



**CUHK**  
BUSINESS SCHOOL

Undergraduate

**Undergraduate Programs  
2017 / 18**



**UNDERGRADUATE**

**BUSINESS**

**STUDIES**

# Why Study with Us?



## 01 Message from the Dean

**We** provide world-class business education with a flexible and well-rounded curriculum to equip you with extensive business knowledge and ignite a spirit of innovation in you.

## 02 About CUHK Business School

## 04 Undergraduate Business Programs

## 06 Curriculum

**We** are a diversified and vibrant institution that gathers and exchanges high-caliber students and faculty members from different corners of the world, which helps foster your global vision.

**We** are well-positioned within China to help you prepare for the Asian Century.

## 08 Global Citizens Overseas Experience

The University reserves the right to amend its rules, regulations, and procedures at any time without prior notice.  
The information presented in this brochure was accurate as of September 1, 2016.

**We** offer comprehensive training and student support to prepare you with a repertoire of professional skills necessary for success in work and in life.

## 10 Professional Skills Enhancement

**We** forge close partnerships with the business community to provide you with the opportunity to learn the most current business practices.

## 12 Exposure to Real Business

**We** have a unique university collegiate system, offering a wide range of student activities, ensuring you a fruitful learning experience and a colorful campus life.

## 14 Vibrant Student Life

**We** have the largest business alumni networks in Hong Kong; many of our alumni actively participate in the mentorship program to help you develop into an enlightened global business leader.

## 16 Alumni Network

## 17 Career Prospects

### Join Us Now!

## 18 Admissions, Scholarships & Financial Aid

# Message from the Dean



Established in 1963, The Chinese University of Hong Kong (CUHK) Business School was the first business school established in Hong Kong and also the first institution to offer a BBA program in the region. For more than half a century, the School has been committed to excellence in business education, offering a wide range of world-class undergraduate programs and a fulfilling campus life.

As a pioneering business school in Hong Kong and Asia, the School has developed an extensive catalogue of courses catering for the interests, strengths and needs of our students. On top of the ten existing undergraduate programs, CUHK introduces a new cross-disciplinary program for 2017-18 intake, namely the BBA-JD Double Degree Program. This program will be taught collaboratively with the Faculty of Law to enhance the integration of these two disciplines into business. Combining the strength of different faculties in CUHK, students can maximize their potentials and assume leading roles in a variety of work sectors.

Devoted to developing students' global mindset and networks, CUHK Business School has established an internationalized curriculum through collaborations with top universities worldwide. In particular, students from Global Business Studies, International Business and Chinese Enterprise, and the Asian Business Studies programs will receive lectures from both CUHK and the partner institutions overseas and will have the chance to learn from their foreign peers in the United States, Europe, and Asia.

To enrich students' learning experience outside the lecture rooms, we are active in encouraging our students to join overseas exchange programs offered by CUHK. With over 250 exchange programs and 36 exclusive partner institutions, we offer our students the best opportunities for gaining international exposure and a global perspective. I am pleased to say that, 66% of our Business School undergraduates venture overseas to study and live abroad.

We also open the door to real-world business experiences through our mentorship and internship programs. The strength and success of these programs are underpinned by the School's strong network with alumni, leading local businesses, and multinational corporations. Every year, the Undergraduate Mentorship Program provides students with special insights and learning from alumni. The Global Internship Program offers students overseas working opportunities, further boosting their global career aspirations. Each year over 90% of our graduates complete an internship, which is a reflection of the absolute need to integrate academic learning with practical work experience.

CUHK's general education courses also broaden students' perspectives and provide them with interdisciplinary knowledge and skills to face the challenges of a complex and fast changing society. Values such as cultural sensitivity and social responsibility are essential towards becoming a responsible global citizen.

CUHK is also the only university in Hong Kong which offers a college system. This unique living environment encourages intimate interaction amongst teachers, students and alumni. An exciting range of college programs and extra-curricular activities complement the formal curricula, enabling whole-person development. You would not find such an enriching learning environment anywhere else in Hong Kong.

We sincerely welcome you to the family of CUHK Business School, to learn and to grow with us together, over the next four years and beyond.

**Prof. Kalok Chan**  
Dean of CUHK Business School  
Wei Lun Professor of Finance



## Our vision

To develop global business leaders for the Asian Century.

---

## Our mission

Our mission is to continue to pioneer the development of global leaders equipped to meet the challenges and opportunities of the Asian Century by providing a rich learning environment affording opportunities for self-discovery, character-building, knowledge creation, knowledge sharing and knowledge application.

## Year of establishment

# 1963

---

## Proudly the

# 1st Business School in the region to offer

- ◆ An undergraduate business administration program
- ◆ MBA (Part-time / Full-time)
- ◆ Executive MBA program (Part-time / Full-time)

## Schools and departments

- ◆ School of Accountancy
- ◆ School of Hotel and Tourism Management
- ◆ Department of Finance
- ◆ Department of Decision Sciences and Managerial Economics
- ◆ Department of Management
- ◆ Department of Marketing

---

## Largest business school alumni network in Hong Kong

# 30,000+

# About CUHK Business School

## 1st World-class Accreditation and Networks

- ◆ One of the first two business schools in Asia accredited by AACSB international
- ◆ 1<sup>st</sup> Business school outside North America to establish a Chapter of Beta Gamma Sigma
- ◆ Among the first batch of Asian universities with a business program awarded the designation of "Center of Actuarial Excellence" by the Society of Actuaries in the U.S. for a period of 5 years
- ◆ 1<sup>st</sup> Accounting school in Asia accredited by both AACSB International and the Federation of Schools of Accountancy
- ◆ The only university in Hong Kong which is an invited member of the Worldwide Universities Network

## No. of undergraduate students

3,000+

with more than 20 nationalities

11 undergraduate business programs or streams

200+ Undergraduate business courses offered

## Overseas exchange

66% CUHK Business students had overseas exchange experience

## Internship

95% of our students have internship experience

## Join us

in our Cheng Yu Tung Building, a 15-story architectural icon conveniently located next to the MTR University Station.



