

LOOK
FORWARD
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2026-2027

BBA in International Business and Chinese Enterprise

IBCE



International Business and Chinese Enterprise (IBCE)

As global powerhouses, China and the United States offer immense business opportunities. Professionals with expertise in both cultures, languages, and business practices are positioned for leadership in this dynamic environment. The IBCE programme — Hong Kong's first and only — empowers you to master the language of international business and build connections on both sides of the world with the support of your close-knit cohort.

IBCE brings together a group of energetic students from the Chinese University of Hong Kong (CUHK) Business School and University of South Carolina (USC)'s Darla Moore School of Business for a cohort exchange for two years. Throughout the IBCE journey you will cultivate meaningful relationships with your fellow cohort members. Together you will experience the central role that culture plays in international business, whether by attending seminars led by prominent leaders and industry practitioners, or participating in coursework, company visits and study trips. These experiences will 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 US 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 USC, gaining further expertise on the political, economic and cultural aspects of international business.

IBCE nurtures future innovators equipped to navigate the ever-changing US-China business landscape with a growth-oriented and entrepreneurial mindset.



Darla Moore School of Business, USC

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 more than 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 60 years, it has provided dedicated, internationally-recognised business education to develop "global leaders for the Asian Century." The school has nurtured more than 45,000 graduates, forming the strongest and most extensive business alumni network amongst all Hong Kong universities. Our alumni hold 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 US
and Chinese
Markets**



**Superior
Cross-cultural
Communication Skills**



**Cohesive
Bi-continental
Cohort**



**Global
Vision**



**Entrepreneurial
Mindset**



Connect with the World



Bi-continental Cohort Exchange

You have the exclusive opportunity to experience true cultural immersion through cohort exchange. In your second year, you will welcome your US counterpart at CUHK and begin a memorable two-year cohort experience and lifelong friendships. In your third year exchange in the US, 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 behaviours.



Study Trips

A highlight 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 trip destinations have included Myanmar, Vietnam, Malaysia and Singapore.



Orientation Trip

One of your enlightening experiences as an IBCE student will be an orientation trip to a selected location in mainland China. By visiting and interacting with local companies and people, you will develop your unique first hand insight in China's business culture and environment. You can also get to know your fellow cohort members and programme faculty and staff while exploring a new city together, forming foundations of a fruitful journey in IBCE.



Matthias CHONG
Class of 2027

The trip to Shanghai not only deepened my understanding on startup and entrepreneurial skills, but also allowed me to engage directly with senior management from leading companies in China such as Meituan. We gained valuable insights into the complex business landscape in mainland China and how to embrace challenges ahead.

We also had the opportunity to team up with talented students from NYU Shanghai during the trip. Through collaborating on the pitching contest and exploring the wonders of Shanghai together, we forged strong connections with our NYU teammates, enhancing both our professional and personal networks.

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 USC’s 1-year Master of International Business (MIB) programme, offered to qualified students.

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

Programme Structure and Suggested Study Plan



*IBCE Cohort Courses



Growth Opportunities

Global Business Forum

Leaders at the forefront of US-China business activity have acute cultural awareness, vast international experience and the unique ability to envision new ways of working cross-culturally. Two important keys to succeed 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 2025, the Global Business Forum brought together more than 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



Professional Development

A highlight of IBCE is its strong professional development focus. Acknowledging that some students are unsure of their career path, we will be organising career highlight sessions to help you explore your career interests. Besides, 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 FoodPanda and UBS.



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 showcase 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

IBCE ensures personalised support by matching you with senior students and alumni who will serve as mentors, guiding you through academic and career challenges. This mentorship opportunity not only fosters closer ties within the IBCE family, but also exemplifies the philosophy of "take and give".





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, consulting, government, entrepreneurial ventures, among others.

