

LOOK
FORWARD
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CUHK
BUSINESS SCHOOL

2020 - 2021

BBA in Integrated BBA



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 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

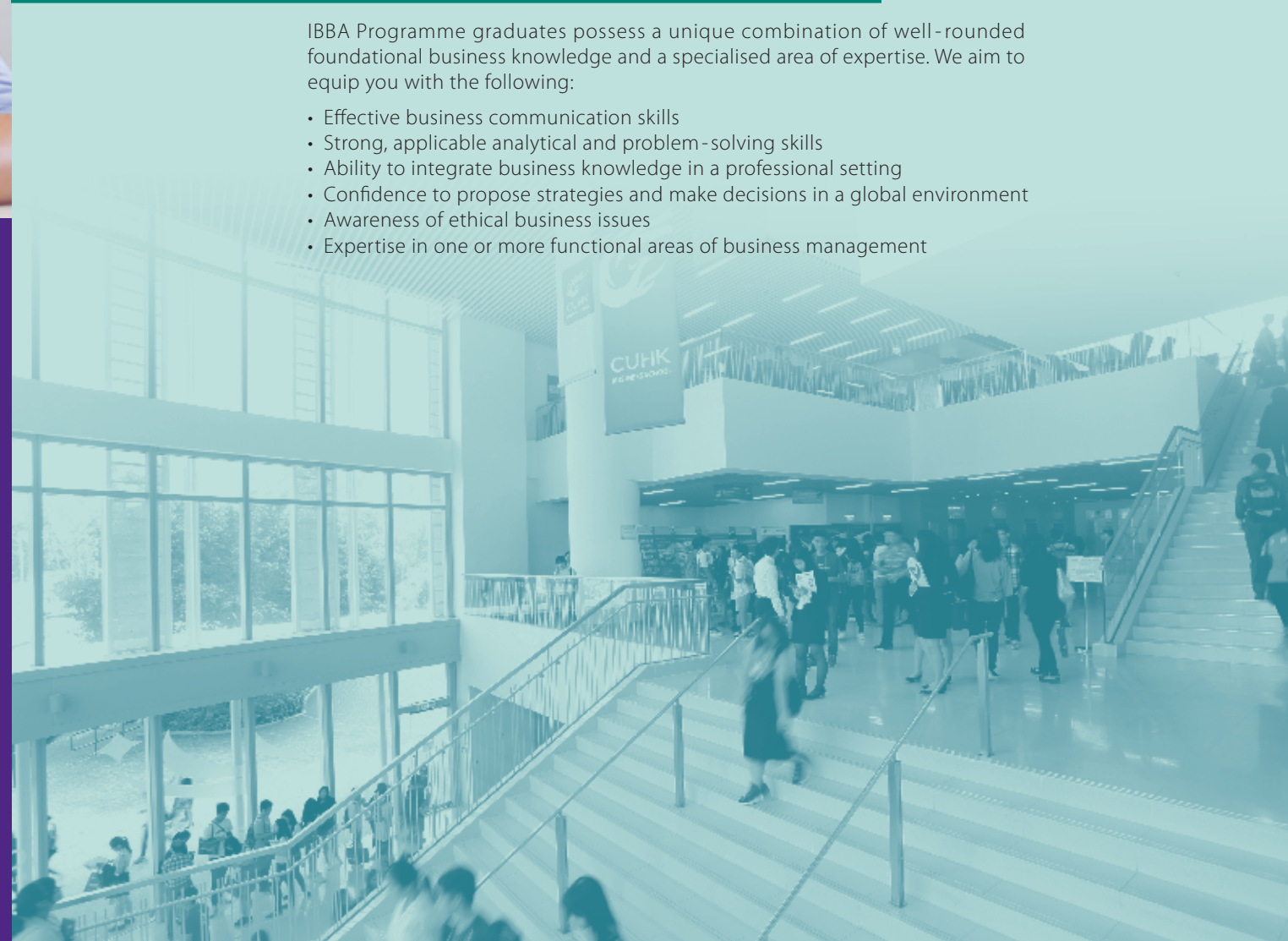
Joining the IBBA Programme comes with the ultimate freedom to customise a curriculum that truly suits your interests and aspirations. The programme boasts nine concentration areas, from which you are at liberty to select your specialisation; you may also choose to pursue double majors, double degrees, dual 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. 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 amidst innovation and change. You will form strong relationships across the business world and lay the groundwork for a fruitful professional network.

