CUHK Business School (also known as the Faculty of Business Administration) is committed to providing a world-class education to young people who aspire to become business practitioners and leaders in today’s ever more competitive and dynamic global economy. The Faculty comprises two schools and four departments: School of Accountancy, School of Hotel and Tourism Management, Department of Decision Sciences and Managerial Economics, Department of Finance, Department of Management, and Department of Marketing. We offer a number of programmes to more than 3,000 business undergraduates, including the following undergraduate major programmes.

- Integrated BBA
  - Asian Business Studies stream
  - Global Business Studies stream
  - International Business and Chinese Enterprise stream
- BBA (IBBA) - JD Double Degree Programme
- BBA in Professional Accountancy
- BBA in Hospitality and Real Estate
- BBA in Insurance, Financial and Actuarial Analysis
- BSc in Quantitative Finance

The Faculty also offers two BSc Interdisciplinary Major programmes:

- Interdisciplinary Major Programme in Global Economics and Finance (in partnership with the Faculty of Social Science)
- Quantitative Finance and Risk Management Science (in partnership with the Faculty of Science)

Students are encouraged to enrich and extend their academic knowledge through a wide range of co-curricular activities designed to promote the development of organisational techniques, leadership and interpersonal skills. These activities include overseas exchanges, study tours, company visits, local and overseas case competitions, internships and professional skills training workshops. Students are also expected to remain up-to-date with current financial news and to arrive at accurate and informed analyses.

**Integrated BBA Programme**

The Integrated BBA programme provides students with a comprehensive, integrated and high-quality business education. A distinctive feature of the programme is that it affords students a broad business education while allowing them to specialise in their particular area(s) of interest.


The Integrated BBA programme also offers
a Double-Degree option with the School of Journalism and Communication on a self-financing basis—a BBA-BSSc in Journalism and Communication. Upon completion of their studies, students are awarded a Bachelor’s degree in Business Administration (BBA) and a Bachelor’s degree in Social Science (BSSc).

The Double-Degree option is designed to afford students maximum flexibility, and allow them to complete one of the following:

1. A BBA degree in their normative study period;
2. A BBA degree with a Minor in Journalism and Communication; or
3. A BBA degree and, with one additional year of study, a BSSc degree.

Asian Business Studies

The Asian Business Studies (ABS) is a specialised stream, conducted in partnership with Shanghai Jiao Tong University and Waseda University. With the aim of cultivating innovative and visionary global business professionals with uniquely Asian insights, ABS provides students with international and intercultural exposure to regional-focused business knowledge and practices, through a period of exchange in three of the most important and dynamic Asian business centres—Shanghai, Tokyo and Hong Kong. Students from the three partner universities will share learning and living experience together in the regions, and build broad global networks and lasting relationships. ABS accepts transfer-in applications from all current business students who are in their first year of study, though priority is given to Integrated BBA students.

Global Business Studies

CUHK Business School offers the specialised Global Business Studies (GBS) stream in collaboration with the Copenhagen Business School and the University of North Carolina at Chapel Hill. It is a pioneering programme in business education, allowing students from the three participating universities to learn and live together as a team in three countries/regions—Denmark, Hong Kong and the United States—on three continents. Students in this innovative programme visit a variety of corporations and government bodies, and also have opportunities to participate in such meaningful student activities as international case competitions and diversified student taskforces. The GBS stream is designed to produce well-educated business professionals who are equipped with the professional knowledge and global mindset necessary to meet the challenges of today’s dynamic and globalised world economy. Over the years, GBS graduates have been eagerly sought after by the most prestigious companies worldwide.

BBA (IBBA) - JD Double Degree Programme

Combining the strength of CUHK Business School and the Faculty of Law, a double degree programme of Bachelor of Business Administration (Integrated BBA Programme) and Juris Doctor (BBA-JD) has been offered since the 2017-18. The programme prepares students to assume leading roles in a variety of work sectors including but not limited to the legal profession, commerce, business and government service. This through-train, well-structured programme allows students to graduate with an undergraduate and a postgraduate degree in 5 years in contrast with the customary 6-year requirement for completing the two degrees. It gives students the flexibility to opt out and graduate with either a BBA degree, or a BBA degree with a Minor in Law. The rigorous but flexible approach gives students options according to their interests, strengths and needs.