Student Lounge

Finance Trading Laboratory

# Undergraduate Business Programs

## **Integrated BBA Program (IBBA)** JUPAS Code: JS4202

To equip students with broad-based knowledge of and expertise in specific professions, the Integrated BBA Program allows students to take a string of business foundation courses, which enables them to decide which concentration(s) they will specialize in. Ten concentrations, including Business Analytics, Business Economics, General Finance, Financial Engineering, Insurance and Risk Management, Management of International Business, Human Resource Management, Marketing, Quantitative Marketing, and General Business, are offered, among which students may select up to two according to their interest. With flexible curriculum, students could also pursue double majors and minors. Students can choose to pursue double degree options which help foster interdisciplinary talents in business and other professions.

## **Asian Business Studies (ABS)\***

ABS is conducted in partnership with Shanghai Jiao Tong University and Waseda University to groom young international business leaders with a regional focus in Asia by offering students a comprehensive curriculum in Asian business and diverse learning experiences. One of the highlights is the exchange of students between the three partner universities during a period of study in Shanghai, Tokyo and Hong Kong. Application is open to all current business students who are in their first year of study, though priority is given to Integrated BBA students.

## **Global Business Studies (GBS)** JUPAS code: JS4214

We offer the GBS in collaboration with the Copenhagen Business School and The University of North Carolina at Chapel Hill. GBS empowers students with the global mindset and living as well as learning experiences in Asia, Europe and America. GBS offers an innovative curriculum that includes the best and most challenging business courses from the three top international business schools. The courses combined with meaningful student activities make GBS graduates, over the years, eagerly sought-after by the most prestigious global companies.

## **International Business and Chinese Enterprise (IBCE)** JUPAS code: JS4288

We offer the IBCE in collaboration with the Darla Moore School of Business at the University of South Carolina (USC). IBCE offers comprehensive, in-depth and advanced courses in international business with a focus on the U.S. and China business relationship and the growth strategies of Chinese enterprises. Students attend courses at both universities and participate in study trips in Mainland China, Asia and the U.S.. IBCE graduates may continue their studies at USC for the 1-year Master of International Business.

## **BBA-JD Double Degree Program#**

JUPAS Code: JS4264

Combining the strength of CUHK Business School and the Faculty of Law, this double degree program is designed to prepare students for leading roles in a variety of work sectors, including but not limited to the legal profession, commercial sector, business sector, and government service.

The well-structured program allows students to graduate with both an undergraduate degree and a postgraduate degree in 5 years. It provides flexibility for students to opt out and graduate with either a BBA degree, or a BBA degree with a Minor in Law. The rigorous but flexible approach gives students an option according to their interests, strengths and needs.

## **Professional Accountancy Program (PACC)**

JUPAS code: JS4240

PACC is designed to nurture students with knowledge, skills and values to become future leaders in the accounting and business community. PACC focuses on developing students' leadership, analytical, problem-solving, interpersonal and communication skills. Students are provided with ample opportunities to take double majors/minors, to join exchange programs and internships, and to apply for scholarships. Elite students aspiring to acquire a global mindset and an understanding of international accounting practices and issues can apply for the Global Accounting stream. Moreover, a new specialized Global Tax and Governance stream will be offered from 2016-17. PACC is highly recognized by international accreditation and professional bodies; and graduates are sought-after by the Big-4 accounting firms, banks and consulting firms.



## Hospitality and Real Estate Program<sup>^</sup>

JUPAS code: JS4226

The program is composed of two industry-oriented streams – hospitality management (HM) and real estate management (REM) – with the aim to nurture industry leaders who understand the hospitality and real estate businesses from both managerial and investment perspectives. While the REM stream focuses on planning, developing, and investing in the “assets” (e.g. buildings), the HM stream focuses on the “service” element – how to improve service quality, ensure customer satisfaction, and enhance organizational performance. The program is built on the educational philosophy of integrating theory and practice. Students will be able to apply the knowledge and skills learned in class to real-world situations encountered in internships and various experiential learning activities. We also provide state-of-the-art teaching facilities, including a teaching hotel, demonstration kitchen, wine laboratory, and student-managed restaurants, to facilitate theory-practice integration. To broaden students’ global perspective, the program provides extensive student exchange opportunities to leading business schools and hotel schools around the world.

## Quantitative Finance Program (QFIN)

JUPAS code: JS4252

The program is developed in response to the market’s need for individuals with high-caliber quantitative and analytical skills in today’s globalized economy. QFIN positions students to better understand new developments in the financial industry with specially designed courses in finance, economics, mathematics, statistics, and information technology. Graduates are well-versed in financial investment instruments and well-qualified to work in investment banking, corporate and commercial banking, consulting, accounting and financial services, as well as in general management in financial and non-financial corporations. Students are also encouraged to participate in overseas exchanges and internships. The program has established strong networks and partnerships with the financial industry in the past few years, and the positive experience of engaging our students as interns gives companies greater confidence to offer them placement upon graduation.

## Insurance, Financial and Actuarial Analysis Program (IFAA)

JUPAS code: JS4238

This program provides students with a conceptual understanding of, and analytical skills for, insurance, financial, and actuarial analysis, plus a sound knowledge in the structure, practices, and business functions of the insurance industry. Actuarial work is diverse and ranges from technical roles of developing complex financial and insurance products to consultancy roles of providing strategic and financial advice. Graduates of the program are equipped to function effectively as managers in insurance and actuarial related



fields, which offer excellent career opportunities in Hong Kong. They also specialize in the mathematical and statistical techniques for managing and evaluating risk and receive preparatory training for possible careers in business.

## Interdisciplinary Major Program in Global Economics and Finance (GLEF)

JUPAS code: JS4254

Interdisciplinary Major Program in Global Economics and Finance strives to provide students with solid interdisciplinary training in economics and finance in a global context, and to cater for societal needs by preparing graduates who have strong analytical training and the requisite global mindset to overcome the future challenges of the banking and finance industry. Graduates are expected to embrace the virtues of integrity, honesty, and a sense of responsibility.

The GLEF program places heavy emphasis on internship and research experience, from which students can further develop their potential and consolidate their knowledge. Graduates are expected to develop promising careers in multinational firms in the banking, finance and business consulting sectors or to engage in financial research in public or private organizations.

