



China Business & Economics (CBE) Programme



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Associate Dean (IMBA and Special Project)
Information Session
Jan 25, 2016
KKLG109, K.K. Leung Building



When?

- ▶ Session 1: 29 May – 14 June 2016 (17 days)
- ▶ Session 2: 19 June – 5 July 2016 (17 days)





Who are eligible?

- ▶ All FBE Year 1 and 2 students
- ▶ Reasonable CGPA at the end of 1st semester 2015-16



Why CBE?

- ▶ Perspective from potential employers:
 - HKU FBE graduates are excellent, yet they need to know more about Mainland China



CBE – Key features

- ▶ Students will be enrolled into a **6-credit** course called **“BUSI2813 - Field Experience in China Business Environment”**
- ▶ This course consists of 24 hours of class meetings and about 12 hours of guest lectures and site visits
- ▶ Students are expected to spend additional time on studying and preparation for discussion and group projects
- ▶ This course will be regarded as a **free elective course** and the credits earned will be counted towards graduation requirement.





CBE – greatest enrichment opportunity

- ▶ **Accommodation and teaching venue** on Fudan campus
- ▶ **Guest talks** by scholars and business leaders
- ▶ **Short trips** to nearby cities (e.g. Hangzhou, Suzhou)
- ▶ **Firm visits** (e.g. Nanyang Commercial Bank, General Motors, EMC, Baosteel, Popcap China, Oriental Phoenix, Sony, McDonald's)
- ▶ **Networking with Fudan students** as there will be a maximum of 5 Fudan students joining each session





CBE – Student Expenses

Covered by the Programme	Pay on your own
<ul style="list-style-type: none">•Tuition Fees•Accommodation•Local transportation for site visits and cultural tours•Daily expenses (with subsidies)	<ul style="list-style-type: none">•Flight tickets between Hong Kong and Shanghai•Own entertainment and travelling expenses

How to apply?

- ▶ Complete an online application
 - include a 300-word essay
- ▶ Application open from 1 Feb (9 a.m.) – 15 Feb (9 a.m.)
- ▶ Application deadline: **9 a.m., 15 Feb 2016 (Monday)**
- ▶ Please indicate your preferred session in the online application *(Since firm visits conducted in English will only be arranged in Session 2, students who do not understand Mandarin should choose Session 2.)*





Selection Criteria

- ▶ Interview Performance
- ▶ Reasonable CGPA
- ▶ Extra-curricular activities
- ▶ 300-word essay

China Business and Economics (CBE) Programme 2014-15

Please be reminded to avoid last minute application because the online system would likely be overloaded with large volume of applications on the closing date. This would render you impossible to make a timely application.

Application Deadline (TBC)

Enquiry fbe.undergrad@hku.hk

I. Personal Particulars

Photo *

Family Name *

Given Name *

Chinese Name

Gender *

Date of Birth *

Place of Birth *

Nationality *

II. Academic Achievement

Cumulative GPA/CGA *

III. Please upload your CV

CV *

You are required to save the file in your full name (e.g. chantaismn_cv.doc).
You are required to indicate your language proficiency (including Putonghua) clearly in the CV.

IV. Essay

Please answer the following question in English (300 words) in Word document format, and upload it with the application form.

Please substantiate your reasons with concrete examples and state your full name and UID clearly on the statement.

Why are you interested in this programme? *

You are required to save the file in your full name (e.g. chantaismn_essay.doc).

V. Declaration

1. I certify that all the information provided in this application is true and accurate to the best of my knowledge. In the event that any information is found untrue or inaccurate in future, I am aware that the Secretariat reserves the right to invalidate any application, withdraw the approval for the programme and require any payment made to be refunded.

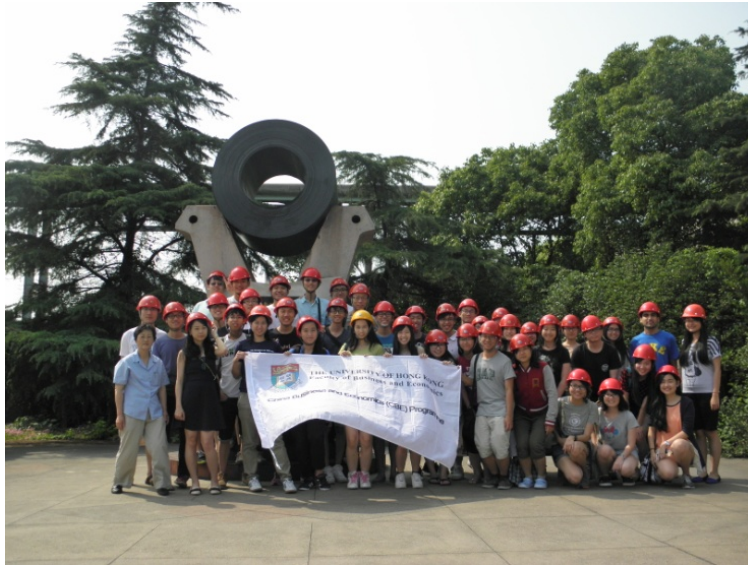
2. I agree that information provided in this application will be used and/ or disclosed by the Secretariat to relevant parties to process the application as well as for related purposes, e.g. conducting selection interviews, monitoring of progress.

Declaration * I agree on the above statements.



When will results be known?

- ▶ Early March 2016
- ▶ Acceptance by mid March 2016
- ▶ Refundable deposit of HK\$3,000 at the time of acceptance





How to stand out among your peers?

Your in-depth China Business and Economics Knowledge

DON'T LEAVE HKU WITHOUT CBE!





Past Participants' Sharing

Jenny Jung

- BBA(Acc&Fin), Year 2
- Joined CBE in summer 2015

Cherry Lam

- BBA(Law), Year 2
- Joined CBE in summer 2015



Other opportunities....

▶ Fudan University International Summer Session 2016

- Duration: 1 – 30 July 2016
- Website: <http://iss.fudan.edu.cn/>
- **10 free quota** will be given to FBE students.

Accommodation, tuition and programme fees will be covered. Students are only required to pay for the flight tickets between Hong Kong and Shanghai.





Other opportunities....

- ▶ **Fudan University International Summer Session 2016**
 - Programme Content:
 - Students are required to take **1 – 2 content courses** and a **Chinese language course** (optional)
 - Content courses
 - 39 credit-hour each
 - Topics: Chinese History and Culture, Chinese Society and Politics, Chinese Business and Economy, and Global Issues of the 21st Century.
 - Chinese language courses
 - 40 credit-hour each
 - Students will take part in **historical and cultural visits**



Q & A