BBA in Global Business Studies
GLOBAL BUSINESS STUDIES (GBS) / GLOBAL LEARNING OPPORTUNITIES IN BUSINESS EDUCATION (GLOBE)

From issues of European integration to Asian commerce and global venturing, the modern business landscape is increasingly multifaceted and international. It is in this spirit that GBS pioneered the region’s first tri-continental programme in collaboration with Copenhagen Business School (CBS) and The University of North Carolina at Chapel Hill (UNC). GBS endeavours to shepherd the next generation of global leadership with distinctive international business expertise and the desire to create meaningful change around the world.

YOUR DEVELOPMENT

Through the internationally-oriented curriculum and unique tri-continental learning experience, GBS graduates learn the skills to become influential players in the global community. Upon graduation, you can expect to be able to work confidently across borders and gain the following valuable assets:

- Distinct business acumen
- Cultural fluency
- An in-depth understanding of business practices in tri-continents
- An entrepreneurial mindset
- Extensive global alumni network

OVERVIEW

The GBS curriculum features a selection of cutting-edge business courses from three of the world’s top international business schools. Courses focus on international management issues, case studies and in-depth investigations into today’s global business climate, integrating the expertise of each school with tailored, regionally-focused syllabuses, hands-on projects, and study trips across three continents.

Over the course of 18 months, you and your GLOBE cohort — students from CUHK, CBS and UNC — will study together in each of the three countries for three semesters. Living and working with your global counterparts allows genuine cultural immersion and the natural development of skills necessary to adapt in today’s dynamic business environment.

In addition to forming lasting bonds with your GLOBE classmates, you will also foster connections across our global alumni network. This brings you the lifetime benefit of having a strong pool of professional contacts to support your career and personal pursuits.

UNC Kenan-Flagler Business School (UNC)

The Kenan-Flagler Business School of The University of North Carolina at Chapel Hill is one of the world’s most respected business schools, offering a rich portfolio of programmes that prepares business leaders to manage successfully in a global environment. In 2013, Bloomberg Businessweek ranked UNC’s Kenan-Flagler Business School second for “Top Undergraduate Business Schools for International Business.”

Copenhagen Business School (CBS)

Established in 1917, Copenhagen Business School is one of the largest business schools in Northern Europe. It offers a comprehensive range of university level degrees in business economics. In 2014 CBS was ranked No.1 in the world by Eduniversal, based on Dean recommendation rate, ahead of London Business School and Harvard Business School.

CUHK Business School (CUHK)

As the first business school in Hong Kong, CUHK Business School is one of the leading business schools in Asia, known for its world-class programmes, faculty and facilities. In 2011, CUHK was ranked No.1 worldwide for international business research based on publication counts in the Journal of the International Business Studies (JIBS) by the University of Texas - Dallas.
Study Trips
As part of the GLOBE Programme, you will participate in organised trips across Asia, the United States or Europe. Over the past few years, GLOBE students have taken study trips to developed and emerging markets including Belgium, Chicago, Indonesia, Malaysia, Singapore and Thailand. Through interactive executive briefings with founders, CEOs and other senior executives at selected corporations, these excursions will let you witness how industries from healthcare, energy and consumer goods to banking, financial consulting, steel and aviation operate in different economies, and how cultural differences influence business operations.

Orientation Trip
You will begin your GBS journey with a regional orientation trip, organised every August to familiarise first-year students with the programme and with one another. Past orientation trip destinations have included Nagoya, Osaka, Tokyo and Seoul.

CURRICULUM

GBS students are exposed to top faculty members at each of the three universities in the GLOBE Programme and each business school is positioned in the major economic and cultural hub of Asia, North America and Europe respectively. Our structured yet novel curriculum, with tailored courses on regional and global business environment, lets you explore subjects aligned with your interests and potential career paths, offering an abundance of out-of-classroom learning opportunities like group projects, case studies and complementary study trips.