## Quantitative Finance and Risk Management Science Program (QFRM)

JUPAS code: JS4276

Jointly offered by the CUHK Business School and the Faculty of Science, this state-of-the-art program in finance, risk management science, statistics and business combines the strengths of two well-established programs. With our elite and top-notch alumni and existing students, strong networks, close partnerships with the financial industry, and a proven track record of success in internships reinforce companies’ confidence in hiring our students upon their graduation. The program also provides students with a solid foundation for further studies, at Master or PhD level, in economics, finance, actuarial science and insurance, mathematics, statistics, and risk management science.

\* ABS accepts transfer-in applications only

# The program will be newly offered in 2017-18.

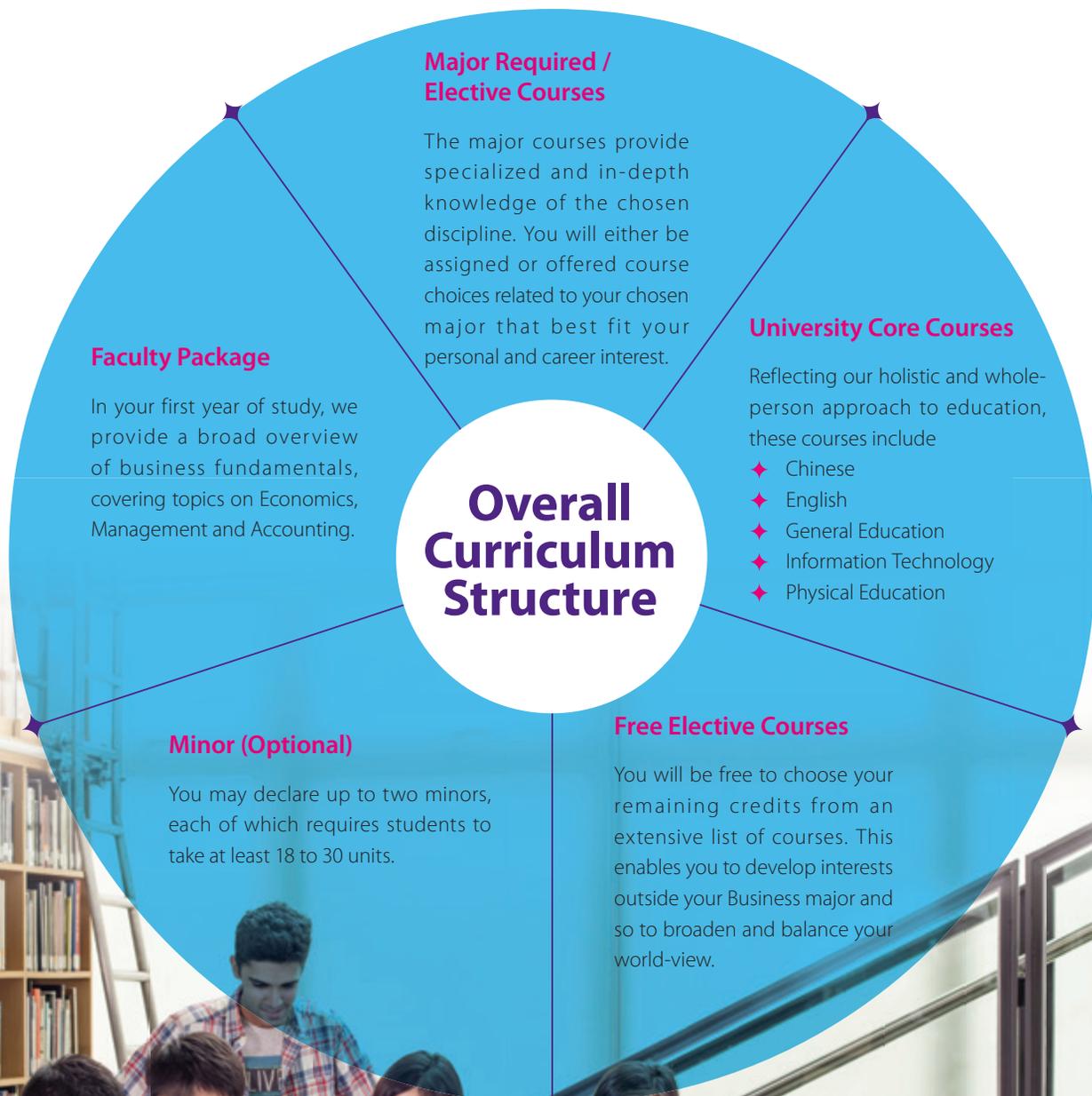
^ The new program name is subject to confirmation of the University Senate.

# Curriculum

## 200+

**Undergraduate  
business courses  
offered**

In this ever-changing world, specialized but narrow education is no longer enough. Employers now seek candidates with interdisciplinary skills and knowledge that can be applied flexibly in any given situation. Our flexible curriculum addresses this requirement by enabling you to extend your scope of study.



## Double majors

You can pursue double majors by fulfilling respective requirements such as cumulative grade point average (GPA) of each of the two majors within the normal period of study. A single degree with two majors will then be awarded. For example, you may be awarded a BBA (Integrated BBA and Professional Accountancy).

### Possible Double Majors Combinations

First Major	Possible Second Major
Integrated BBA	PACC / IFAA* / QFIN*
PACC	Integrated BBA / IFAA / QFIN
QFIN / IFAA	Integrated BBA* / PACC

\* not applicable for student specializing in General Finance / Financial Engineering / Insurance and Risk Management



## Double degree options

You can arrange to take a designed list of courses in preparation for pursuing a second degree afterwards. The second degree will typically require an additional year's study on a self-financed basis.

## Academic advisory system

If you experience doubts or difficulties, help and advice are always to hand. You will be assigned an advisor who will offer you academic guidance and help you adapt to university life. In line with CUHK's holistic and balanced approach to education, we attach the highest importance to both academic and personal support, and to pastoral care.



CUHK Business School is a global community where you will have the opportunity to embrace cultural diversity, expand your own global network and develop a truly international world-view.

### Global partnership

In partnership with top-ranking institutions around the globe, we provide world-class programs and an internationally focused curriculum that offers courses in collaboration with other international institutions. The curriculum is designed to foster the development of a global business mindset through study tours, overseas studies with students from other institutions as well as internship. Such programs include Global Business Studies, International Business and Chinese Enterprise, and Asian Business Studies.

