

LOOK
FORWARD
看·建未來



2027-2028

Undergraduate Programmes



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

35⁺

Nationalities



Programmes

11

Undergraduate programmes
and dual degree programmes
under IBBA

200⁺

Courses including
practicums and
experiential courses



Connect with the World

280⁺

Exchange programmes
in CUHK

45

Business school
exchange partners

97%

Graduates have completed
at least one internship

49,000⁺

Alumni worldwide

Today, we continue to nurture nimble leaders, entrepreneurs and social stewards through our two schools and four departments: 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 Zhou Lin

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.

The programme offers Dual Degree Programmes in collaboration with partner universities in Japan, South Korea and Thailand. Students may apply for the Dual Degree Programmes in Term 1 of Year 1. Successful applicants will spend two years at CUHK and another two years at one of our partner universities, and will be awarded two bachelor's degrees upon completion of the programme.

GBS Global Business Studies

GBS offers a distinctive, internationally oriented curriculum designed to cultivate students' global perspective, business acumen, entrepreneurial mindset, and the adaptability essential for leadership in today's dynamic world. Through dual exchange programme with top universities in Europe and North America, complemented by immersive study trips in Asia, students engage in personalised experiential learning across three continents, gaining cross-cultural fluency, real-world experience, and global competence. Our small cohort model fosters deep collaboration, further enriched by a tight-knit alumni network that provides mentorship and opens doors to international professional networks. GBS graduates emerge with the global outlook, strategic skillset, and leadership capabilities to drive impact and thrive on the world stage.

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 is a programme tailored for those who wish to be actuaries. Students receive training in actuarial science, insurance and data analytics, as well as finance such as portfolio management and derivatives. The programme is accredited by the Society of Actuaries in the US as a Center of Actuarial Excellence with University-earned credit programme.

PACC Professional Accountancy Programme

PACC is a future-oriented accountancy programme that prepares students to become business professionals who can turn data into insights and technology into better decisions. By integrating AI-enabled business applications and analytics into its core curriculum, the programme develops graduates with strong technical foundations, leadership capabilities, and a global outlook.

Students have the flexibility to choose up to two specialisation streams that fit their interests and career aspirations, opening pathways into finance, consulting, data analytics, and taxation, alongside accounting. PACC students also enjoy a unique learning experience enriched by internship opportunities, international exchanges, and an extensive alumni network, preparing them for careers in Hong Kong, the Greater Bay Area, and beyond.

PACC graduates are also eligible for exemptions from multiple papers in professional qualifying examinations in accounting, taxation, and related disciplines.

HRE Hospitality and Real Estate Programme

Hospitality and real estate are interwoven industries offering innovative business opportunities and diverse career paths. HRE programme is a pioneer in Asia, uniquely blending the strengths of both sectors to provide a holistic, future-ready education. Through an interdisciplinary approach, our curriculum integrates insights from business, design, technology, finance, and human behaviour - empowering students to solve complex, real-world challenges. Advocating for the experience economy, the programme focuses on creating meaningful experiences beyond traditional service models. Courses cover the entire industry landscape - from the "front stage" of service management and marketing, where guest experiences are shaped, to the "back stage" of asset development and investment, where strategic decisions are made. We aim to cultivate visionary leaders to drive global impact in hospitality and real estate.

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 emphasising 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.

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 an 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.

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.

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.

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 develops experts with specialised knowledge in two of the world's largest economies, the US and China. In collaboration with the University of South Carolina (USC)'s Darla Moore School of Business, IBCE provides a unique bi-continental cohort learning experience. Students from both institutions engage in a two-year cohort exchange, fostering genuine cultural immersion and lifelong friendships. The curriculum offers specialised courses and enrichment activities on Chinese enterprises and markets, enhancing your business skills and career readiness. Through a "4+1" structure, you can pursue a one-year Master of International Business (MIB) programme at USC.

ABS Asian Business Studies*

ABS nurtures visionary leaders with unparalleled insights into Asia, a dynamic and thriving market that spearheads global economic growth in the new century. With the opportunity to embark on up to two exchange terms at institutions across Asia, you will experience cross-cultural learning tailored to your academic and personal goals. The corporate capstone project is designed to equip you with industry exposure and practical training in Asian business. These experiences will not only foster lasting friendship but will also provide access to an expansive Asian network filled with driven professionals.

**IBCE and ABS accept transfer-in applications only*



280⁺

Exchange programmes



45

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 more than 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, Chile, Czech Republic, Israel, Japan, Poland, Russia, and South Korea.

