



CUHK
BUSINESS SCHOOL

Undergraduate

Undergraduate Programs
2018 / 19



UNDERGRADUATE

BUSINESS STUDIES



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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.

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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



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.

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Join Us Now!

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The University reserves the right to amend its rules, regulations, and procedure at any time without prior notice.

The information presented in this brochure was accurate as of September 1, 2017.

Message from THE DEAN



The Chinese University of Hong Kong (CUHK) Business School is the first business school established in Hong Kong to offer a BBA program in the region. For more than half a century, we have been progressing in the forefront of business education, offering a wide range of world-class undergraduate programs and a fulfilling campus life. The School continues to innovate and never rests on our laurels. For example, we launched the BBA-JD double degree program in the 2017/18 academic year. Synergizing with the seven faculties and the unique college system in CUHK, we incorporate the whole-person development of our students in a nourishing learning environment.

Business education is not just about learning how to set up profitable enterprises, but also about balancing the needs of business, individuals and society for a sustainable future. We value cultivating a socially responsible mindset and entrepreneurial attitudes in our people. As a pioneering business school in Hong Kong and Asia, CUHK Business School has developed an extensive catalogue of courses that support students to explore new ideas and possibilities. Through fostering creative thinking and multidisciplinary knowledge acquisition, we unlock their potentials to assume leading roles in a variety of work sectors.

Devoted to nurturing students' personal growth and developing global networks, the School has established an internationalized curriculum through collaborations with top universities worldwide. With over 230 exchange programs and 36 exchange partners, a vast array of opportunities for gaining international exposure is offered. In particular, students from

the Global Business Studies, International Business and Chinese Enterprise, and Asian Business Studies programs can study at our partner institutions overseas to immerse themselves in the vibrant culture of the United States, Europe and Asia. What's more, we actively encourage students to participate in exchange programs, internships, study tours and competitions beyond Hong Kong. I am pleased to say that 80 percent of Business School students have global experience, resonating with their determination to develop a global perspective.

CUHK Business School also opens 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. The Undergraduate Mentorship Program provides students with special insights and learning from alumni. Our internship programs offer students hands-on experience and exposure in various sectors to help affirm their career aspirations. Each year, over 90 percent of our graduates complete an internship, and this reflects the absolute need to integrate academic learning with practical work experience. These programs would serve as a support system to facilitate students' choice of future paths and help them surmount challenges in the ever-changing society.

We sincerely welcome you to join the family of CUHK Business School, to learn and to grow with us together in the next 4 years and beyond. You would not find such an enriching learning environment anywhere else in Hong Kong. We look forward to seeing you at CUHK Business School.

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

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, sharing and application.



Finance Trading Laboratory



Demonstration Kitchen

Year of establishment 1963



Proudly the 1st Business School in the region to offer

- An undergraduate business administration program
- MBA program
- Executive MBA program

Schools and departments

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

Largest business school alumni network in Hong Kong

32,000+



ABOUT CUHK Business School

World-class accreditations and networks

- One of the first two business schools in Asia accredited by AACSB International
- Accredited by the Association of MBAs (AMBA) for its MBA programs including MBA, EMBA and MBA in Finance.
- Established the first Beta Gamma Sigma chapter in Hong Kong
- The only university in Hong Kong which is an invited member of the Worldwide Universities Network
- 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.
- 1st Accounting school in Asia accredited by both AACSB International and the Federation of Schools of Accountancy

No. of undergraduate students

3,000+

with more than 20 nationalities



11 undergraduate business programs or streams

200+ undergraduate business courses offered



Global experience

80% CUHK Business students have global experience



Internship

90%+ of our students have internship experience

The Undergraduate Office



Join Us

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



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 option 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.

*ABS accepts transfer-in applications only

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 various study trips. 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 CUHK Faculty of Law, this double degree program is designed to prepare students for leading roles in a variety of work sectors, including community service, business, law enforcement, government service, education and media.

The well-structured program blends business and legal studies into a tough but balanced learning opportunity that allows students to graduate with an undergraduate (BBA) degree and a postgraduate (JD) 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 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 has been 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 (HRE)

JUPAS code: JS4226

The program comprises two streams – Hospitality and Real Estate, aiming to nurture leaders who understand the industry from both managerial and investment perspectives. While the real estate stream focuses on planning, developing, and investing in the “assets” (e.g. buildings), the hospitality stream focuses on the “service” element – how to improve service quality, ensure customer satisfaction, and enhance organizational performance.