YOUR DEVELOPMENT

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



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.

Foundational courses ranging from management to finance, marketing and more, provide you with core knowledge essential for any business career.

Faculty Package Courses

- Economics for Business Studies I
- Economics for Business Studies II
- Management

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

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.

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.

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 exciting career in technology sector, business consultancy, global and digital economy, and social enterprises or non-profit organisations.

Human Resource Management

Introduces a systematic approach to managing organisations through the functions of planning, organising, leading, communicating and controlling.

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.

Marketing

Balances marketing theories and practice through integrated marketing communications, advertisements, brand management, service marketing and strategic marketing experience.

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.

General Business

Offers the greatest flexibility to tailor your studies according to individual interests with a broad range of management and business issues.



Double Majors

Obtaining double majors lets you 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)*

* Not applicable for IBBA students specialising in Finance.

Double Degrees

You also have the option to pursue a second degree, offered by the School of Journalism and Communication. This option requires an additional year of study on a self-financing basis.

- BBA-BSSc in Journalism and Communication

Dual Degrees

You may apply to the newly launched Dual Degree Programmes to expand your global vision and networks. Starting from 2019, IBBA programme offers Dual Degree Programmes in collaboration with two world-class institutions.

- IE Business School of IE University in Spain
- Cass Business School of the City, University of London in the United Kingdom[#]

You can apply to these programmes by year 1 term one. Successful applicants will spend two years to study at CUHK and two years to study at the partner institution, and will be awarded two degrees upon completion of the programme.

[#] for 2020 entry and onwards

Minors

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

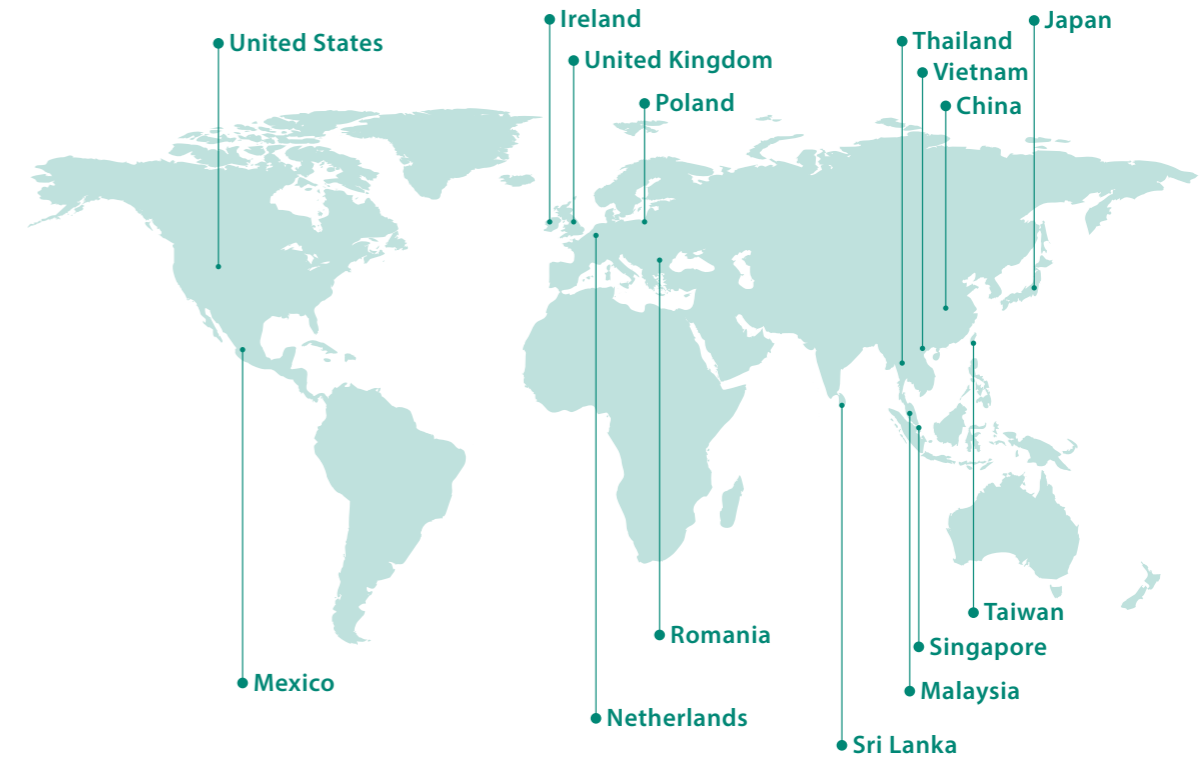
GROWTH OPPORTUNITIES

Internships

IBBA has connections with a number of 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 feel for the current climate in the market under the guidance of real industry professionals.

