LOOK
**FORWARD**
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CUHK
BUSINESS SCHOOL

**2027-2028**

# BBA in Integrated BBA

IBBA



# 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



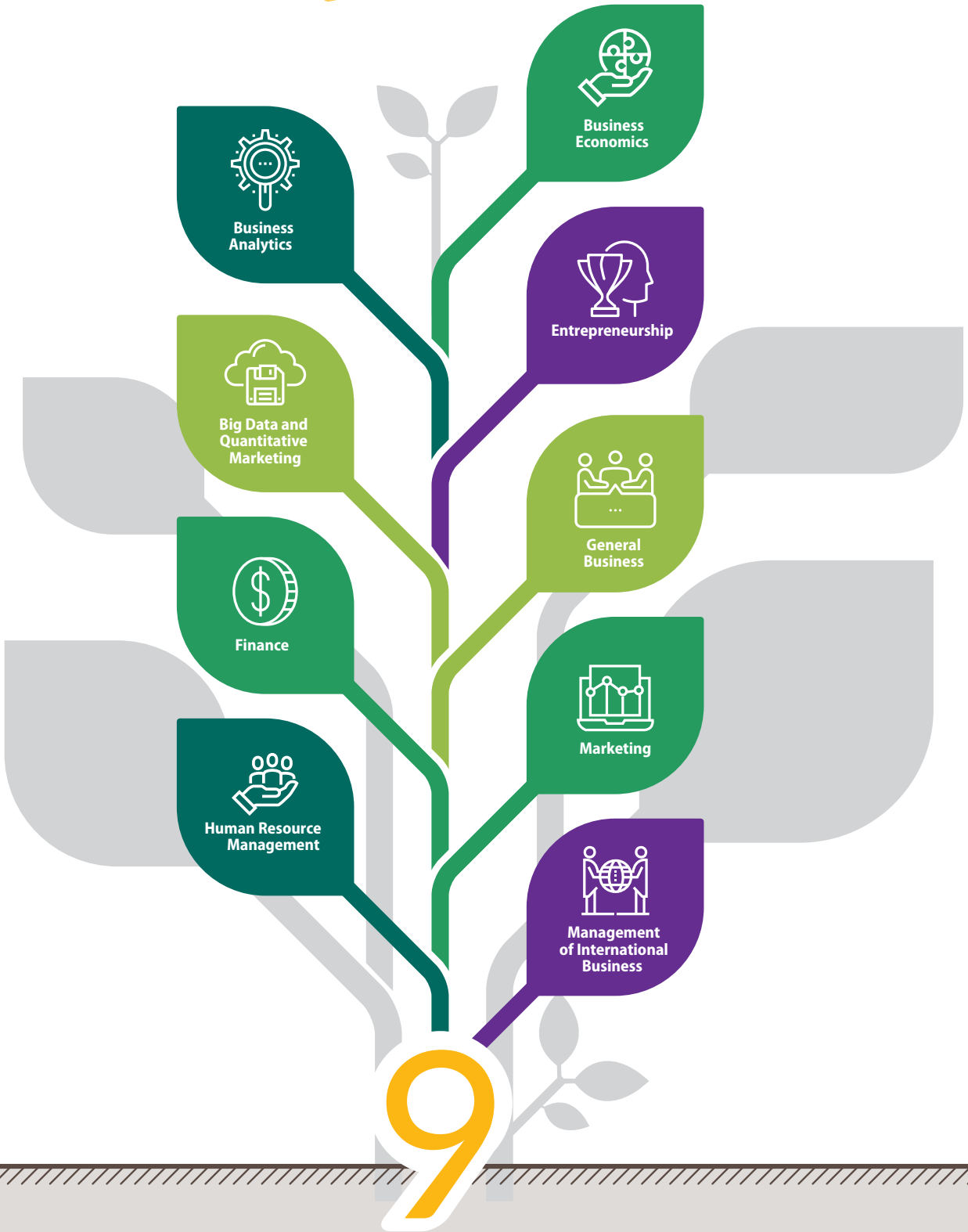


## Discover different options and personalise your learning journey!

**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.

## Dual Degrees

IBBA programme offers Dual Degree Programmes with partner universities in Japan, South Korea and Thailand. You 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.

## Minors

You may declare a minor(s) according to your interests and orientation. Each minor requires 18 to 30 units.