### China connections

CUHK has historical root in Mainland China and, since its inception in 1963, has established strong and mutually beneficial relationships with key universities, academic staff, research institutions and other prominent Mainland bodies. These relationships provide invaluable opportunities for staff and students to remain abreast of developments in the Chinese business world, to conduct research, and to form links that will be of value in their future careers.

Undergraduate courses covering business in China include

- ◆ China Business
- ◆ China Business Valuation & Analysis
- ◆ China Taxation
- ◆ Chinese Legal Environment for Business
- ◆ Marketing in China

### Overseas experience

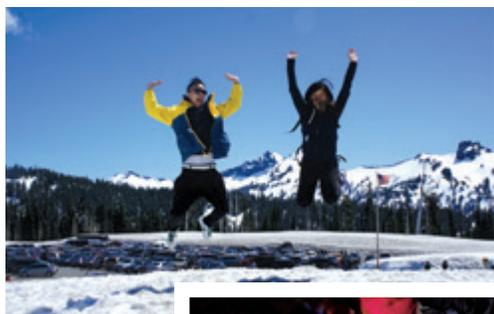
Immerse yourselves in different cultures and develop your global mindset by participating in our exchange programs! Overseas exchange experience will certainly broaden your horizon and enhance self-confidence and train your independence.

### Exchange programs

CUHK offers over 250 student exchange programs in more than 30 countries/regions around the world and over 1,000 CUHK students study abroad for one academic year or one semester every year. We have signed exclusive exchange agreements with 36 top business schools worldwide to provide the best overseas study opportunities. Business students can enjoy the privilege of more than 130 additional exchange places at our overseas partner institutions. On the other hand, our own campus is an international and diversified hub which welcomes nearly 1,000 incoming exchange students from all over the world.

#### Exchange formats include:

- ◆ Semester exchange
- ◆ Full-year exchange
- ◆ Summer exchange



# Overseas Experiences

CUHK offers over 250 undergraduate student exchange programs in more than 30 countries/regions around the world. Find out where our students go!

#### Partner institutions in



Get the full exchange partner list at the link below:

[www.oal.cuhk.edu.hk](http://www.oal.cuhk.edu.hk)

# Global Citizens

## Study tours

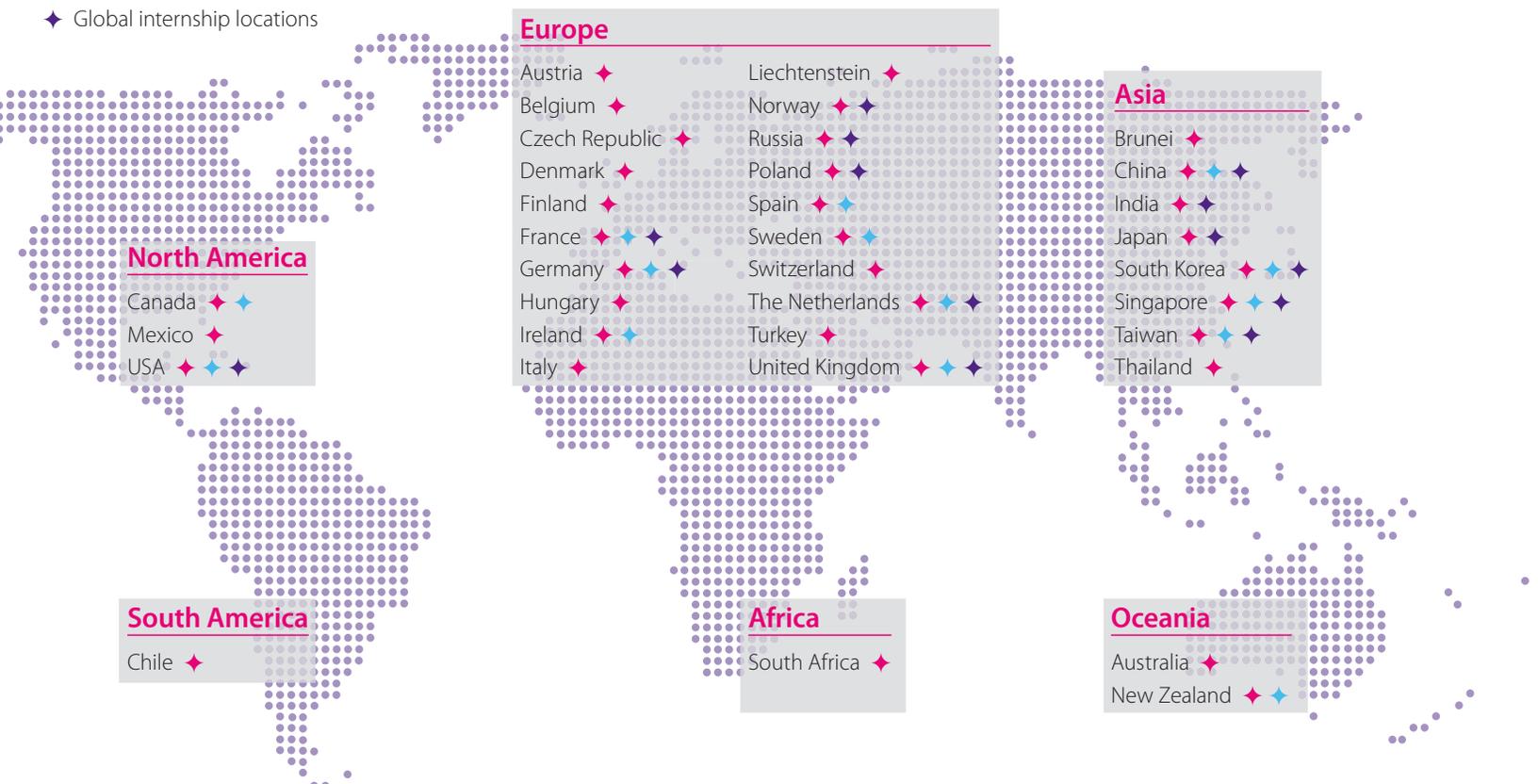
Our undergraduate programs also offer short-term overseas study tours for students to gain knowledge about economic and commercial environment in different regions of the world. Over the past years, the Undergraduate Office has organized study tours to Israel and Shanghai for students to visit educational institutions and local companies to learn about their management styles and business operations. These tours provide opportunities for students to develop their global network with management executives and industry leaders.

