

# JS1001 BBA Global Business

## Alexandra Mak Cohort 2017 (Class of 2022) / Bank of America

To talk about Global Business is to talk about one big family who's very supportive to one another. You can find all sorts of dreams and ambitions in this major. No matter which stream of career you choose, the professors and peers will always try their best to help you. The exchange programs exclusive to the major also added many colors to my university life and opened doors to various adventures! I made a smooth transition from one industry to another, thanks to the help and sharing of my peers. It is definitely the best place to be if you want to pursue a business major at City University of Hong Kong!



## Christopher Ching Cohort 2018 (Class of 2022) / JP Morgan

CityUHK GBU is a phenomenal program that caters to some of the most exceptional students. You will study in a global environment surrounded by classmates from all around the world. Moreover, the major is designed to help you develop your own unique skillset in anything from coding to finance through taking a double major. The major allows you to travel around the world through study trips and exchanges and enables you to be a part of the close-knit community that is GBU. You will make lifelong friends while simultaneously developing sought after skills all on an international stage.



## Admission FAQs

### Q. What are the unique features of this major?

**A.** To nurture BBA Global Business students as global elites, students are offered Triple Exchange opportunities, one of which is compulsory (either in North America or in Europe or in a country of student's choice as a graduation requirement). There are plenty of resources and challenges for students to develop as global leaders, e.g. study tours, scholarships, executive mentorships and global consultancy projects. Students can explore and realise their dreams globally.

#### North America

- University of Toronto\*
- University of Minnesota\*
- University of British Columbia
- Indiana University
- University of Wisconsin-Madison

#### Europe

- University of Mannheim\*
- University of Leeds\*
- University of Warwick
- Bocconi University
- Copenhagen Business School

Students could select from the 200+ exchange partners for their exchange studies. \* **Exclusive quota for GBU Students**

For more information, please visit: <https://www.cb.cityu.edu.hk/exchange/>.

BBA Global Business students have the opportunity to apply for admission to the Joint Bachelor's Degree Program between City University of Hong Kong and Columbia University. Upon completion of this joint degree program, students will receive bachelor's degrees conferred by both Columbia University and CityUHK. For details, please visit <https://cityu-hk.gs.columbia.edu/>.

### Q. Do I need to attend JUPAS admission interview?

**A.** An interview would be scheduled around June for shortlisted applicants only. All band A applicants will be invited to join the interview while students of other choices will be invited subject to availability of interview places. Interview is not a must but it will **SIGNIFICANTLY** increase students' chance to join the programme if they fall into the marginal JUPAS 3+2 score range with 'Attained' Level for the subject of "Citizenship and Social Development".

### Q. Is there any scholarship available?

**A.** College of Business and CityUHK are committed to nurturing elite students to become future business leaders. Various scholarships are available, for details of the scholarships, please visit: <https://www.cb.cityu.edu.hk/ug/admissions/apply/scholarships>.

### Q. Where do students end up with their graduation jobs and summer internships?

**A.** We encourage our GBU students to explore their career paths and craft one that they feel most passionate about. As such, our students have secured graduate positions or summer internships in a diverse set of industries both locally and internationally. Some examples include, in alphabetical order:

Accenture  
Bank of America  
BASF  
BlackRock  
Bloomberg  
BNP Paribas  
ByteDance  
Cathay Pacific  
Citi

Ernst and Young  
EY Consulting  
Goldman Sachs  
GSK  
Hong Kong Disneyland  
HSBC  
Jardine  
J.P. Morgan  
KPMG Deal Advisory

LVMH Perfumes & Cosmetics  
Marriott  
Meltwater  
Morgan Stanley  
New World Development  
Publicis Groupe  
PVH Corp.  
PwC Deals Advisory  
Santander

Societe Generale  
The Estée Lauder Companies Inc.  
The Hongkong Electric Co.  
Towngas  
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# Top 5 Business School in Asia

(The UTD Top 100 World Rankings of Business Schools based on research contributions from 2019-2023 conducted by the School of Management at the University of Texas at Dallas)

# JS1001 BBA Global Business

(Features: 3 Exchanges/Joint Bachelor's Degree Program with Columbia University (US)/ Overseas Summer School & Study Tour/Business Consultancy Project/Scholarship and Sponsorship)



## Navigating the Flagship of the Elite

## A Global Journey to Success!



College of Business

香港城市大學  
City University of Hong Kong

Accreditation



<https://prog.cb.cityu.edu.hk/academics/bbagbu>





# CityUHK Flagship Programmes BBA Global Business (GBU)

## Characteristics of Flagship Programmes

- ✓ Globally oriented curriculum for talented students
- ✓ Overseas academic/research exchanges at top universities
- ✓ Internship/placement at prestigious institutions
- ✓ Guaranteed admission to respective PhD programme in Science/Engineering (upon attainment of entrance requirements)

## The Flagship Scholarships

- ✓ Full Scholarship: 100% of Tuition and Hall Fees (HKDSE scores  $\geq 27.5^*$ )
- ✓ Half Scholarship: 50% of Tuition and Hall Fees (HKDSE scores  $\geq 24.5^*$ )
- ✓ Guaranteed berth in the Halls of Residence
- ✓ A one-off special sponsorship of a maximum amount of HK\$500,000 for an overseas exchange of up to one year at a top-ranked university

\*Remarks:

1. HKDSE score is calculated by adding the scores of 3 core subjects and 2 electives (exclude "Citizenship and Social Development") with the best results. If the student has attempted the subject more than once, the best result of the subject will be used for the score calculation.
2. HKDSE level attainments will be converted to level points where Level 5\*\*=8.5, 5\*=7, 5=5.5, 4=4, 3=3, 2=2 and 1=1.



SCAN ME

## GBU Programme Features

- ✓ **Triple exchange opportunities** (one compulsory and two optional)
- ✓ **Joint Bachelor's Degree with Columbia U** (two Bachelor's degrees- one from CityUHK and one from Columbia U)
- ✓ **Diversity in career development** (high-profile international companies)
- ✓ **Plenty of resources and opportunities** for students to develop a global mindset, including
  - Study tours
  - Global consultancy project
  - Global case competition
  - Tour-based courses
  - Social innovation project

## We are also the ELITE programme of College of Business!

Top GBU students will be provided **fully funded** summer opportunities at top institutions like **Harvard Summer School** and **MIT Data Science Lab**. The experiences offer invaluable cultural exposure in North America.



## For the next generation of GLOBAL LEADER

The BBA Global Business programme offers a globally oriented curriculum and opportunities for students to develop a global mindset, think strategically and contribute to companies doing business internationally.

## Career Prospects

Graduates of GBU are equipped with the knowledge and skills needed to work as associates in global companies, professional business consulting firms and marketing or management positions in firms doing business internationally. Some examples include:

- Accenture
- Bloomberg
- Ernst and Young
- HSBC
- Blackrock
- Citibank
- GSK
- J.P. Morgan

✓ Average Starting Salary for Graduates: HK\$29,095 per month

✓ Average Number of Job Offers: 2.8 offers per graduate

Source: Graduate Employment Survey 2023