# Dual Degree Programmes

To enhance students' global learning experience, IBBA students have the option to join the Dual Degree programme with one of our partner universities. Students admitted to the programme will study two years at CUHK and two years at a partner university, and will be awarded two bachelor's degrees upon fulfilment of all graduation requirements within the four years of study. Currently, three Dual Degree programmes are offered.



## Dual Degree Programme with Kobe University (Kobe U)

Kobe U is one of the oldest national universities in Japan. Its history traces back to the establishment of Kobe Higher Commercial School in 1902. The School of Business Administration at Kobe U has developed into a leading institution of business administration, accounting, and commercial science, and has been leading these areas of research and education in Japan.

CUHK BUSINESS SCHOOL → CUHK BUSINESS SCHOOL → KOBE UNIVERSITY → KOBE UNIVERSITY → **Graduate with two degrees**

Year 1 @CUHK | Year 2 @CUHK | Year 3 @Kobe U | Year 4 @Kobe U




## Dual Degree Programme with Pusan National University (PNU)

PNU was established in 1946 as Korea's first national university, being one of Korea's major public research universities. Located in Busan, a major global port city and business hub, the College of Business at PNU provides students with direct exposure to international trade, logistics, and dynamic market environments in Northeast Asia.

CUHK BUSINESS SCHOOL → PUSAN NATIONAL UNIVERSITY College of Business → CUHK BUSINESS SCHOOL → **Graduate with two degrees**

**First 3 terms @CUHK** | **2 Years @PNU** | **Last term @CUHK**

## Dual Degree Programme with Thammasat University (TU)

Founded as the second-oldest university, TU is one of Thailand's leading comprehensive universities, serving students across a wide range of academic disciplines. Thammasat Business School at TU is recognised as one of Thailand's leading business school, with a strong emphasis on case-based learning, research, innovation, and international collaboration.



CUHK BUSINESS SCHOOL → THAMMASAT BUSINESS SCHOOL → THAMMASAT BUSINESS SCHOOL → CUHK BUSINESS SCHOOL → **Graduate with two degrees**

**Year 1 @CUHK** | **Year 2 @TU** | **Year 3 @TU** | **Year 4 @CUHK**

# Benefits to Students

**Two degrees** in four years

Learning **foreign languages** and **cultures**

An immersive **global learning experience**

**Complementary curricula** from two leading business schools

**Excellent affiliations** and **alumni networks** from two universities



# Unique Learning Opportunity for Future Business Leaders

The Dual Degree programme offers you a unique learning opportunity to broaden your global exposure and prepare you to become future business leaders. By enrolling in the Dual Degree programme, you will gain valuable experiences that support your personal growth and career development. Let's take a look at what our alumni shared about the benefits of joining the programme.

## Alumni Sharing



"The greatest benefit has been the breadth of exposure I gained—academically, culturally, and professionally. CUHK provided me with a strong foundation in accounting, finance, and management, while IE placed a strong emphasis on entrepreneurship, startups, and innovation. The programme also helped me discover a genuine interest in coding, which ultimately became a bridge from business into the world of technology."

**Reagan Chan** Class of 2023 | CUHK-IE DDP
Current Position: AI Lead at NCS in Singapore

"The programme widened my horizons by allowing me to meet people from all over the world, build a strong network and gain opportunities to work with others. It also gave me a significant competitive edge through valuable international exposure when seeking internships and graduate jobs, or even when applying for further studies in Master's and PhD programmes."



**Henry Lam** Class of 2023 | CUHK-IE DDP
Current Position: PhD Candidate at IE University



"I gained solid academic foundations from both business schools, cross-cultural experience, and access to strong alumni networks in Asia and Europe that boosted my professional development."

**Rainbow Xie** Class of 2025 | CUHK-IE DDP
Current Position: Intermediary Sales at BOCI-Pru Asset Management

"The programme benefited me across multiple aspects. Academically, I developed stronger critical thinking and presentation skills through case-based learning and group discussions. Personally, living abroad strengthened my independence, resilience, and ability to manage uncertainty. Professionally, I gained early exposure to real-world business scenarios through practical projects, which helped me better understand industry expectations. These combined experiences have shaped how I approach challenges and make decisions today."