Students can simultaneously learn the essential knowledge useful in each field and bridge the gap between the two fields, enabling them to capture the business and career opportunities in the two increasingly connected fields. To facilitate theory-practice integration, students can apply what they learn in class in internships and various experiential learning activities. State-of-the-art teaching facilities, including a teaching hotel, demonstration kitchen, wine laboratory, and student-managed restaurants are also provided. Extensive student exchange opportunities to leading business schools and hotel schools around the world are offered to broaden students’ global perspective.

Quantitative Finance Program (QFIN)

JUPAS code: JS4252

To nurture elites with high-calibre quantitative and analytical skills in today’s globalized economy, QFIN keeps students abreast of the industry’s new developments through comprehensive courses in finance, economics, mathematics, statistics and information technology. A solid command of financial investment instruments enables graduates to be well-qualified to work in investment banking, corporate and commercial banking, consulting, accounting and financial services, as well as general management in financial and non-financial corporations.

To ensure well-rounded education through experiential learning outside the classroom, practical courses such as *Fund Management and Asset Allocation* and *Banking and Finance Practicum* are offered to bridge the gap between the classroom and the real banking and finance world. A guest speaker series facilitates students to discuss current finance-related issues with industry experts.

Overseas exchanges and internships experience with the help of the established strong networks and partnerships boosts companies’ confidence in offering students positions upon graduation.

Insurance, Financial and Actuarial Analysis Program (IFAA) JUPAS code: JS4238

The Insurance, Financial and Actuarial Analysis Program provides

students with a conceptual understanding of, and the analytical skills necessary for a career in insurance, financial and actuarial science. The curriculum design is all-rounded: it provides a sound knowledge of the structure, practices and business functions of insurance, and it is not limited to the study of theory of actuarial science. Students will receive training in actuarial and statistical techniques in life and non-life insurances. They will understand insurance operations, financial markets, portfolio management and derivatives securities so that they can function as managers in the insurance and finance sectors.

The program has been accredited by both the Society of Actuaries in the U.S. and the Institute and Faculty of Actuaries in the United Kingdom. Its curriculum aligns with the exam syllabi of both international associations. Most of the graduates enter the actuarial department of insurance companies or consulting firms. Some would join the banking and accounting industry.

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 taught 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 can develop promising careers in multinational firms in the banking, finance and business consulting sectors or 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.

CURRICULUM

200+

undergraduate business
courses offered each year



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.

Overall Curriculum Structure

Faculty Package

In your first year of study, we provide a broad overview of business fundamentals, covering topics on Economics, Management, and Accounting.

Major Required / Elective Courses

The major courses provide specialized and in-depth knowledge of the chosen discipline. You will either be assigned or offered course choices related to your chosen major that best fit your personal and career interest.

University Core Courses

Reflecting our holistic and whole-person approach to education, these courses include:

- Chinese
- English
- General Education
- Information Technology
- Physical Education

Free Elective Courses

You will be free to choose your remaining credits from an extensive list of courses. This enables you to develop interests outside your Business major and so to broaden and balance your world-view.

Minor (Optional)

You may declare minor(s) according to your interest and orientation. Each minor requires students to take at least 18 to 30 units.





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 option

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 at 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.

Overseas Experience

CUHK offers over 230 student exchange programs 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

Overseas exchange



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 230 student exchange programs around the world and over 1,000 CUHK students study abroad for one

GLOBAL Citizens

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

North America

- Canada ◆ ◆
- Mexico ◆
- USA ◆ ◆ ◆ ◆

South America

- Chile ◆

Europe

- | | |
|------------------|------------------------|
| Austria ◆ | Liechtenstein ◆ |
| Belgium ◆ | Norway ◆ |
| Czech Republic ◆ | Poland ◆ |
| Denmark ◆ | Russia ◆ ◆ |
| Finland ◆ | Spain ◆ ◆ |
| France ◆ ◆ | Sweden ◆ ◆ |
| Germany ◆ ◆ ◆ ◆ | Switzerland ◆ |
| Hungary ◆ | The Netherlands ◆ ◆ |
| Ireland ◆ ◆ | Turkey ◆ |
| Italy ◆ | United Kingdom ◆ ◆ ◆ ◆ |

Africa

- South Africa ◆

Asia

- Brunei ◆
- China ◆ ◆ ◆ ◆
- India ◆ ◆
- Japan ◆ ◆ ◆ ◆
- Singapore ◆ ◆ ◆ ◆
- South Korea ◆ ◆ ◆ ◆
- Taiwan ◆ ◆ ◆ ◆
- Thailand ◆ ◆ ◆ ◆

Oceania

- Australia ◆
- New Zealand ◆ ◆ ◆ ◆

Study tours



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

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, Czech Republic 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 160 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.

