College of Business
Elite Programme

Globally-oriented Curriculum
- Triple Exchange Opportunities
- Global Business Consultancy Project
- Interdisciplinary Courses and Customized Global Curriculum

Graduate Analyst and Management Trainee Positions in:
- International Investment Banks/Financial Institutions
- Global Consulting Firms
- Multinational Companies

Joint Bachelor’s Degree with Columbia University
- Interdisciplinary Curriculum
- International Undergraduate Educational Experience
- Two Bachelor’s Degrees - One from CityU and one from Columbia U
BBA Global Business offers you
• 3 exchange studies (1 compulsory & 2 optional) +
• flexibility to customize your own global curriculum

This programme is suitable for students who are good in English and ready to
start a global university journey.

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 Toronto¹
- University of Minnesota²
- Queen’s University at Kingston
- Indiana University
- University of Wisconsin-Madison

Europe
- University of Mannheim³
- University of Leeds³
- University of Warwick
- University of Liverpool
- Copenhagen Business School

Students could select from the 200+ exchange partners for their exchange studies.

Note 1: subject to fulfilling the requirements for participating in exchange studies.
Note 2: exchange destinations (subject to continuous review and changes).
Note 3: exclusive quota for GBU students.

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.

Various financial supports are available for students to apply to:
1. Financial Support for Outbound Exchange Students (e.g. Student Exchange Fund, Special
Fund for Non-local Outbound Exchange Students, Joseph Lau Exchange Award, EDB Subsidy Scheme, Scholarships in Support of Student Exchange Programme)
2. CityU Temporary Student Loan for Outbound Exchange Studies

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 4+2 score range.

Q. Can I take a 2nd major or minor?
A. You are required to declare a second major to enhance your competitiveness on the job market or for future
studies (subject to fulfilling the requirements for declaring a second major or minor). Students with non-weighted
4 core and 2 best elective scores at or above 30 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. Do I have flexibility to change to another BBA major in CityU?
A. Students with non-weighted 4 core and 2 best elective scores at or above 28 are guaranteed with free
switching of BBA majors by the end of year 1. For details, please refer to:
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. Where do students end up with their graduation jobs and summer internships?
A. We encourage our GBUs 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
- DBS Bank
- Goldman Sachs
- HSBC
- JPMorgan
- Julius Baer
- Miraes Asset Global Investments
- Morgan Stanley

Advisory & Consulting:
- Santander
- Societe Generale
- UniCredit
- United Overseas Bank
- Advisory:
- Accenture
- EY Consulting
- KPMG Deal Advisory
- PwC Deals Advisory

FMCG, Social Media & Marketing:
- FMCG
- Social Media & Marketing
- Burson Cohn & Wolfe
- Kering
- LVMH
- Meltwater

Publicis Groupe
- PVH Corp.
- The Estee Lauder Companies Inc.

Information & Technology:
- Bloomberg
- ByteDance
- Xiaomi Inc.

Other MNEs:
- BASF
- gsk
- Marriott
- New World Development
- Sime Darby Motors
- The Hongkong Electric Co.

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