**Yannis Wong** Class of 2025 | CUHK-IE DDP
Current Position: Executive Trainee at Hong Kong Trade Development Council




Study Tour to Seoul




Corporate Project

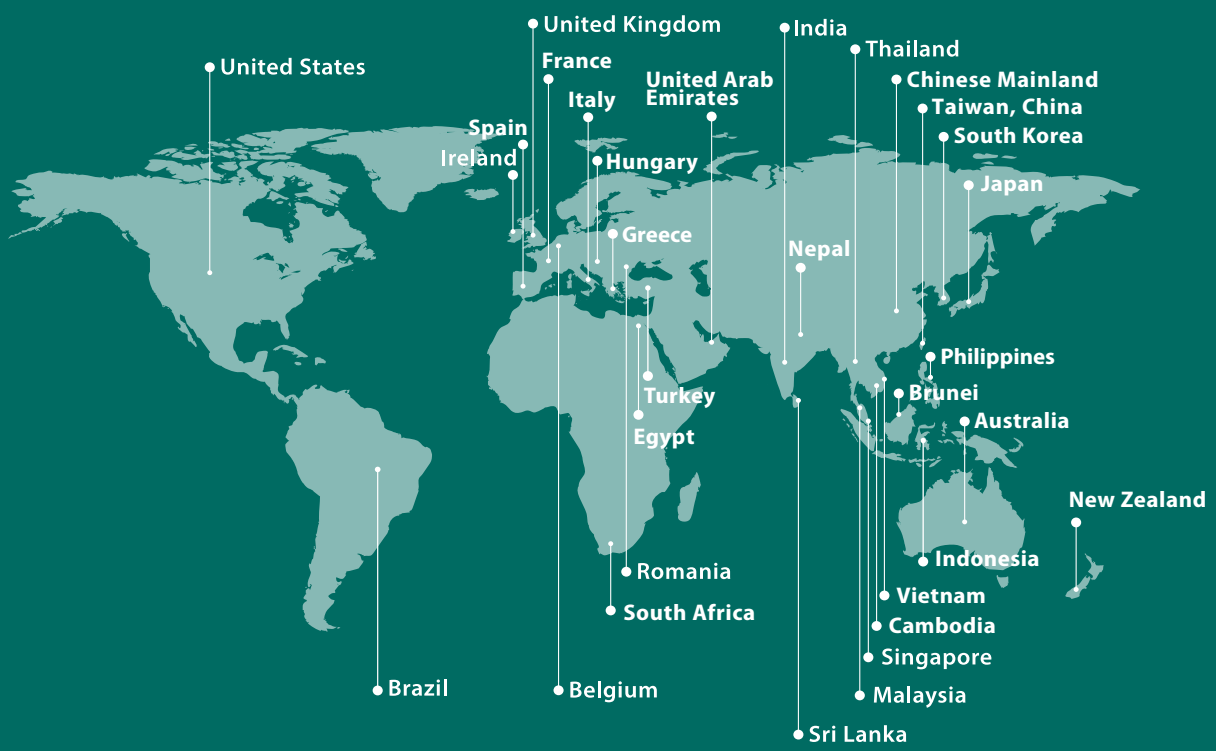
# Growth Opportunities

## Internships

IBBA has connections with several well-known global and local organisations, opening up numerous doors for you to gain real-world industry exposure and hands-on experience. 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:






2025 Bloomberg Global Trading Challenge




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-notched 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 broadening 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 45 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.



# Students' Sharing



**Marvelia Claresa Tjen**

Studying IBBA at CUHK has shown me that learning extends far beyond the classroom. Winning the Bloomberg Global Trading Challenge with my teammates was a memorable milestone, as it challenged us to apply market analysis, teamwork, and strategic decision-making in a fast-paced trading environment. The interdisciplinary IBBA curriculum has equipped me with a strong foundation in finance, economics, and business, allowing me to connect classroom knowledge with real-world practice. Beyond academics, studying alongside classmates from diverse backgrounds has strengthened my ability to collaborate across cultures. The IBBA programme has truly offered me far more than academic knowledge—it has empowered me to grow as a leader, think with a global mindset, and confidently pursue opportunities that once felt beyond my reach.



**Elbert Jeremiah Napitupulu**

Before university, choosing which professional path to pursue had always felt overwhelming. However, CUHK has supported me at every step, especially through its diverse community. My contributions as the secretary of International Student Association (ISA) and the president of the Southeast Asian Student Association (SEA) have broaden my global perspective, while gaining practical workplace exposure via Co-op@CUHK has been invaluable. IBBA curriculum offers both the flexibility and the abundant resources needed to explore and discover which business field I am truly passionate about. In today's AI-driven era, international exposure, finding your passion, and building a deep knowledge base are essential for a competitive edge. IBBA at CUHK perfectly bridges all three.