Students of this double-degree programme will pay the University’s undergraduate tuition fee for the first four years of study. The year(s) of study beyond the four-year undergraduate curriculum is offered on a self-financing basis.

Professional Accountancy

The BBA in Professional Accountancy (PACC) programme is designed to nurture professional accountants and specialists in accounting-related areas and to provide students with
knowledge, skills and values that will help them to become future leaders in the accounting and business communities. The programme also focuses on developing students’ leadership, analytical, problem-solving, interpersonal and communication skills.

Given the growing demand in the business world for professionals with a global mindset who can play a leadership role in public and private companies, the Global Accounting (GA) stream is offered within the four-year PACC programme. This stream equips elite accounting students with a global mindset and an understanding of international accounting practices and issues. Students in the GA stream enjoy internship opportunities provided by the Big-4 CPA firms and gain international exposure through non-local training experience, for which scholarships are provided. In response to our students’ increasing interest in tax and governance issues as well as the profession’s desire to have more accounting graduates who are better versed in these areas, the PACC programme also offers a specialised stream on Global Tax and Governance.

The PACC programme offers students many Minor options to broaden their scope of study. They are also provided with ample opportunities to join exchange and internship programmes and to apply for scholarships.

The programme is well recognised by numerous international professional and accreditation bodies, such as AACSB International, the Hong Kong Institute of Certified Public Accountants (HKICPA), Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA) and CPA Australia. All PACC graduates are eligible to apply for the HKICPA’s qualification programme and to take other professional examinations. Our PACC graduates perform outstandingly in professional examinations and case competitions and are highly sought after, with most recruited by the Big-4 CPA firms. Some graduates also join companies in other sectors, such as banking, finance and consultancy.

**Hospitality and Real Estate**

The Hospitality and Real Estate Programme is positioned as a business programme with two industry-oriented streams—hospitality and real estate. The hospitality industry, covering a wide range of businesses (such as hotels, travel & tourism, restaurants, theme parks, cruise, airlines, clubs, recreational facilities, convention & exhibition, to name just a few), and the real estate industry are closely connected as both industries emphasise the asset element as well as the service element. To capture this industry feature, the real estate stream focuses on planning, developing, and investing in the ‘assets’ (e.g., buildings), the hospitality stream focuses on the ‘service’ element—how to improve service quality, ensure customer satisfaction, and increase organisational performance. The Programme aims to develop industry leaders who understand the hospitality and real estate businesses from both the managers’ and the owners’/investors’ perspectives.

Our education philosophy is to integrate theory and practice. Students can apply the knowledge and skills they have learned in classrooms to analyse and solve real-world problems encountered in summer internships and in various experiential learning activities. Our teaching hotel—Hyatt Regency Shatin, demonstration kitchen, wine laboratory and student-managed restaurants provide the ideal learning environment for theory-practice integration. To enhance students’ global perspective, the Programme also arranges extensive student exchange opportunities. In the past, our students have taken part in exchange programmes at such leading business schools as the Wharton School at the University of Pennsylvania and the Business School at the University of Michigan. Our students have also attended a number of leading hotel schools, including the School of Hotel Administration at Cornell University, and the School of Hospitality Management at Pennsylvania State University.

**Insurance, Financial and Actuarial Analysis**

The Insurance, Financial and Actuarial Analysis programme provides students with a conceptual understanding of, and the analytical skills necessary for a career in insurance, financial and actuarial analysis. It also gives them a sound knowledge of the structure, practices and business functions of the insurance industry. In response to the needs of the market, the programme is rooted in Hong Kong’s institutional environment, although students are also exposed to international issues and practices. University-level insurance, financial services and actuarial education is essential to the growth of the industry and to maintaining and promoting professional standards. The design of the programme curriculum is all-rounded and practical but not limited to the study of theory of actuarial science. Students would receive training in actuarial and statistical techniques in both life and non-life insurances. They would also understand insurance operations, financial markets, portfolio management and derivatives securities so that they can function as managers in the insurance and finance sectors.