Programme Structure And Suggested Study Plan

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<thead>
<tr>
<th>Year 1</th>
<th>@ CUHK</th>
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<tbody>
<tr>
<td>Term 1</td>
<td>Economics for Business Studies I</td>
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<td>Management</td>
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<td>Other Foundation Courses</td>
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<tr>
<th>Year 2</th>
<th>@ CUHK</th>
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<tr>
<td>Term 1</td>
<td>Business Lecture Series</td>
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<td>Introductory Financial Accounting</td>
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<td>Operations Management</td>
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<td>Statistical Analysis for Business Decisions</td>
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<th>Year 3</th>
<th>@ UNC</th>
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<tbody>
<tr>
<td>Term 1</td>
<td>Business in a Political World*</td>
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<td>Global Leading and Managing*</td>
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<td>Elective Courses</td>
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<tr>
<th>Year 3</th>
<th>@ CUHK</th>
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<tr>
<td>Term 1</td>
<td>China Business*</td>
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<td>Business Law</td>
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<td>Business Information Systems</td>
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<td>Global Experiential Learning I</td>
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<td>Elective Courses</td>
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<th>Year 4</th>
<th>@ CUHK</th>
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<tr>
<td>Term 1</td>
<td>Finance and Financial Institutions*</td>
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<td>Capstone Project*</td>
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<td>Elective Courses</td>
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<th>Year 4</th>
<th>@ CUHK</th>
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<tr>
<td>Term 2</td>
<td>Business Sustainability</td>
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<td>Legal Environment for Business or Business Law</td>
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<td></td>
<td>Strategic Management</td>
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<td></td>
<td>Elective Courses</td>
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* GLOBE courses provided by each university are subject to change.
Team Effectiveness Workshop
In business, hard knowledge is only one part of your success. Essential soft skills are the true test of a leader who can influence and mobilise diverse, international teams. Hone your teamwork, leadership, communication and problem-solving skills in the Team Effectiveness Workshop, a programme with team-building challenges and physical activities designed to boost your leadership potential as well as management soft skills. The relevant knowledge and attitude can be transferable to the workplace. Through the reflection and sharing sessions, you and your teammates will better understand your strengths, weaknesses and potential blind spots, gaining the confidence to become effective team players and charismatic leaders. This also reinforces the importance of having a “can-do” attitude despite the anxiety associated with unfamiliarity.

Case Analysis Training
Take part in real-life business cases and develop your problem-solving and presentation skills through our organised training sessions. These sessions streamline your business knowledge and soft skills while challenging you to successfully apply them in simulated professional environments. As a result of our training, GBS students are known for achieving outstanding results in local and international business case competitions.

Global Business Forum
Our signature annual event, the Global Business Forum, convenes prominent business leaders from various sectors and the entire GLOBE cohort to discuss the most topical emerging global trends. With a keynote speech, speaker series and panel discussion, guests mingle and exchange ideas that may potentially turn into new business opportunities while you will be able to consolidate your industry necessary skills learnt from different enrichment workshops. Coupled with the Spring Dinner, you can have a fun-filled experience with alumni which helps reinforce the strong affiliation within the GLOBE family. In recent years the Global Business Forum has hosted a number of renowned speakers, including:

**2019**
Ms. Linda CHOI
Vice President
Communications and Public Affairs
Hong Kong Disneyland
Dr. William YU
Chief Executive Officer
World Green Organization
Mr. Chan Yau CHONG
Executive Committee member of the
Hong Kong Council of Social Services

**2018**
Mr. Nelson CHOW
Chief Fintech Officer
Fintech Facilitation Office
Hong Kong Monetary Authority
Ms. Eunice CHU
Head of Policy
The Association of Chartered
Certified Accountants, Hong Kong
Mr. Eric YOUNG
Partner,
Forensic Technology,
PricewaterhouseCoopers, Hong Kong

**2017**
Mr. Chin-Tang CHIN
Director of Marketing & Operations
Microsoft Hong Kong
Mr. Gordon ORR
Non-Executive Director
Lenovo And Swire Pacific and
former Chairman of McKinsey Asia
Mr. James MIRFIN
Managing Director
North Asia, Thomson Reuters

**2016**
Mr. Nelson CHOW
Chief Fintech Officer
Fintech Facilitation Office
Hong Kong Monetary Authority
Mr. Gordon ORR
Non-Executive Director
Lenovo And Swire Pacific and
former Chairman of McKinsey Asia
Mr. James MIRFIN
Managing Director
North Asia, Thomson Reuters

Mentorship Programme
In your first year, you will be paired with a fellow senior student as well as a member of our alumni community as your mentors. These lifelong friendships are one of the programme’s greatest assets, as mentors who have gone through the same GLOBE journey and accumulated ample industry experience will guide and support you for the road ahead — both study and future career, often well after graduation.
**GBS Ignite (GBSI)**

GBSI, a GBS student-led community, promotes student welfare with an ethos of giving back to the community. The four functional teams within GBSI — Careers & Personal Development, Product Development, Publication & Communications, and Recreational Activities — organise career-sharing sessions, design GBS-branded products, produce publications and host a variety of social events where students can mingle and have fun. This not only fosters the intra- and inter-cohort relationships within the GBS family, but also encourages students to give back and serve the others after benefiting from the seniors’ generous sharing.

**GLOBE Alumni**

The GLOBE Alumni organisation is run by GLOBE scholars and while formally independent from GLOBE, seeks to further the programme’s mission of stimulating a dynamic, international, and collaborative business environment. GLOBE Alumni facilitates gatherings, maintains an online platform for communication, and promotes relationships with corporations. The Regional Boards are responsible for organising activities in their respective regions whereas the Global Executive Committee takes charge of the global coordination of GLOBE Alumni strategies and activities. This ensures that both local and global alumni relationships are robust and well maintained.