Breakdown of offers accepted by IBCE graduates in the past five years:

Banking / Finance

- BlackRock
- Bloomberg
- Citi
- CMSI
- Haitong International Securities
- J.P. Morgan
- Korea Investment & Securities Asia
- Mizuho
- Morgan Stanley
- Standard Chartered
- UBS

Conglomerate / Marketing

- John Swire & Sons
- Microsoft
- MTR

Further Studies

- Geneva Graduate Institute
- The Chinese University of Hong Kong
- University of South Carolina

Government

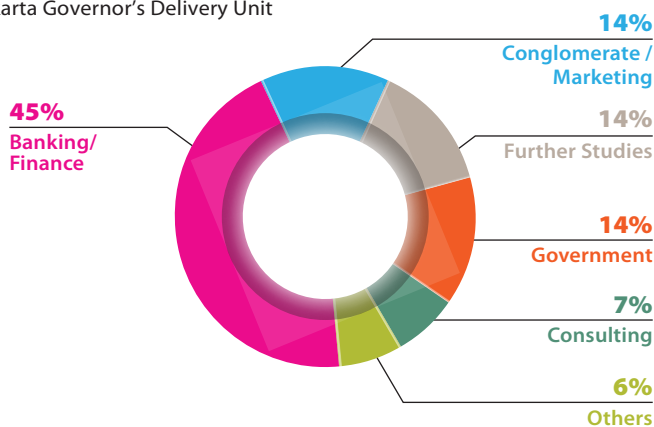
- Airport Authority Hong Kong
- Commerce and Economic Development Bureau
- Insurance Authority
- Jakarta Governor's Delivery Unit

Consulting

- Accenture
- Mckinsey & Company

Others

- Christie's





Internships

Internship is an integral part of our curriculum as it allows 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, and Accenture.

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



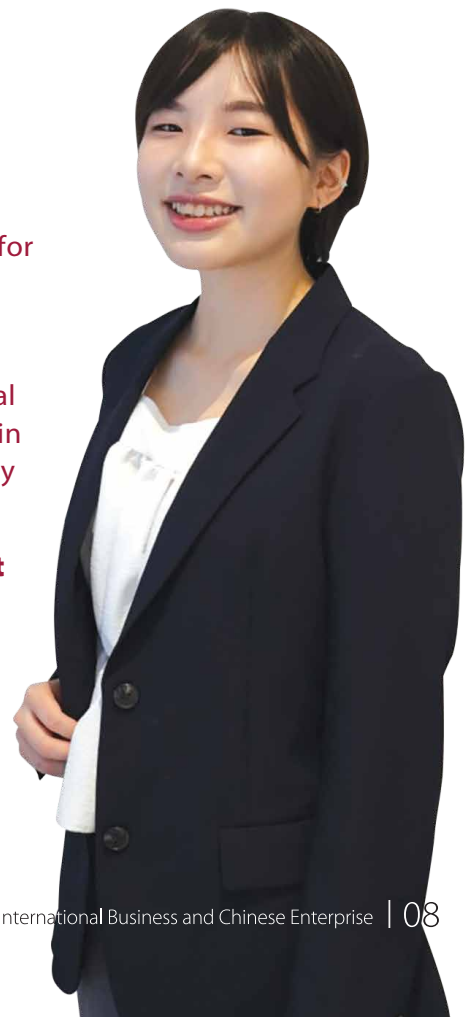
In the summer of 2024, I had the opportunity to join Morgan Stanley as a Summer Analyst at the Compliance and Operational Risk departments.

It was indeed a humbling experience as I intern at a global firm for the first time. I was often in awe of the intricate global structure that brings onshore offices and offshore global centers to an efficient cooperation while remaining compliant to multiple regulatory regimes. With the teams I looked into the operational risk and compliance control frameworks of multiple businesses in Asia, which was not only eye opening but also a testament to my communication and collaboration skills.

Nevertheless, having returned from **the IBCE year-long cohort exchange has strengthened my abilities to take on new challenges in a cross-cultural context.** The experience has made me more prepared to proactively connect with colleagues working across different regions.



Angela CHOY
Class of 2025



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(IBT) : 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**

IBCE encourages active participation and contribution to the programme community. Selected students will receive a scholarship to subsidise their on-campus housing fee during exchange at USC.

There are other 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 startup 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

My year-long IBCE exchange journey in the United States was transformative. Immersed in Western culture, I learned to view the world from different perspectives. One of the most significant lessons was the importance of direct communication and the value of appreciation. Sharing this journey with my batchmates made it even more special. They became my closest companions far from home. Together, we explored new places, faced challenges, and created a unique bond. The memories from this year are treasures I will carry with me for a lifetime, shaping my outlook and interactions in the future.

Lydia CHOI
Class of 2024



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