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 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 practise 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.



Women@Dior Mentoring Programme 2026



IE Business Case Competition 2026

Competition Achievements 2025/2026

- 2025 Bloomberg Global Trading Challenge: The Grand Prize
- FOAHK 2026 Case Competition: Champion
- HKGCC Business Case Competition 2025/26 - New World Development Company Limited Track: Champion
- International Facility Management Association (IFMA) Student Competition 2026: Platinum Award and Gold Award
- CaselT MIS Case Competition 2026: 1st Runner-up
- HKGCC Business Case Competition 2025/26 - MTR Track: 1st Runner-up
- HKU-Nestlé Hong Kong Joint University Case Competition 2026: 1st Runner-up and Merit Award
- IE Business Case Competition 2026: 1st Runner-up
- McDonough Business Strategy Challenge 2026: 2nd Runner-up
- HKFBS ESG Challenge 2026: Finalist

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.

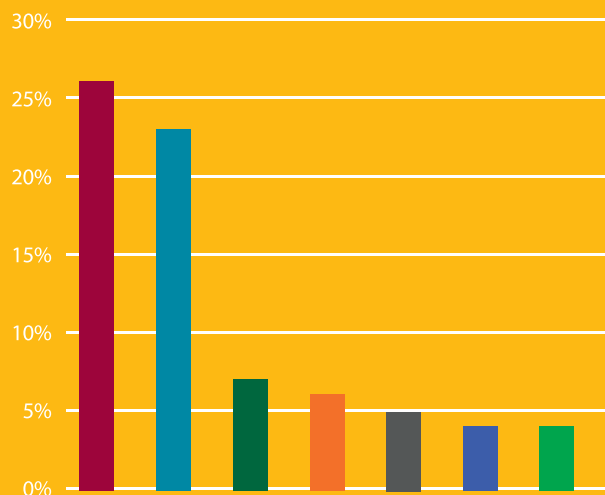
When it comes to preparing for your future career, there is no faster way than to dive right in and learn on the job through an internship. CUHK Business School students complete internships in Hong Kong or overseas, acquiring not only highly sought-after work experience but, very often, permanent job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



Imagine Your Future

Career Prospects

Our graduates are respected leaders and influencers across various sectors. Just like them, you can gain 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.



Source: 2025 Employment Survey by the Career Planning and Development Centre of the Office of Student Affairs

Employers

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

Accounting / Auditing

Deloitte
EY
KPMG
PwC

Banking / Finance

Argyle Street Management
Arte Capital
Bank of America
Bank of China
Barclays
BlackRock
Bloomberg
BNP Paribas
BNY
BOCI-Prudential Asset Management
Capula Investment Management
China CITIC Financial Asset Management
China Construction Bank
China Merchants Capital
China Renaissance Securities
CICC
Citadel Securities
Citibank
CITIC Securities
Crédit Agricole CIB
CSOP Asset Management
DBS
Deutsche Bank
Dymon Asia
DZ Bank
Fidelity International
Goldman Sachs
Grand Alliance Asset Management
Haitong International
Hang Seng Bank
Hashkey Capital
HKEX
Hong Kong Monetary Authority
HSBC
ICBC
iFAST Corporation
J.P. Morgan
Jane Street
London Stock Exchange Group
Mastercard

Mizuho Bank
Morgan Stanley
MOX Bank
MUFG
Nanyang Commercial Bank
Natixis
NH Investment & Securities
Nomura
OKX
Point72
Polymer Capital
S&P Global
Schroders
Shanghai Commercial Bank
Shenwan Hongyuan
Societe Generale
Standard Chartered Bank
The Bank of Singapore
UBS
Wellington Management
Wells Fargo
WorldQuant

Communications / Advertising

Publicis Groupe
Wavemaker

Conglomerate

CITIC Group
John Swire & Sons

Consultancy

Accenture
Boston Consulting Group
FTI Consulting
Mercer
OC&C
Oliver Wyman

Government / Non-profit Organisation

HKTDC
Hong Kong Housing Society
Hospital Authority
Housing Authority
The Airport Authority Hong Kong
The HKSAR Government
The Hong Kong Jockey Club

Public Utilities

MTR
Towngas

Insurance

AIA
AXA
BC Insurance
BUPA
China Taiping Life Insurance (HK)
Chow Tai Fook Insurance
Fubon Life Insurance Hong Kong
FWD Life Insurance
HSBC Life
Manulife
Prudential
RGA
SCOR
Sun Life
Transamerica Life
Willis Towers Watson
YF Life Insurance