**Lauren Ho**

Joining the IBBA programme has been one of the most rewarding experiences of my university journey. The flexibility to explore different concentrations allowed me to discover my passion for strategy and consulting, leading me to the CUHK Case Competition Team (CCT).

Together with my CCT teammates, we have achieved memorable results. From winning local competitions to securing 2nd Runner-Up at the McDonough Business Strategy Challenge in Washington, D.C. These intense experiences strengthened our critical thinking, problem-solving skills, and team chemistry under pressure. The IBBA programme and CCT have equipped me with the confidence and global perspective to pursue a career in strategy consulting. I am truly grateful for the friendships and growth this journey has brought me.



**Ken Chan**

The flexibility built into the IBBA programme gave me a well-rounded, real-world grasp of business. While company visits, internships, and study tours across Asia exposed me to diverse business models and deepened my understanding of regional development, the curriculum reshaped my perspective by emphasising that lasting economic success requires businesses to also create social value. This inspired me to found T-House Limited, a venture that secured government funding to generate financial returns while actively tackling the issue of substandard living conditions in Hong Kong's subdivided flats. CUHK Business School professors' sharp market insights and the immense opportunities they opened up allowed me to learn through experience, build an extensive professional network, and confidently launch my career.





# 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:

**25%** Banking / Finance

**15%** Sales / Marketing

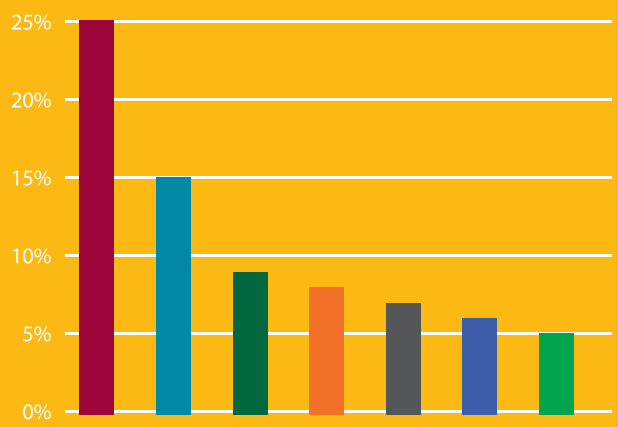
**9%** Human Resources Management / Training

**8%** Administration / Management

**7%** Education

**6%** Accounting / Auditing

**5%** Business Consultant




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



## Other Potential Career Fields

- Advertising
- Customer Service
- IT
- Insurance / Wealth Management
- Property Development / Management
- Public Relations / Mass Communication

## Recent Employers

- AS Watson
- Accenture
- Adidas Group
- AlphaSights
- Aon
- Bank of China
- Bloomberg
- BNP Paribas
- BOCI-Prudential Asset Management
- ByteDance
- Cathay Pacific
- China Mobile International
- Chow Tai Fook
- CICC
- Citibank
- CITIC Telecom CPC
- CLP
- Deloitte
- Enfusion
- EY
- FWD Insurance
- Hang Lung Properties
- Hang Seng Bank
- Harbour City Estates
- Hong Kong Science and Technology Park Corporation
- Hong Kong Sports Institute
- HSBC
- IBM
- Insurance Authority
- International Finance Centre Management
- J.P. Morgan
- Kerry Logistics
- KPMG
- London Stock Exchange Group
- L'Oréal
- LVMH
- Manulife
- Marsh McLennan
- Meituan
- Mercer
- Mizuho Bank
- MTR
- Nanyang Commercial Bank
- Odoo
- Ogilvy
- Point72
- Protiviti
- Publicis Groupe
- PwC
- Shanghai Commercial Bank
- Sino Group
- Sony
- Standard Chartered Bank
- Tencent
- The Bank of Singapore
- The HKSAR Government
- The Hong Kong Jockey Club
- Towngas
- Unilever
- Xiaohongshu

## 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

IBBA is one of the most diverse programmes on campus. 67% are local Hong Kong students while others represent more than 25 different countries and regions, including Australia, Azerbaijan, Bangladesh, Canada, Chinese Mainland, Finland, India, Indonesia, Japan, Kazakhstan, Kyrgyzstan, Macau, China, Malaysia, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Russia, South Korea, Sri Lanka, Taiwan, China, Thailand, United Kingdom, United States 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 Chinese Mainland, 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.

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