

**BACHELOR OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS &
GLOBAL MANAGEMENT)**

itbgn



**HKU
BUSINESS
SCHOOL**
港大經管學院



WHY BBA(IBGM)?

BBA(IBGM) [JUPAS Code: 6896] is an intensive, premier programme in international business and global management offered by the University of Hong Kong, featuring a unique curriculum designed to evolve and reflect the ever-changing demands of a globalizing world. Exclusive elements such as a Leadership Boot Camp, an Asia-Pacific Study Tour, an International Field Trip, overseas exchange studies, and global enrichment opportunities are strategically into the curriculum, whilst students are given the flexibility to pursue an in-depth inquiry into another specialized area of study as a second major. This cross-functional and personalized approach is designed to equip outstanding students with the key competencies to become the world's future leaders.

COURSE STRUCTURE

**Curriculum structure is subject to review and change from time to time*

YEAR 1

Common Core Courses
Leadership Boot Camp
Asia-Pacific Study Tour

YEAR 2

Language Enhancement Programme
Key Business Foundations
International Field Trip
Cross-Functional Electives
Internships

YEAR 3

International Business
Global Corporate Strategy
Global Analysis Team Project
Cross-Functional Electives
Worldwide Exchange Programme
Internships

YEAR 4

Leadership Development Programme
Strategic Management
Corporate Governance & Social Responsibility
Legal & Ethical Environment in Global Business

GLOBAL ENRICHMENT

Listed below are some possible categories of global enrichment opportunities that are supported and encouraged by BBA(IBGM) to develop IBGMers personally and professionally:

- Workshops
- Conferences
- Competitions
- Service Trips
- Mentorship Programme
- Summer School
- Gap Year Programme
- Alumni Networking
- IBGM Student Committee

SECOND MAJOR/MINOR OPTIONS

Apart from the first major in International Business and Global Management, all IBGM students specialize in a second major. Furthermore, all students may optionally take a minor. Depending on one's interest, the second major or the minor can be a business-related option (e.g. Finance, Economics, Human Resources Management, etc.) and/or an interdisciplinary option from the other faculties in HKU (e.g. Psychology, Music, Politics, Computer Science, etc.).

CAREER PROSPECTS



INTERNSHIPS

Your first step into the real business world

With the support of our comprehensive preparation programme, our students have been able to secure internships both locally and internationally. Some organizations which offered internships to our students in the past include Goldman Sachs, JPMorgan Chase, HSBC, Standard Chartered, Bank of China, Google, Financial Times and the United Nations. Other offers include jobs at multinational corporations, professional accountancy firms, NGOs and international conglomerates.

GRADUATE PLACEMENT

Launching your career

IBGMers are hired across a number of industries after graduation, some of whom have received offers almost a year prior to their graduation. Our graduates have received excellent compensations compared to other graduates. It is also worthy to note that in the past our compensations have topped the chart in Hong Kong for business graduates. Some companies our graduates have opted to work for include McKinsey & Company, Credit Suisse, Goldman Sachs, HSBC, Morgan Stanley, Bain & Company, Boston Consulting Group, P&G, John Swire & Sons and the Hong Kong SAR Government. This wide range of companies reflects the set of diverse skills that IBGMers can apply across many industries.

HIRING COMPANIES



ENRICHMENT FEATURES



LEADERSHIP BOOT CAMP

Honing your skills to become business leaders of tomorrow

Upon embarking into the first year of study, IBGMers can experience teamwork and shape holistic leadership capacities based on inspirational insights and integrity. With a carefully constructed itinerary exclusively made for IBGMers, students can enhance individual strengths, oral communication, critical thinking and creative problem solving skills through a series of workshops and activities.

ASIA-PACIFIC STUDY TOUR

Expanding your business acumen to the rest of Asia

IBGM students can further broaden their scope of understanding in the business environment with the Asia Pacific Study Tour that offers a taste of how developed economies continue to evolve from traditional businesses to new models. This study tour actively incorporates first-hand learning and interaction with high-caliber industry leaders, expanding on students' networking skills.

INTERNATIONAL FIELD TRIP

Your exposure to the global business environment

In their second year of study, IBGMers participate in a field trip that engages their global perspectives. Students travel to an international destination and immerse themselves in other cultures while learning about regional business practices through a series of company visits, executive seminars and structured classroom sessions. Students also have the opportunity to complete a comprehensive project so as to further investigate intriguing aspects of international business strategies. Past destinations include Spain, Austria, Hungary, Dubai, Turkey, New York, Japan, Belgium, the Netherlands and Denmark.

OVERSEAS EXCHANGE PROGRAMME

Immersing oneself in a cross-cultural environment

IBGM students benefit from the wide-ranging partnerships HKU has with other educational institutions. Students can choose from more than 380 exchange partners across the globe according to their preferences. One may choose to learn in one of the most prestigious universities in the US such as Yale University or pick an exotic location such as Mexico to immerse oneself in the rich Spanish culture. Some popular choices include the University of Cambridge, Yale University, Harvard University, Columbia University, New York University, University of British Columbia, King's College London, and University of Manchester.