## Global Internship Program

Over 150 business students joined the Global Internship Program offered by the University's Career Planning and Development Centre in 2016-17. The program provides overseas internship opportunities in countries such as the U.S., Russia, Germany, Brazil, Cambodia, Singapore, Japan and Mainland China. Our students mainly intern in sectors such as accounting, advertising, banking & finance, conglomerate, management consulting, tourism & hospitality, government organization and many more.



- ◆ CUHK exchange partners
- ◆ CUHK Business School exchange partners
- ◆ Global internship locations



# Professional Skills Enhancement



## Case competitions

Case competitions are traditionally one of the significant highlights in the university life of a business student. Each year our students actively participate in local and/or international case competitions, which require them to formulate a strategy to a given real-life business situation and present their ideas before a panel of judges comprising top business professionals.

At the case competitions, you manage to use everything in your arsenal from professional business knowledge to general analytical and presentation skills. Participating in these competitions would provide you the opportunity to interact with and learn from business professionals and to expand your networks beyond the campus.

Along with in-depth business knowledge, we also equip you with a repertoire of professional skills like leadership, analytical thinking, problem solving as well as presentation and communication skills. All these skills are essential for personal development and workplace success.

To prepare you for case competitions, we organize an annual event - Academic Cup to help train your ability to apply theories in real business cases. Students with outstanding performance may have a chance join our Case Competition Team to represent CUHK in local or international case competitions.



## Workshops

To equip you with the soft skills essential for personal growth, we provide workshops which cover a wide range of topics. Some of the trainers and speakers are our outstanding alumni who are in their high place to shed lights on the inside stories of their respective industries.

## Career-related workshops

- ◆ Career Coaching
  - ◆ Writing Effective CVs
  - ◆ Interviewing Skills
  - ◆ Mock Interviews
  - ◆ Job Hunting Tips
- and more

## Personal development workshops

- ◆ Dining Etiquette
- ◆ Grooming Workshop
- ◆ Case Analysis Skills
- ◆ Synergy Workshop
- ◆ Neuro-linguistic Programming Workshop

## Case competitions achievements

### 2015 / 16

- ◆ Peak Time 2016 (International Finals), Latvia, Champion and First Runner-up<sup>1</sup>
- ◆ National KPMG Business Case Competition, China, Champion<sup>2</sup>
- ◆ HSBC Financial Dialogue Case Competition, Hong Kong, Champion<sup>3</sup>
- ◆ Deloitte Club uShine Case Challenge, Hong Kong, Champion<sup>4</sup>
- ◆ Enactus Social Business Case Competition, Hong Kong, Champion
- ◆ Taxation Institution of Hong Kong Tax Debate Competition, Champion, Best Debater Award<sup>5</sup>
- ◆ AIA Business Sustainability & Risk Management Case Analysis Competition, Hong Kong, First Runner-up
- ◆ Qualification Program Case Analysis Competition, Hong Kong, Second Runner-up

### 2014 / 15

- ◆ Global Business Case Competition, U.S., Champion
- ◆ KPMG Business Case Invitational Competition, China, Champion
- ◆ Taxation Institution of Hong Kong Tax Debate Competition, Champion
- ◆ KPMG Business Administration Paper, Hong Kong, Second Runner-up
- ◆ L'Oréal Brandstorm (Hong Kong Finals), First Runner-up

### 2013 / 14

- ◆ Global Business Case Competition (CUHK business student in Global Team), U.S., Champion
- ◆ CFA Institute Research Challenge (Hong Kong Finals), Champion
- ◆ Asia Venture Challenge 2014 (Regional Finals), Thailand, First Runner-up
- ◆ L'Oréal Brandstorm (Hong Kong Finals), First Runner-up
- ◆ Inter-Collegiate Business Competition (The Ethic Events), Canada, Second Place
- ◆ Social Venture Competition Asia (Regional Finals), Korea, Second Runner-up



## E-Learning platform

Soft Skills Mentor is an e-Learning platform that equips you with skill set not being taught in a typical classroom. Through completing self-assessment material and online exercises, you will learn the basics of effective communication and interpersonal skills, and the soft skills required to function in global business environments at any time, in any place, and at your own pace.

### Modules

- ◆ Career Planning
- ◆ Case Analysis Skills
- ◆ Career Outlook
- ◆ Interviewing Skills
- ◆ Resume Writing
- ◆ Social Etiquette
- ◆ Team Communication and more



# Exposure to Real Business

CUHK pioneered business education in Hong Kong, with access to an extensive and well-connected network in Hong Kong, Mainland China and around the globe built up by our faculty and alumni. Our network extends through commerce, finance and the related business professions. You are thus ensured ample opportunities to experience the real business world and to become highly competitive in the employment market.

## Internship

Nothing compares to the experience of applying knowledge to the real business setting. The internship programs lined up by the Business School offer you opportunities to receive valuable on-the-job training, understand corporate cultures and gain in-depth understanding of your targeted professions. Internship experience facilitates a smooth transition from university studies to the workplace. Graduates who have completed internships often become formal and permanent employees of the companies where they have served their “apprenticeships”.

Our students have served internships with numerous internationally recognized organizations, such as: Barclays, Deloitte, Disney, EY, Goldman Sachs, Google, Hong Kong Monetary Authority, HSBC, Hyatt, IBM, J.P. Morgan, KPMG, L’Oréal, P&G, PwC, HKEx, Swire, UBS, among many others.

### Internship formats:

Full-time

- ◆ Single semester internship
- ◆ Full-year internship
- ◆ Summer internship

Part-time

## Industry collaboration

Through close connection with industry partners, we are able to line up experts from different fields to conduct seminars and courses, which offer students a real picture of the nature of business. The newly introduced “Citibank University Banking Course”\* is a structured credit-bearing financial education program

\*To be offered in Spring 2017



# 800+

internship and graduate placement openings were posted to the Business School Student Database in the academic year 2015/16.

co-organized by Citi and CUHK Business School. Delivered by senior bankers from Citi, the course provides students with insights into and essential skills required for the modern banking industry. The “IBM Global Business Services – Business Consulting Course”, a credit-bearing program offered by IBM and the School, is taught by members of IBM’s top management to give students a complete picture of the consulting industry and in-depth knowledge in trending topics such as Big Data and Enterprise Resource Planning (ERP).