**Career Prospects**

As a result of our robust and internationally relevant curriculum, our graduates are eagerly sought after by the world’s most prestigious entities. GBS graduates emerge from the programme ready to take on challenging careers at a bank, consulting firm, government, not-for-profit organisation, global communications firm, or an entrepreneurial venture of their own. More than half of our graduates start out in the banking and finance industries, and a number of them start their own social ventures and community engagement initiatives.

Breakdown of offers accepted by GBS graduates in recent years:

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<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Examples</th>
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<tbody>
<tr>
<td>Banking / Finance</td>
<td>58%</td>
<td>Bank of America Merrill Lynch, Barclays, BlackRock, Citi, Credit Suisse, DBS, Deutsche Bank, Goldman Sachs, HKEX, HSBC, J.P. Morgan, Macquarie Group, Standard Chartered Bank</td>
</tr>
<tr>
<td>Conglomerate / Marketing</td>
<td>7%</td>
<td>L’Oréal, MTR Corporation, Reckitt Benckiser, Swire</td>
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<tr>
<td>Further Studies</td>
<td>11%</td>
<td>Government, Administrative Officer, Airport Authority Hong Kong</td>
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<tr>
<td>Government</td>
<td>7%</td>
<td>Administrative Officer, Airport Authority Hong Kong</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>4%</td>
<td>Including start-ups and entrepreneurship</td>
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**STUDENT LIFE**

**IMAGINE YOUR FUTURE**
JUPAS Students
Local students applying on the strength of their Hong Kong Diploma of Secondary Education (HKDSE) Examination should apply through JUPAS.
JUPAS code: JS4214

Minimum Entrance Requirements
Level 5 or above in English Language
Level 4 or above in Chinese Language
Level 3 or above in Liberal Studies and Mathematics (Compulsory Part)
Level 3 or above 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

Additional Language Requirements
TOEFL scores:
Paper: 600 or above
Computer: 250 or above
Internet: 100 or above
or
IELTS scores:
7.0 or native speaker documentation*

Non-JUPAS & International Students
Applicants with the above mentioned TOEFL or IELTS scores are welcome to apply through the Non-JUPAS admissions scheme and will be considered on a case-by-case basis.

For details regarding admissions 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

* Applicants should have obtained the required TOEFL or IELTS scores prior to the interview.

PROGRAMME COSTS AND SCHOLARSHIP OPPORTUNITIES

Denmark and United States living costs (including airfare, room and board, local transportation and study trips): Approximately HK$155,000

There are different forms of scholarships and financial aid offered by the University, Faculty, Colleges and other institutions.

Sebastien YANG
Taiwan (Class of 2018)

“GLOBE is about sharing—by sharing a little bit of ourselves, we built our shared story. I recall learning about Danish cooking over a beautiful lunch with a fellow GLOBE’s family. There was also the time when we debated fiercely about the cause of the financial crisis in class, where people offered personal observations of the situation in different areas of the world. During our summer internships, students from CUHK were calling classmates in New York to learn about certain aspects of the U.S. capital market, while Danes called Hong Kongers to discuss cultural concerns for products entering the Chinese market. In some social gatherings across three continents, we would share the latest dance moves, drinking games, and personal stories with maybe too much details.

For GLOBE, the true curriculum lies within each member of the programme. The constant exchange of ideas and stories throughout our diverse travelling experience is truly humbling. It introduces the endless possibilities the world offers, while inspiring self-reflection on the understanding of one’s role in the bigger picture. By sharing this journey together, we grew so much as individuals and even more so as a team of close friends!”

Peggy TSE
Hong Kong (Class of 2013)
Investment Professional, IFC, World Bank Group
Co-Founder and Advisor, Lensational

Sharing two short episodes of my work life post GLOBE:
1. Surviving the first client dinner: Despite how easy people seem to talk about going to client meetings and dinners, my first client dinner proved it in fact requires conscious efforts and thoughtful tactics to create a fruitful and engaging client conversation. And luckily I survived it with the skills I picked up from GLOBE. During the dinner, I managed to build rapport with my client over small talks, similar to how I bonded with my peers in GLOBE despite our very different upbringings. I gained credibility from the client with my subject matter expertise in equities, which I developed a strong foundation since my GLOBE days.

2. Extending thought leadership: I often ask myself how GLOBE students can make the best out of our education in the adult world. Gradually I found the answer — to become thought leaders in as many industries as possible. I chose to be one via social entrepreneurship and hence, co-founded Lensational, a global women empowerment organisation. The inputs from GLOBE, be it diverse study experience, programme flexibility for students to explore new areas or academic support, are all very conducive to nurturing young thought leaders. We are trained to be informed opinion leaders and ‘go-to’ persons. The education enabled us to inspire others and replicate successes in various fields.”
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