

# JS1001 BBA Global Business

Nurturing  
student talent

## College of Business Elite Programme

### Graduate Attributes

- Global Vision
- Analytical Competency
- Forward Thinking and Commercial Practicality

### Joint Bachelor's Degree with Columbia University

- Two Bachelor's Degrees - One from CityU and one from Columbia U

### Exclusive Sponsorship for Summer Programmes at Elite Institutions

- Harvard Summer School, MIT Data Science Lab etc.

### Triple Exchange Opportunities

- One compulsory and two optional exchanges

### Diversity in Career Development

- High profile Global Organizations



College of Business

香港城市大學  
City University of Hong Kong

Accreditation



CityU.CB



CityU Global Business



<https://www.cb.cityu.edu.hk/js1001>



# JS10001 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

CityU 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 FAQ

### 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). 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 CityU. For details, please visit <https://cityu-hk.gs.columbia.edu/>.

### Q. Do I need to pay the host universities' tuition fee? Are there any financial support for my expenses in the exchange studies?

A. Host universities waive tuition fees for exchange students. However, students are required to pay their normal tuition and other study-related fees to CityU during the exchange period. Exchange students are also responsible for financing their travel, accommodation, living expenses, visa, insurance, books, etc. There are various financial supports available for students to apply.

### 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. Shall I take a 2nd major or minor?

A. In fact, GBU students are required to declare a second major to enhance their competitiveness on the job market or for future studies (subject to fulfilling the requirements for declaring a second major). Taking minor is also encouraged to broaden your horizon. Students with non-weighted 3 core and 2 best elective scores at or above 25 with 'Attained' Level for the subject of "Citizenship and Social Development" are guaranteed with free choice of 2nd BBA major by the end of year 1 (<https://www.cb.cityu.edu.hk/ug/admissions/apply/requirements/>).

### Q. Is there any scholarship available?

A. College of Business and CityU 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. What support is available to help GBU students develop their career connections and student life?

A. Civitas, a student led community organise regular career and skills training, business elites sharing sessions and networking opportunities exclusively for GBU students. These will further enhance a rewarding student life and better equip our students for higher employability upon graduation.

### 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:

#### Banking & Finance

Bank of America  
BlackRock  
BNP Paribas  
China Construction Bank (Asia)  
CICC  
Citi  
Crypto.com  
Dah Shing Bank  
DBS Bank

Deloitte  
DZ Bank  
FreeS Fund  
Goldman Sachs  
Hang Seng Bank  
HSBC  
JP Morgan  
Julius Baer  
Mirae Asset Global  
Investments

Morgan Stanley  
Mox Bank  
PICC  
Santander  
Societe Generale  
UniCredit  
United Overseas Bank  
**Advisory & Consulting**  
Accenture  
EY Consulting

KPMG Deal Advisory  
PwC Deals Advisory  
**FMCG, Social Media & Marketing**  
Burson Cohn & Wolfe  
IPG Mediabrands  
Kering  
LVMH Perfumes & Cosmetics  
Meltwater  
Publicis Groupe  
PVH Corp.  
The Estée Lauder Companies Inc.

#### Information & Technology

Bloomberg  
ByteDance  
Xiaomi Inc.

#### Other MNEs

BASF  
Cathay Pacific  
gsk  
Hong Kong Disneyland  
Jardine  
Marriott

New World Development  
ParkNShop  
Sime Darby Motors  
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)