The Undergraduate Office also organizes Industry Highlights and company networking events for students to learn more about specific businesses. Industry practitioners share with students the “insider’s view” of different professions and the qualities required to succeed in the field.

To keep our students abreast of the market trend and facilitate them to learn more about various career opportunities including graduate positions and internship programs, the University organizes career fair annually. The activity offers a direct gateway for our students to interact and connect with recruiters from various industries.

## Company visits

Company visits offer students insights into how businesses operate. Through the visits, students receive practical advice from real-world management teams directly. Visits of this nature are core elements of, for example, programs such as the IBCE, which organizes orientation trips to leading enterprises in China. The Undergraduate Office also organizes visits to multinational corporations such as Bloomberg, Cathay Pacific and Google.

"Working as a summer intern in the Independent Risk at Citibank enables me to understand how different teams work together to drive the bank forward. I have the opportunity to learn how a well-structured process of credit applications works. Thanks to my previous internship in another international bank, the breadth and depth of my banking knowledge has been enhanced. Internship programs are valuable opportunities to consolidate the knowledge we learn from school. It also helps us see if we really desire to develop our career in that particular industry upon graduation. Enjoying the challenges the banking industry offers, I am delighted to say I have found my career path."

**Dexter Tam**  
Integrated BBA



"I am currently having a 6-month internship at L'Oréal Travel Retail Asia Pacific. As a Commercial Intern, my daily duties include compiling reports for the team, acting as a bridge between clients and my manager, working and communicating closely with clients. Being able to work under pressure, meet tight deadlines, multi-task and handle emergency in the workplace is totally different from what I have experienced in university and in classes. I realize the importance of teamwork and what I have done will have a certain impact on my team. This internship opportunity definitely helps me in personal growth and improves my soft-skills."

**Chloe Lei**  
Integrated BBA



"Thanks to the HTMG curriculum offered by the Business School, I have undertaken internships at the Café of the Sheraton Hong Kong and the Event Planning & Coordination Department at the Hong Kong Convention & Exhibition Centre (HKCEC). During my internships, from serving local and overseas customers in the Café, to coordinating and organizing over 30 events of exhibition and conferences in the HKCEC, I faced customers on a daily basis and had to liaise closely with clients from different backgrounds to understand their needs and satisfy their requirements. I realized that communication and developing strong client relationships are of paramount importance in the service industry."

**Gordon Tang**  
Hotel and Tourism  
Management (HTMG)

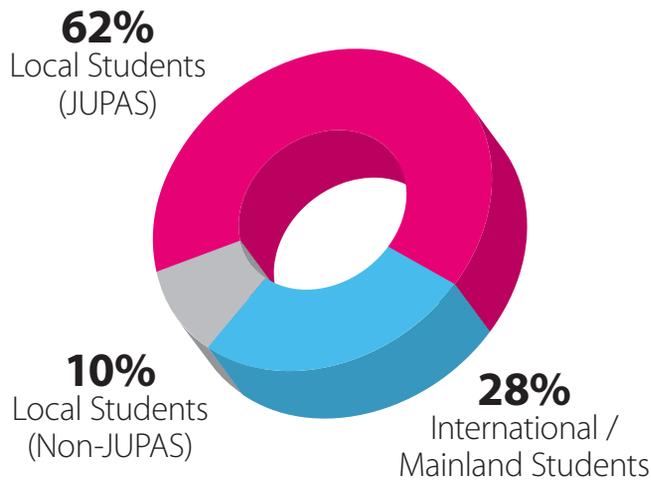


# Vibrant Student Life

Our campus gathers students from at least 40 countries and regions, including Italy, Germany, France, Indonesia, Malaysia, Korea and more.

## Student Mix

3,000+ **undergraduate business students** Represent **20+ nationalities**



"I chose Hong Kong to further my studies since the city is renowned as an international financial hub with numerous career opportunities, and CUHK Business School is one of the leading business schools in the region. Studying overseas is not an easy journey, but it is definitely fun and most importantly, rewarding! I have joined lots of college activities to integrate and familiarize myself with the local culture. I have also joined the CUHK Modern Dance Society to further develop my interest in dancing. It is definitely the most precious chance for me to sharpen my interpersonal skills and I enjoy participating in different student activities right here in CUHK!"



**Gan Seem,**  
International student from Malaysia,  
Quantitative Finance and  
Risk Management Science



### Business student associations

There are 12 student organizations in CUHK Business School. They are student-led organizations providing ample opportunities for students to participate in activities ranging from business-related competitions to social and cultural pursuits. You can also join the executive committee to challenge your ability to run a society and to organize activities for your fellows.

### College life

CUHK is the only university in Hong Kong with a collegiate system. Each full-time undergraduate student will be affiliated with one of our nine colleges, which provide a sense of allegiance and warm support that complement professional classroom learning in the development of future leaders. Other than enjoying the facilities such as hostels, dining halls, libraries, etc., students can join the small communities within the colleges to gain valuable experience from interdisciplinary interaction and social events organized by students.





**Kris Jiraruangkiat,**  
International student  
from Thailand,  
Integrated BBA

"Apart from having a very strong academic reputation, CUHK Business School offers abundant resources to support us in career development. I undertook an internship at Nestle Bangkok during my first year of study. It was such a great learning experience! Moreover, joining the United Business Students Club as one of the committee members was a valuable chance for me to get to know other students and professors to build my network. Through organizing social activities outside the classroom, I also have the chance to interact with professors and we would chat on different topics, both academic and casual. CUHK has such an amazing international community that you will definitely enjoy your time as a student here!"

"I am glad to start my university life here at CUHK. The global economic development is now centered in Asia, especially in Hong Kong and China. In Hong Kong where the financial and cultural background is unique, I look forward to developing an in-depth understanding of the Asian business and economic environment in the next few years, and applying the knowledge to capitalize on my Italian background and the Asian point of view. I believe CUHK's learning environment will give me the opportunities to turn my expectations into reality through practical experiences such as internships and exchange programs."



**Claudia di Tria,**  
International student from Italy, Integrated BBA

"Currently based in London, I am a social entrepreneur, and also a consultant to other social entrepreneurs, businesses and philanthropists on maximizing social change.

