

# PATHWAY TO SUCCESS

Over the years, GBU students have gone on to build rewarding careers with a variety of respected organizations. We encourage our students to explore different career paths and pursue what truly drives them — whether in finance, consulting, technology, entrepreneurship, or beyond. Their strong academic foundation and positive work attitude open doors to opportunities across diverse industries, both locally and internationally.

Comprehensive career support has enabled our students and graduates to join leading organizations in roles such as:

## EMPLOYMENT KEY FACTS

**Average Starting Salary**  
**HK\$ 33,472** per month

**Average Number of Job Offers**  
**2 offers** per graduate

**Employment Sector**  
**Across business services, financial institutions, insurance, and more.**

\*Source: Graduate Employment Survey 2024

Accenture	Hong Kong Disneyland	PwC Deals Advisory
Airwallex	HSBC	Santander
Amundi	IBM Consulting	Societe Generale
Bank of America	Jardines	The Estée Lauder Companies Inc.
BASF	J.P. Morgan	Towngas
BlackRock	KPMG Deal Advisory	Xiaomi Inc.
Bloomberg	Lidl & Kaufland Asia	Xiaohongshu
BNP Paribas	LVMH Perfumes & Cosmetics	and More...
Cathay Pacific	Marriott	
Citi	Meltwater	
Ernst and Young	Morgan Stanley	
Goldman Sachs	New World Development	
GSK	Pictet	
Habib Bank Zurich (Hong Kong) Limited	Publicis Groupe	
HK Electric	PVH Corp.	

### Gooby Tse

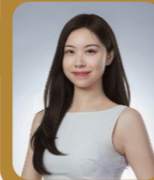
**Cohort 2021**  
**(Class of 2025)**  
**HSBC**



CityUHK's GBU programme is more than an elite business course — it's a close-knit community where every student brings unique strengths and supports one another. We prioritise teamwork and collective achievement, building lasting pride in our shared efforts. Over four years, the programme helps you discover and refine your niche, equipping you with the skills and adaptability needed to thrive in a constantly evolving, competitive global marketplace. Through study trips and exchange opportunities, you'll gain international exposure, broaden your perspective, and form lifelong friendships — all while developing highly sought-after skills on a global stage.

### Abby Chiu

**Cohort 2020**  
**(Class of 2025)**  
**IBM Consulting**



Joining GBU meant entering a culture where your peers are your greatest cheerleaders. In our cohesive, high-energy cohort, I found an environment where competitive drive met genuine peer-to-peer support. From international exchanges to global study trips, GBU's tailored resources allowed us to grow our skills while always lifting one another up. Upon graduation, I've realized that the most valuable takeaways weren't only found in the curriculum, but in the people-first culture we built together. If these are the values you seek, this is where you belong.

### Jeffrey Or

**Cohort 2020**  
**(Class of 2024)**  
**J.P. Morgan**



The GBU programme, along with its Columbia University Dual Degree offering presents an unparalleled opportunity for students seeking intellectual rigour and professional versatility. By bridging the world's primary financial arteries — Hong Kong and New York — the curriculum integrates practical application with a Bachelor of Business Administration, and academic theory with a Bachelor in Arts. Navigating the contrasting academic environments of both Asia and the United States cultivated my cultural fluency and strategic thinking. This unique experience from two world-class institutions provides a transformative platform for those aspiring to lead in increasingly globalized workplace. It is a challenging yet rewarding journey that redefines the traditional undergraduate experience.



College of Business

香港城市大學  
 City University of Hong Kong



# JS1001 BBA Global Business

*Features: 3 Exchanges /  
 Joint Bachelor's Degree Program  
 with Columbia University (US) /  
 Overseas Summer School & Study Tour /  
 Business Consultancy Project /  
 Scholarship and Sponsorship*

## Connecting the Business World of Innovation

**Navigating the Flagship of the Elite**

## CAREER PROSPECT

GBU students are distinguished by their up-to-date market knowledge, strong hard skills, positive working attitude, and proven resilience — qualities that make them highly sought after by top employers. The programme provides the academic space to develop industry-relevant knowledge while cultivating essential soft skills and career readiness. Students take ownership of their personal and professional growth, building a well-rounded skill set tailored to their career goals. Close guidance from dedicated teaching staff, career advisors, and mentors ensures personalized support at every stage.

These advantages open doors to both graduate positions and internships across leading organizations. But don't just take our word for it — **Hear what our alumni have to say about their GBU journey!**

# Top 5 Business School in Asia

The UTD Top 100 World Ranking of Business Schools based on research contribution from 2021-2025 conducted by the School of Management at the University of Texas at Dallas

+852 63317712  
 cb.ug@cityu.edu.hk

Accreditation



CityU.CB  
 CityU Global Business



<https://prog.cb.cityu.edu.hk/academics/bbagbu>

# CityUHK Flagship Programmes



## Why GBU?

- 
**Go Global** Experience **3** Overseas Exchanges
- 
**Beyond Boundaries** Study at Harvard Summer School + Join a Global Immersion Programme
- 
**Unlock Opportunities** Pursue a Joint Bachelor's Degree with Columbia University  
City University of Hong Kong COLUMBIA UNIVERSITY JOINT BACHELOR'S DEGREE PROGRAM
- 
**Led by Co-Leaders** Academic Mentorship and Industry Connections

With Scholarship Support—Build a worldwide profile

## APPLY NOW

Join our vibrant community! Embark on a global journey to success!



## YOUR GLOBAL LEARNING EXPERIENCE

Cultivate essential global business knowledge and gain cross-border perspectives through our comprehensive curriculum. Emphasizing **INTERNATIONALIZATION**, you will be prepared to meet the evolving demands of **INTELLIGENCE** and **INNOVATION** in today's marketplace. Develop an entrepreneurial mindset and strategic consultancy skills to tackle the challenges of tomorrow, positioning yourself at the forefront of global business transformation!

We offer practical and experiential learning through:

- ✓ Consultancy-based courses
- ✓ International Case Competitions
- ✓ Local and Overseas Internships
- And more....



## FLAGSHIP SCHOLARSHIPS

At CityUHK, we reward academic excellence by providing **Flagship Scholarships** to outstanding local candidates with strong academic records. Recipients receive up to **100% coverage** of tuition and hall fees, a **guaranteed berth in the Hall of Residence**, and a one-off special sponsorship of a **maximum amount of HK\$500,000** for an overseas exchange of up to one year at a top-ranked university.

Beyond scholarships, GBU students benefit from programme-specific awards and a range of dedicated resources designed to support their academic and career development. Together, these opportunities help cultivate a global vision, analytical rigour, a forward-thinking mindset, and commercial know-how — **Connecting YOU to the Business World of Innovation.**



For more information, visit <https://www.cityu.edu.hk/pvdp/flagship/>

# A GLOBAL JOURNEY TO SUCCESS!