The programme has been accredited by both the Society of Actuaries (SoA) in the US and the Institute and Faculty of Actuaries (IFoA) in the UK since 2012. The programme’s curriculum aligns with the exam syllabi of both international actuarial societies. Our graduates perform very well in professional actuarial examinations. Most of them enter the actuarial department of insurance companies or consulting firms. Some of them would join other sectors such as banking and accounting.
The Quantitative Finance Programme has been developed to meet the need for individuals with high-calibre quantitative and analytical skills in today’s globalised economy. The Programme trains students to better understand new developments in the financial industry with specially designed courses in finance, economics, mathematics, statistics, and information technology. Programme graduates will have a solid command of financial investment instruments and will be well-qualified to work in investment banking, corporate and commercial banking, consulting, accounting and financial services, and in general management in financial and non-financial corporations.

To ensure that students obtain a well-rounded education, the Programme emphasises experiential learning outside the classroom. Practical courses such as Fund Management and Asset Allocation and Banking and Finance Practicum are offered to provide a bridge between the classroom and the real world of banking and finance. A guest speaker series gives students ample opportunities to discuss current finance-related issues of interest with industry experts.

Students are also encouraged to participate in overseas exchanges and internships. The Programme has established strong networks and partnerships with the financial industry, and the positive experience of taking on interns has given companies the confidence to offer students positions upon graduation.

Interdisciplinary Major Programme in Global Economics and Finance

Hong Kong has emerged as a major global financial hub. There is thus growing demand for finance professionals who possess knowledge of global economic and financial affairs and competence in carrying out financial analyses and operations.

The Interdisciplinary Major Programme in Global Economics and Finance (GLEF) strives to provide students with solid interdisciplinary training in economics and finance in a global context, and to cater for societal needs by preparing graduates who have strong analytical training and the requisite global mindset to overcome the future challenges of the banking and finance industry. Graduates are expected to embrace the virtues of integrity, honesty and a sense of responsibility.

This programme covers many topics that are not covered by conventional economics/finance programmes. Some examples are:

- Stabilisation mechanisms such as the International Monetary Fund (IMF) and European Central Bank (ECB)
- The emergence of China and its impact on the international economic and financial order
- Corporate social responsibility and sustainability of financial institutions in a global context

The GLEF programme places heavy emphasis on internship and research experience, from which students can further develop their potential and consolidate their knowledge.

Graduates are expected to develop promising careers in multinational firms in the banking, finance and business consulting sectors or to engage in financial research in public or private organisations.

Quantitative Finance and Risk Management Science

The Interdisciplinary Major programme in Quantitative Finance and Risk Management Science is jointly offered by the Faculty of Business Administration and Faculty of Science. It combines state-of-the-art knowledge in finance, risk management, statistics and business. The programme is consistently ranked one of the top programmes in terms of admission credentials among all quantitatively related ones in Hong Kong, such as surveying, engineering, actuarial and finance, and together with programmes like Global Business Studies and Medicine in CUHK. As a major financial services centre, Hong Kong has a steady demand for professionals in quantitative finance and risk management science. This programme positions graduates to better understand new developments in both fields and to take advantage of that understanding in developing their careers.

To equip students with practical skills, the programme emphasises experiential learning in the financial sector. Practicum courses offer a bridge between the knowledge learnt in the classroom and professional practice in the real world of banking and finance. A guest speaker series also gives students ample opportunities to discuss current finance-related issues of interest with industry experts.

Students are also encouraged to participate in overseas exchanges, internships and professional training courses. The programme has established a strong network and partnerships within the financial industry over the past few years, and the positive experience of taking on interns prompts companies to offer students positions upon graduation. The programme also enables students to build up a solid theoretical background for pursuing further study, at the master’s or PhD levels, in economics, finance, actuarial science and insurance, mathematics, statistics, and risk management science.