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

Triple Exchange Opportunities
• One compulsory and two optional exchanges

Diversity in Career Development
• High profile international companies

https://www.cb.cityu.edu.hk/js1001
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!

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

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, Deutsche Bank, Morgan Stanley, KPMG, Deloitte, PwC.
- Investments: BlackRock, Citigroup, Morgan Stanley, KPMG, Deloitte, PwC.
- FMCG, Social Media & Marketing: The Estée Lauder Companies Inc., LVMH, Disney, The Estée Lauder Companies Inc., LVMH.
- Other MNEs: Airbus, Siemens, Google, Apple.
- Information & Technology: Alibaba, Google, Microsoft, Apple.

**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*
- Queen’s University at Kingston
- Indiana University
- University of Wisconsin-Madison

**Europe**
- University of Mannheim*
- University of Leeds*
- University of Warwick
- University of Liverpool
- Copenhagen Business School

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* Exclusive quota for GBU Students

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 fail into the marginal JUPAS 4+2 score range.

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 responsible for paying their travel, accommodation, living expenses, visa, insurance, books, etc.

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/applying/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.

**Top 4 Business School in Asia**

(For more information, please visit the University’s official website.)