition 2023, where we ranked first and received both the Championship and Outstanding Team award. Our strategic proposal for MakeOmnia's market entry into Australia was built on insights gained from various IBBA courses. These experiences have sharpened my business acumen and deepened my passion for strategic problem-solving. Learning alongside peers from diverse backgrounds and engaging in real-world challenges have made my time at CUHK Business School truly meaningful.



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: 2024 Employment Survey by the Career Planning and Development Centre of the Office of Student Affairs

Other Potential Career Fields

- Advertising
- Customer Service
- Insurance / Wealth Management
- IT
- Retail Management

Recent Employers

- A.S. Watson
- Accenture
- Adidas Group
- AlphaSights
- Aon
- Bank of China
- Bloomberg
- ByteDance
- Cathay Pacific
- China Mobile International
- CICC
- Citibank
- CITIC Telecom CPC
- CLP
- Deloitte
- Enfusion
- EY
- FWD Insurance
- Hang Lung Properties
- Hang Seng Bank
- Hong Kong Science and Technology Park Corporation
- HSBC
- IBM
- Insurance Authority
- J.P. Morgan
- Kerry Logistics
- KPMG
- London Stock Exchange Group
- L'Oréal
- LVMH
- Marsh McLennan
- Meituan
- Mizuho Bank
- MTR
- Odoo
- Ogilvy
- Protiviti
- PwC
- Shanghai Commercial Bank
- Sony
- Standard Chartered Bank
- Tencent
- The Bank of Singapore
- The Hong Kong Jockey Club
- Unilever

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. 74% are local Hong Kong students while others represent more than 20 different countries and regions, including Bangladesh, Canada, China, Great Britain, India, Indonesia, Japan, Kazakhstan, Kyrgyzstan, Macau, Malaysia, Mongolia, Myanmar, Nepal, Philippines, South Korea, Sri Lanka, Taiwan, Thailand, United States, Uzbekistan and Vietnam.

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.



1,300+
Current students



9,000+
Alumni

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:

1. Two elective subjects;

or

2. One elective subject and

Mathematics (Extended Part) Module I or

Module II / Other Language subject[^]

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.

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 and 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/>

* 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.

[^] Please visit (<https://admission.cuhk.edu.hk/application/jupas/faq/>) and refer to FAQ #10 for the minimum requirements of Category C - Other Language Subjects.

IBBA

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Address: Room 408, 4/F, Cheng Yu Tung Building
12 Chak Cheung Street, Shatin,
N.T., Hong Kong
Telephone: +852 3943 7746
Email: cuhkbba@cuhk.edu.hk
Website: <https://www.bschool.cuhk.edu.hk/ibba>



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