PROFESSIONAL Skills Enhancement

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.

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 need 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.

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 to join our Case Competition Team to represent CUHK in local or international case competitions.



Case competitions achievements

2016/17

- Cornell International Real Estate Case Competition, United States, Champion
- KPMG International Case Competition, Portugal (International Finals), Champion
- National KPMG Business Case Competition, China, Champion
- KPMG Business Administration Paper, Hong Kong, Champion, 1st Runner-up, 2nd Runner-up & Best Presenter
- B4B Big Data for Business Challenge, Hong Kong, Champion
- AIA Business Sustainability & Risk Management Case Analysis Competition, Hong Kong, 2nd Runner-up
- AIA CSR Reports Contest, Hong Kong, 1st Runner-up
- Hong Kong Joint University Case Challenge, Champion, Best Presenter Award
- Hong Kong Undergraduate Financial Planners of the Year Award, Champion
- Qualification Program Case Analysis Competition, Hong Kong, Champion
- Copenhagen Business School Case Competition, Denmark, 2nd Place





- University of Navarra International Case Competition, Spain, 2nd Place, Best Presenter Award
- IIBD International Case Competition, the Netherlands, Silver Prize
- Peak Time 2017 (International Finals), Latvia, 1st Runner-up & 2nd Runner-up
- World Asian Case Competition 2016, Korea, 2nd Best Winner

2015/16

- Peak Time 2016 (International Finals), Latvia, Champion and 1st Runner-up
- National KPMG Business Case Competition, China, Champion
- 2016 HSBC Financial Dialogue Case Competition, Hong Kong, Champion
- Deloitte Club uShine Case Competition, Hong Kong, Champion
- Enactus Social Business Case Competition, Hong Kong, Champion
- Taxation Institution of Hong Kong Tax Debate Competition, Champion, Best Debater Award
- AIA Business Sustainability & Risk Management Case Analysis Competition, Hong Kong, 1st Runner-up
- Qualification Programme Case Analysis Competition, Hong Kong, 2nd Runner-up



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
- Wine Tasting Workshop
- Neuro-linguistic Programming Workshop

E-Learning platform

Soft Skills Mentor is an e-Learning platform that equips you with skill sets 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, management consulting and many other business professions. You are thus ensured ample opportunities to experience the real business world and to become highly competitive in the employment market.

600+

internship and graduate placement openings were posted to the Business School Student Database in the academic year 2016/17.

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, Citibank, Deloitte, Disney, EY, Goldman Sachs, Google, Hong Kong Monetary Authority, HSBC, Hyatt, IBM, J.P. Morgan, Johnson & Johnson, KPMG, L’Oreal, P&G, PwC, HKEx, Swire, UBS, among many others.

Internship formats:

Full-time

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

Part-time



Finding my future career through internship

“The internship opportunities definitely help me to find my career path. I am delighted to gain both back-end and front-end experience at the AsiaWorld-Expo, a world-class expotainment venue. At the Procurement Department, I learned about the needs and necessities of a MICE venue. I had the chance to meet with vendors, which polished my communication skills. At the Event Planning Department, I participated in planning of various events. By witnessing the birth of mega events such as concerts, Korea Brand & Entertainment Expo from the planning stage, I see how client relationships and coordination skills could lead to success. After the inspirational experience, I am now determined to develop my career in event management planning.”

Perri Ho
Hotel & Tourism Management



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 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, Design Thinking, 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 also organizes career fairs annually. These events offer 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 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 Microsoft.