More than 90% 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:



Case Competitions

You will have numerous opportunities to join local and international case competitions, flexing your analytical and presentation skills alongside highly driven business students from around the world. Learn to develop and present ideas collaboratively, while networking with your peers and experienced professionals.

Business Lecture Series

Business lectures keep you abreast of current developments across various sectors, yielding valuable insight on different industries and providing ample opportunity for you to formulate and present your thoughts on vital business issues.



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, curating an enriching learning plan to help you broaden your world view while achieving self-discovery.

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.

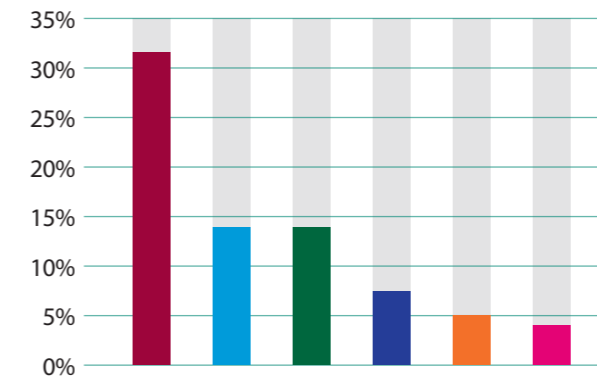
100% of our students graduate with global experiential learning experiences. You can benefit from international exposure through overseas study trips, international service learning trips, summer schools abroad and exchange study. CUHK Business School has exchange agreements with 38 leading business schools worldwide. On average, our students participate in at least one exchange prior to graduation. Outgoing exchange students may transfer credits earned from their host university.

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:



- 32% Banking / Finance
- 14% Administration / Management
- 14% Marketing / Sales
- 7% Human Resources / Training
- 5% Accounting / Auditing
- 4% Business Consultant

Source: 2018 Employment Survey by the Career Planning & Development Centre of the Office of Student Affairs

Other Potential Career Fields

- eBusiness
- Information System Administration and Management
- Logistics / Shipping
- Public Relations / Mass Communication
- Purchasing / Trading
- Retail Management
- Scientific / Research
- Statistical / Actuarial
- System Solution & Services
- Teaching
- Others

Employers

- Apple
- Bloomberg
- Bank of China (Hong Kong)
- Citibank
- DFS
- EY
- Eurex
- Hang Lung Properties
- Hang Seng Bank
- HKTV Mall
- Hong Kong Exchanges and Clearing Limited (HKEX)
- IBM
- KPMG
- Mattel
- Mead Johnson
- Morgan Stanley
- MTR Corporation
- Nestle
- Nielsen
- PwC
- Reckitt Benckiser
- Securities and Futures Commission (SFC)
- Siemens
- Standard Chartered Bank
- *And many more*

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. 67% are local Hong Kong students while others represent more than 20 different countries and regions, including Australia, Canada, Chile, Mainland China, Estonia, France, India, Indonesia, Italy, Japan, Kazakhstan, Kyrgyzstan, Malaysia, Mexico, Nepal, New Zealand, Palestine, the Philippines, Russian Federation, Singapore, South Korea, Taiwan, Thailand, United Kingdom and the United States.

This diversity not only enriches the campus experience, but also expands the mileage of your education by forcing you to consider different values and perspectives when you work collaboratively with your peers.

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 may be matched with an alumnus working in your field of study, giving you a golden 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.

1,300+
CURRENT STUDENTS

9,000+
ALUMNI

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 Liberal Studies and Mathematics (Compulsory Part)

Level 3 in any two elective subjects, including:

1. Two New Senior Secondary elective subjects

or

2. One New Senior Secondary elective subject and Mathematics (Extended Part) Module I or Module II

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.

You can also apply through the JUPAS sub-systems, including:

1. School Principal's Nomination Scheme

2. Sports Scholarship Scheme

Non-JUPAS & International Students

Applicants are welcome to apply through the Non-JUPAS admission scheme and will be considered on a case-by-case basis.

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 www.oafa.cuhk.edu.hk



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