GLOBAL ENRICHMENT OPPORTUNITIES

Learning beyond the classroom

Students are provided ample support to join overseas activities through a sponsorship scheme. In the past years, our students have taken summer studies at Harvard and Yale University, attended international conferences in Prague, engaged in community service projects in India, and won various global business competitions in Canada and the US. These ensure IBGMers will develop cultural sensitivity and gain international exposure while pursuing their interests and hobbies.

IBGM STUDENT COMMITTEE

Your say in your programme

The IBGM Student Committee first started off as an initiative by our students for our students. It is supervised by the IBGM Programme Director and provides a platform for IBGMers to discuss and address pertinent issues relating to the programme. Opportunities in various committees ensure we can leverage on the strengths of our self-motivated students. This allows students from all levels to further hone their soft skills while contributing back and shaping the future of their programme.

MENTORSHIP & ALUMNI SHARING

Leveraging on our full strength

Our mentorship scheme is a continuation of the success in the past of having senior-junior guidance throughout students' undergraduate career. This personable level of attention and care allows the multifaceted aspects of life as an undergraduate to be addressed clearly and discussed thoroughly. Moreover, all of our graduates have embarked on exciting careers upon their graduation. Our recent initiatives in reconnecting with our alumni also permit our current students to discuss interests and concerns of various career plans in different industries. This is especially important when the world becomes more competitive than ever: it is imperative to be extremely well-informed about options to make the best decisions.

PROFESSIONAL CAREER DEVELOPMENT PROGRAMMES

A strategic springboard in launching your career

IBGM offers a tailored professional preparation programme to cater to specific career requirements for various students according to their stage of study. Initially, CV and cover letter workshops are offered to help freshmen build up solid and appealing profiles. As students progress, aptitude test workshops, consulting case analysis workshops, alumni networking panels and even corporate-sponsored grooming workshops are offered to ensure students have maximized their potential for the pursuance of their dream career.

FEES & ADMISSIONS



FEES & EXPENDITURES

**Fees, expenditures, and financial support are subject to change*

WHAT ARE THE OTHER FEES I SHOULD BE AWARE OF?

Other than the university composition fee, students will have to bear their expenditure for the one-semester exchange and part of the fees for the Asia-Pacific Study Tour and the International Field Trip. The exchange destination is subject to personal choice while that of the International Field Trip is decided during the summer by the IBGM Student Committee and that of the Asia-Pacific Study Tour is decided by the Faculty. The exact expenditure varies from country to country.

IS THERE ANY FINANCIAL SUPPORT FOR OVERSEAS EXCHANGE, INTERNATIONAL FIELD TRIPS AND ENRICHMENT ACTIVITIES?

Scholarships will be awarded to students with good academic performance on a case-to-case basis. All students will receive full sponsorship for the Leadership Boot Camp and substantial sponsorship and subsidy for the International Field Trip, the Asia-Pacific Study Tour, and other global enrichment activities.

ADMISSIONS

WHO SHOULD APPLY?

We look for students who have excellent academic credentials excellent command of English, strong analytical minds with broad visions, as well as outstanding communication and presentation skills. Positive records of extra-curricular activities, demonstration of global leadership and commitment to serving the community are definite pluses.

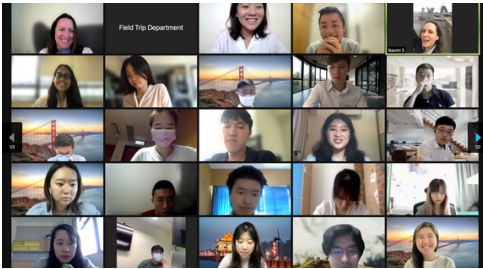
WHAT WAS YOUR STUDENT INTAKE?

In the past, the number of student intake was between 30 to 35. Unlike most programmes at HKU, around one half of the intake would be non-JUPAS students.

ARE THERE ANY INTERVIEWS?

BBA(IBGM) conducts interviews on a selective basis, typically after the public examinations. Shortlisted students based on their demonstrated competencies would be invited to join our programme interview and reception. It is also worthy to note the prioritization of BBA(IBGM) as your choice reflects your commitment and passion for the programme.

IBGM FAMILY SNAPSHOTS



Connect with us

 (+852) 3917 5343

 fbe.ugenquiry@hku.hk

Learn more about BBA(IBGM)



IBGM Website
ibgm.business.hku.hk



IBGM Video
bit.ly/3sYqjt5



Facebook
facebook.com/hku.ibgm



Instagram
[@hku.ibgm](https://www.instagram.com/hku.ibgm)