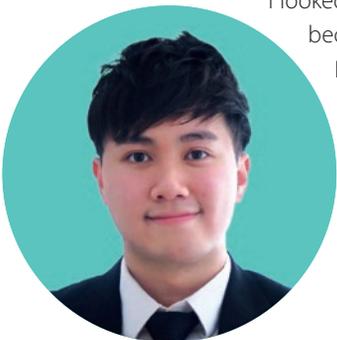
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Unparalleled experience showed me how the FMCG industry works

“In some people’s eyes, internships could be all about daily clerical tasks and operational support. However, my internship with Johnson & Johnson was more than that. Working in the Brand Marketing Team, I was mainly responsible for personal care brands such as Neutrogena and Carefree. Apart from routines like data input and social media monitoring, I was also given the chance to be in charge of marketing campaigns and events for the brands that

I looked after. These experiences are unparalleled because they showed me how things work in FMCG marketing and reinforced my career goal of being a successful marketer.”

Roy Lei Hong Io
Integrated BBA



“

My days as a Summer Analyst at HSBC Global Markets

“My typical day started at 7:15am, with conference calls with traders across different asset classes to learn more about what had happened on the other side of the world when we were sleeping. As an intern, I had to summarize the market updates from the traders and highlight upcoming market events and data in the team meeting every morning.

I also got the chance to join client calls and client events, which further enhanced my understanding and boosted confidence on interacting with clients in the real business setting.

Besides, pitching trading ideas to clients is never an easy task. It’s all about understanding clearly what they need and want, and to determine how our products and services would be useful to them. If you consider yourself as an energetic person who is looking for a challenging and dynamic environment, trading floor would definitely be your choice.”



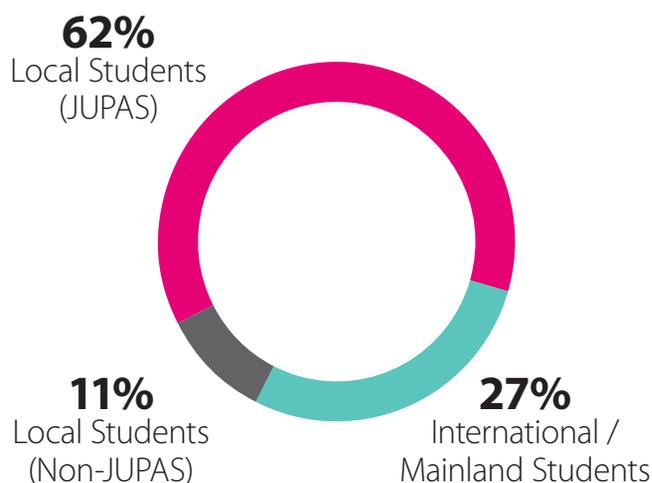
Jen Or
Quantitative Finance

”

Our campus gathers students from at least 20 countries and regions, including Italy, Germany, France, Indonesia, Malaysia, Korea and more.

Student Mix

Representing
3,000+ undergraduate business students
20+ nationalities



“

“I am passionate about finance and was naturally drawn towards the tremendous opportunities in Hong Kong and the all-round education at CUHK. Apart from academics, study trips abroad and exchange programs, I have participated in multiple extra-curricular activities, such as organizing the TEDxCUHK conference, working as a financial technology student consultant and winning the Microsoft Business Case Competition. I strongly believe that CUHK is a great place to study if you aim to pursue academic excellence, gain international exposure, build a strong network, and develop your talents.”



”
Radhika Narang
 Global Business Studies,
 International Student from India

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 fellow students.

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.



Vibrant STUDENT LIFE



"I chose to study at CUHK Business School as it is one of the leading academic institutions in Asia. Being affiliated with the Lee Woo Sing College, participating in student activities such as case competitions, academic trips and other extracurricular activities has been very rewarding and quintessential for my integration into the local student community. I am proud of being a student of the CUHK Business School and believe it is a great opportunity for everyone who is excited about academic and entrepreneurial challenges, especially in association with the future of China."



Pascal Kedves

Integrated BBA, International Student from Germany



"Studying abroad was a momentous decision leading me to a new stage of life, full of challenges and changes. I came to Hong Kong since this vibrant city is a wonderful place to study hospitality, and I chose CUHK Business School because of its reputation as a world-class institute which provides a variety of career opportunities and broadens students' horizon. After my first year of study, I had a chance to accomplish the internship in Hyatt Regency Hong Kong Shatin. Moreover, I find it great to study in a multicultural atmosphere and enhance my knowledge through interacting with different people every day. I am really happy to be a part of this community!"



Anna Ni

Hotel & Tourism Management,
International Student from Kazakhstan

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.