People often say what you study is not related to what you do – but I don't agree. I think our education is an important tool for us to analyze the complex world around us, and to know what's already been done and what not. Even though my major was business, I also took classes in politics, history, geography – which inspired me to apply my business knowledge to societal problems – and that is, social entrepreneurship."



**Bonnie Chiu,**  
Global Business Studies, Class of 2013,  
Co-founder & CEO of Lensational, a social enterprise

### Corporate Social Responsibility and Entrepreneurship

Class attendance and participation in student activities are, of course, important aspects of university life. However, at CUHK Business School, we attach equal importance to serving the community. Accordingly, our School encourages students to apply their professional knowledge and to repay the community. Our students are enthusiastic in participating in social services, such as the Citi-HKCSS Community Program and a service learning tour to Shaoguan.

In addition, we also encourage our students to make their corporate social responsibility (CSR) business ideas a reality by giving them full support. With advice from our faculty members, some of our students have successfully launched their own social care projects.

### CSR Exchange Scholarship Program

We also offer the CSR Exchange Scholarship Program to encourage CUHK students to participate in CSR related activities during their exchange studies in order to gain in-depth CSR knowledge and learn the latest CSR issues and techniques at their exchange destinations.



# Alumni Network

We have the largest business school alumni network in Hong Kong with more than 30,000 graduates worldwide. The unparalleled network, both regional and international, facilitates long-lasting friendships, business connections and opportunities for students.

## Undergraduate Mentorship Program

Alumni play a vital role in bridging the academic and the professional communities. Many of them actively participate as mentors in the Undergraduate Mentorship Program which is co-organized by the Undergraduate Office of CUHK Business School and the CUHK BBA Alumni Association. Through interacting with mentors, student mentees gain a better understanding of the industries they are interested in and receive invaluable advice on career development.

"The mentorship program means a lot to me not only because I met my mentor Andrew, but I also made friends with Danny and Michael, two other mentees of Andrew's. As an international student from Korea, I was able to gain insight of local job market and understand Hong Kong and local culture from them. We have gatherings regularly and exchange views on various topics, from career, personal interests, to art and culture. I once shared my mobile app business competition idea with them and they shared their opinions and gave me critical feedback which I valued very much."



**Rachel Hong Young Eun,**  
Integrated BBA



"Becoming a pastry chef has always been my dream. In the mentorship program, I am very lucky to be matched with my mentor Steve, who is a seasoned hospitality specialist with over 20 years experiences in hospitality and hotel management. Steve shared with me how it's like working in a hotel and a bakery kitchen and referred me to work as a part-time pastry chef assistant at a hotel. He also invited me to join his visit to the Bakery Expo. These experiences have greatly honed my culinary skills and broadened my knowledge in dessert making as well as understanding of how the industry operates!"



**Shelly Wu,**  
Global Economics and Finance



## Stay connected

All CUHK Business School graduates are welcome to join our affiliated alumni associations and chapters. The School's Alumni and Corporate Affairs Office connects closely with alumni all around the globe with a view to nurturing a strong international alumni community and creating rewarding life-long relationships.

# Career Prospects



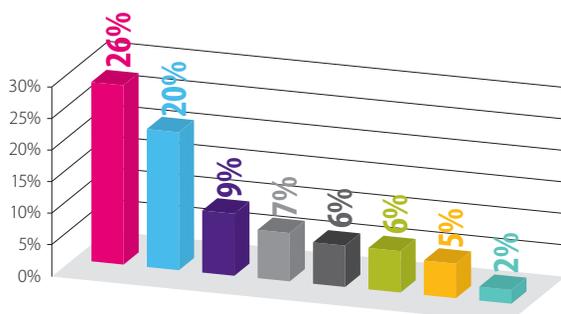
The graduates of CUHK Business School are employed in diversified sectors. In 2015, the top three career fields that our graduates were engaged in are namely accounting/auditing, banking/finance and sales/marketing. No matter what career path they pursue, our graduates are very competitive in the job market.



## Career support

We provide a wide range of career support services, including consulting, workshops, industry events and recruitment talks, to prepare students for the employment market. Through our extensive network with employers, we help students line up graduate placement in their final year of study and expose them to more opportunities.

## Graduates of 2015 mainly specialize in



- ◆ Accounting / Auditing
- ◆ Banking / Finance
- ◆ Sales / Marketing
- ◆ Administration / Management
- ◆ Statistical / Actuarial Work
- ◆ Business Consultant
- ◆ Human Resources Management / Training
- ◆ Hotel Management / Tourism / Catering Services

Source: 2015 Employment Survey, by the Career Planning & Development Centre of the Office of Student Affairs



Leading multinational or local companies seeking our high-caliber graduates include:

### ◆ Accounting

Deloitte  
EY  
KPMG  
PwC

### ◆ Banking and Finance

Bank of China  
Bloomberg  
Credit Suisse  
Deutsche Bank  
Goldman Sachs  
HSBC  
J.P. Morgan  
Morgan Stanley  
Standard & Poor's  
UBS

### ◆ Conglomerate

Hopewell Group  
MTR  
New World Group  
Sino Group  
Swire

### ◆ Consultancy

Accenture  
Bain & Company  
Boston Consulting Group  
IBM  
McKinsey & Company  
Oliver Wyman

### ◆ FMCG and Marketing Communication

Dairy Farm  
L'Oreal  
P&G  
Unilever  
Nielsen

### ◆ Internet

Google  
Microsoft  
Tencent  
Yahoo!

### ◆ Government Service and Public Utilities

Airport Authority  
Inland Revenue Department  
Hong Kong Trade Development Council  
Hong Kong Exchanges and Clearing Limited  
Hospital Authority  
Towngas

### ◆ Tourism and Hospitality

Four Seasons Hotel Hong Kong  
Ocean Park  
Shangri-La  
Hong Kong Disneyland  
Hyatt Hotels

**And many more**

# Admissions, Scholarships & Financial Aid

## Joint University Programs Admissions System (JUPAS)

If you are seeking admission on the strength of your Hong Kong Diploma of Secondary Education (HKDSE) Examination, you should apply through JUPAS. Applicants are required to fulfill the following program-specific minimum requirements:

JUPAS Code	Program / Stream	Specific Requirements						Note
		Core Subjects				Elective Subjects		
		Chinese Language	English Language	Mathematics	Liberal Studies	Elective Subject 1	Elective Subject 2 or M1/M2	
JS4202	Integrated BBA	Level 3	Level 3	Level 2	Level 2	Level 3	Level 3	
JS4214	Global Business Studies	Level 4	Level 5	Level 3	Level 3	Level 3	Level 3	+
JS4288	International Business and Chinese Enterprise	Level 4	Level 5	Level 3	Level 3	Level 3	Level 3	+
JS4264	BBA-JD Double Degree Program	Level 4	Level 5	Level 3	Level 3	Level 3	Level 3	
JS4240	Professional Accountancy	Level 3	Level 4	Level 3	Level 2	Level 3	Level 3	#
JS4226	Hospitality and Real Estate *	Level 3	Level 4	Level 2	Level 2	Level 3	Level 3	
JS4252	Quantitative Finance	Level 3	Level 3	Level 3	Level 2	Level 3	Level 3	#
JS4238	Insurance, Financial and Actuarial Analysis	Level 3	Level 3	Level 3	Level 2	Level 3	Level 3	#
JS4254	Interdisciplinary Major Program in Global Economics and Finance	Level 4	Level 5	Level 3	Level 2	Level 3	Level 3	
JS4276	Interdisciplinary Major Program in Quantitative Finance and Risk Management Science	Level 3	Level 3	Level 3	Level 2	Level 3	Level 3	#

### Remarks

- The above Elective Subjects refer to Category A subjects in the New Senior Secondary curriculum.
  - Other Language Subjects (Grade E or above) will be considered as unspecified elective subjects (i.e. Elective Subject 2) where applicable.
- + A minimum TOEFL score of 600 (paper) / 250 (computer) / 100 (internet) or a minimum IELTS score of 7.0 or native speaker documentation.  
 # The programs will accept "Attained with Distinction" in Applied Learning subjects as extra elective subject for awarding bonus points.  
 \* New program name is subject to confirmation of the University Senate.

## Subject weighting for 2017 intake

JUPAS Code	Program / Stream	Admission Score (with weighting applied)					
		Subjects Included	Subject Weighting				
			Chi. Lang	Eng. Lang	Maths	Liberal Studies	Elective Subjects (including M1/M2)
JS4202	Integrated BBA	Best 5 subjects	1	1	1	1	1: M1/M2, all elective subjects
JS4214	Global Business Studies	4 core+2 elective subjects	1	1	1	1	1: M1/M2, all elective subjects
JS4288	International Business and Chinese Enterprise	4 core+2 elective subjects	1	1	1	1	1: M1/M2, all elective subjects
JS4264	BBA-JD Double Degree Program	4 core+2 elective subjects	1.5	2	1	2	1: M1/M2, all elective subjects
JS4240	Professional Accountancy	Best 5 subjects	1	1	1	1	1: M1/M2, all elective subjects
JS4226	Hospitality and Real Estate *	Best 5 subjects	1	1	1	1	1: M1/M2, all elective subjects
JS4252	Quantitative Finance	Best 5 subjects	1	2	2	1	1.5: Best of M1/M2/Chemistry/Physics 1: all other elective subjects
JS4238	Insurance, Financial and Actuarial Analysis	Best 5 subjects	1	2	2	1	1.5: M1/M2 1: all elective subjects
JS4254	Interdisciplinary Major Program in Global Economics and Finance	4 core+2 elective subjects	1	1	1	1	1: M1/M2, all elective subjects
JS4276	Interdisciplinary Major Program in Quantitative Finance and Risk Management Science	4 core+2 elective subjects	1	2	1	1	2: M1/M2 1: all elective subjects

You can also apply through the JUPAS Sub-Schemes, namely:

- ◆ School Principal's Nominations Scheme
- ◆ Sports Scholarship Scheme

### **Non-JUPAS (Local) Admissions Scheme**

This channel is for local students holding qualifications other than the HKDSE. Qualifications may include, but are not limited to, GCE-AL/International-AL, IB, and Associate Degree or Higher Diploma.

### **International Student Admissions Scheme**

If you require a student visa to study in Hong Kong, you can apply for full-time undergraduate studies at CUHK through this scheme. Applicants must possess relevant high school qualifications which include GCE-AL/International-AL, IB, or a recognized non-local qualification which qualifies them for admission to a university in the country/region where such qualification is originated (e.g. high school diploma plus SAT in USA, UEC/STPM in Malaysia, ATAR in Australia, OSSD in Canada, GSAT in Taiwan).

Mainland applicants not covered by the National Colleges and Universities Enrolment System should apply through the International Admissions Scheme.

[www.oafa.cuhk.edu.hk/adm/intl](http://www.oafa.cuhk.edu.hk/adm/intl)

### **Mainland Admissions Scheme**

Starting from 2005/06, Mainland applicants are admitted on the basis of their results in the nation-wide Joint Entrance Examination. Mainland applicants should apply through the National Colleges and Universities Enrolment System.

<http://www.oafa.cuhk.edu.hk/adm/mainland/mainland>

### **Apply**

Office of Admissions and Financial Aid

<http://www.oafa.cuhk.edu.hk/>



### **Scholarships and financial aid**

Students who have demonstrated 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.







## The Chinese University of Hong Kong

Founded in 1963, The Chinese University of Hong Kong (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 programs.

CUHK provides a unique college experience for its students and has nine colleges: Chung Chi College, New Asia College, United College, Shaw College, Morningside College, S.H. Ho College, C.W. Chu College, Wu Yee Sun College and Lee Woo Sing College.

Overlooking Tolo Harbor in the New Territories, the 137-plus-hectare CUHK campus is the largest and greenest in Hong Kong.

## Undergraduate Office CUHK Business School

---

Room 408, Cheng Yu Tung Building

12 Chak Cheung Street

Shatin, New Territories, Hong Kong

Tel: (852) 3943 7746

Fax: (852) 2603 5181

Email: [bba@cuhk.edu.hk](mailto:bba@cuhk.edu.hk)

[www.bschool.cuhk.edu.hk/index.php/undergraduate](http://www.bschool.cuhk.edu.hk/index.php/undergraduate)

[www.facebook.com/CUHKBusinessUG](https://www.facebook.com/CUHKBusinessUG)



香港中文大學  
The Chinese University of Hong Kong



Printed on FSC® Magno Satin (Matt) Supreme Art Paper,  
Totally Chlorine Free