Real Estate

CBRE
China Overseas Land and Investment
Chinachem Group
Colliers
Cushman & Wakefield
GAW Capital
Hang Lung Properties
Henderson Land Development
Hysan Development
ISS Facility Service
Jones Lang LaSalle
Kerry Properties
Knight Frank
Link REIT
Phoenix Property Investors
Savills
Sino Group
Sun Hung Kai Properties

Technology

Huawei
Microsoft
Tencent
Xiaohongshu

Retail / FMCG

Abercrombie & Fitch Co
Adidas Group
AS Watson
Chow Tai Fook
L'Oréal

Luk Fook Holdings
LVMH
P&G
Pernod Ricard
Prada Group
Unilever

Tourism / Hospitality

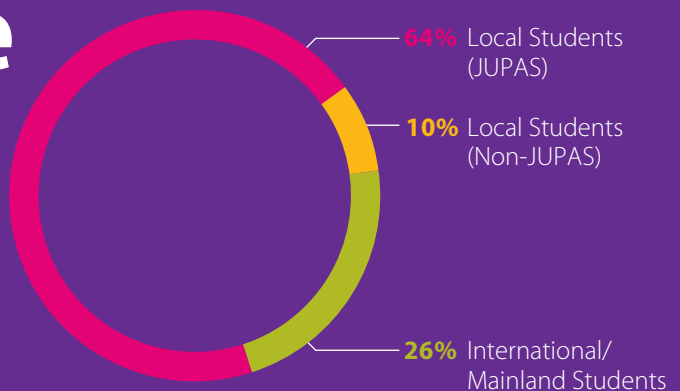
Carlyle & Co.
Cathay Pacific
Courtyard by Marriott Hong Kong
Sha Tin
Crowne Plaza Hong Kong Causeway Bay by IHG
Four Seasons Hotel Hong Kong
Greater Bay Airlines
HK Express
Holiday Inn Express
Hong Kong Disneyland Resort
Hong Kong Express Airways
Hong Kong Tourism Board
Hyatt Hotels Corporation
Informa Markets
Kimpton Hotel Hong Kong
Langham Hospitality Group
Mandarin Oriental Hong Kong
Marriott International
Rosewood Hotel Group
Shangri-La Group
Swire Hotels
The Peninsula Hong Kong
Trip.com





Student Life

CUHK Business School campus is a vibrant community of more than 3,000 students representing more than 35 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

 **35+**
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 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 49,000 alumni, CUHK has a strong 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.

49,000⁺
Alumni



**Strong 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 intend 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 a wide range of 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 and 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 elective subjects**
- or
- 2. One elective subject and Mathematics (Extended Part) Module I or Module II / Other Language subject[^]**

* 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.

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).

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>

Business Master's Programme Scholarship

At CUHK Business School, your academic journey does not have to stop at graduation. We support outstanding CUHK Business local final year undergraduate students to pursue a master's degree at their alma mater, offering a seamless pathway from undergraduate to postgraduate studies.

The Business Master's Programme Scholarship offers a full tuition-fee waiver for eligible CUHK Business School undergraduate graduates who pursue a full-time business master's programme at CUHK Business School immediately upon graduation.

Scholarship Benefits

- Covers **100% of the tuition fee** of the enrolled full-time business master's programme.
- Applicable to all existing and future full-time business master's programmes offered by CUHK Business School.

Eligibility

Applicants must:

- Be a local student admitted to a CUHK Business School undergraduate programme in 2026–27 or thereafter.
- Apply for admission to a full-time CUHK Business School master's programme immediately after graduation.
- Attain a Major GPA of 3.50 or above by the end of the penultimate year, the end of the first term of final year, or the end of final year of a business undergraduate degree programme of CUHK.
- Have no permanent record of demerit on their official academic transcript.

Important Notes

- Local students refer to those who paid the local tuition fee while pursuing undergraduate business studies at CUHK.
- Each student may receive the Scholarship once only and for one programme only.
- Students who defer admission will be deemed to have forfeited the Scholarship.

Admissions Enquiries

Office of Taught Postgraduate Programmes
Tel: +852 3943 8629
Email: masters.bschool@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.





Facebook



Instagram



YouTube

Undergraduate Office

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: www.bschool.cuhk.edu.hk/ug



香港中文大學
The Chinese University of Hong Kong



AACSB
ACCREDITED



Website