"Aspired to be a social entrepreneur, I founded Enactus CUHK with other passionate friends from different faculties. Enactus CUHK serves as a university chapter of the international NGO, Enactus, to nurture entrepreneurial spirit and promote social innovation among university students. It gives me the chance to uphold my belief in social entrepreneurship and strike a balance between being an idealistic dreamer and a pragmatic administrator. Thanks to the School's comprehensive curriculum and opportunities offered, I am equipped with the skills and knowledge to be a capable leader with a determined social vision."



Kelly Lau
Global Economics & Finance



"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



ALUMNI Network



We have the largest business school alumni network in Hong Kong with more than 32,000 graduates worldwide. The unparalleled extensive 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.



“

I am happy that I joined the mentorship program in which I met my mentor Angel. She is a seasoned marketing professional who is now working in a multinational conglomerate. Through Angel's insightful sharing, I have gained an in-depth understanding of the industry and learned how we can apply our knowledge in a real business setting. I was particularly excited to visit Angel's office and the advertisement filming set where I got to learn about some impressive marketing campaigns and witnessed how an advertisement was made by the collective effort of the whole team. I am interested in advertising, and Angel has helped me understand the field through an 'insider's view.'”

”

Mandy Li
Integrated BBA



“

I am very glad that the Business School has such a mentorship program and matched me with Vanessa. She has been a wonderful mentor who cares a lot for her mentee as a close friend. We have been meeting regularly to update each other and talked about a wide range of topics. She guided me in career planning, gave me advice for my case competitions and discussed with me on various industry and social issues. I am able to learn more about the banking industry in Hong Kong as well as the role of HR in a financial services firm. Such valuable knowledge can never be learnt from lectures or notes. Hence I am truly grateful for this opportunity!”

”

Angela Tang
International Business and Chinese Enterprise

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

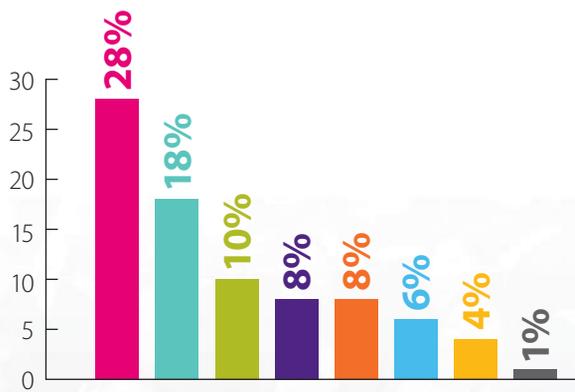
The graduates of CUHK Business School are employed in diversified sectors. In 2016, the top three career fields that our graduates were engaged in are namely accounting/auditing, banking/finance and administration/management. No matter what career path they pursue, our graduates are very competitive 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 2016 mainly specialize in



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

Source: 2016 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

FMCG and Marketing Communication

Dairy Farm
L'Oreal
P&G
Unilever
Nielsen

Banking and Finance

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

Government Service and Public Utilities

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

Consultancy

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

Internet

Google
Microsoft
Tencent
Yahoo!

Tourism and Hospitality

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

Conglomerate

Hopewell Group
MTR
New World Group
Sino Group
Swire

And many more



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	
JS4238	Insurance, Financial and Actuarial Analysis	Level 3	Level 3	Level 3	Level 2	Level 3	Level 3	#
JS4252	Quantitative Finance	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 (I)" and "Attained with Distinction (II)" in Applied Learning subjects as extra elective subject for awarding bonus points.

Subject weighting for 2018 intake

JUPAS Code	Program / Stream	Subjects Included	Admission Score				
			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
JS4238	Insurance, Financial and Actuarial Analysis	Best 5 subjects	1	2	2	1	1.5: M1/M2 1: 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
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	Best 5 subjects	1	2	2	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.

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.

Apply

Office of Admissions and Financial Aid
www.cuhk.edu.hk/adm

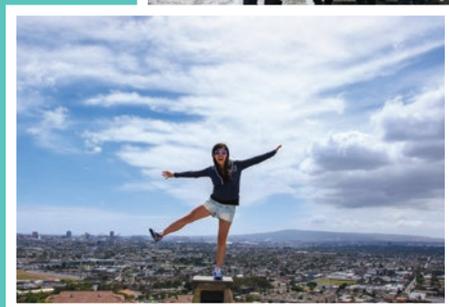
Scholarships and Financial Aid

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.



UNDERGRADUATE

BUSINESS STUDIES





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