

BBA(IBGM): Premier Business Programme

To foster a selected group of outstanding students to become the world's future business leaders with ...

- Global perspectives
- Cultural sensitivity
- Social responsibility
- Key competencies to succeed

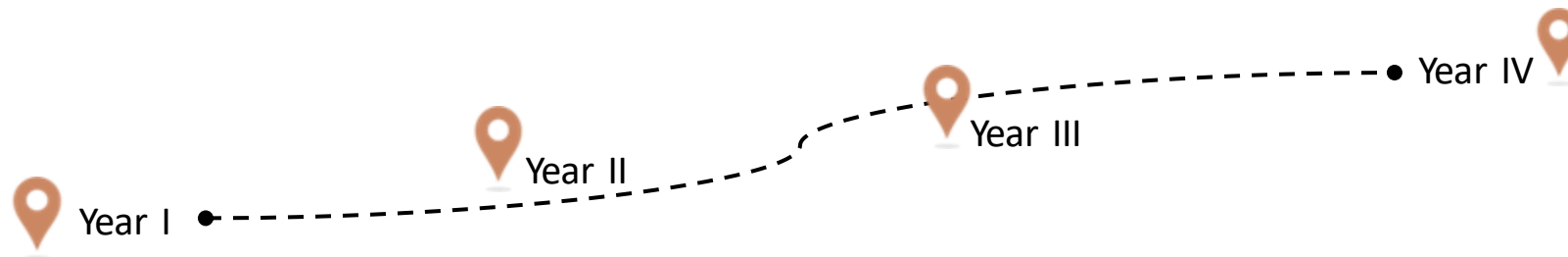


"The first class programme in a first class way"



IBGM Roadmap

- ✓ First major in IBGM
- ✓ Second major: 60+ choices!
- ✓ Financial support for global activities: Sponsorship scheme
- ✓ Business competitions
- ✓ Internships & career development
- ✓ Carve your own IBGM experience: Student committees



- Leadership Boot Camp
- Asia-Pacific Study Tour

- International Field Trip
- Guaranteed First Overseas Exchange

Guaranteed First Overseas Exchange and Optional Second Overseas Exchange

and more Global Enrichment and Leadership Development Opportunities ...

Exclusive for IBGMers



BBA(IBGM) Curriculum Structure

Year I	Language Enhancement Course (6 credits)	Common Core Courses (24 credits)	First Major in IBGM (24 credits) <i>Business Foundation Courses</i>	
Year II	Language Enhancement Course (6 credits)	Common Core Courses (12 credits)	First Major in IBGM (24 credits) <i>Business Foundation Courses</i> (such as accounting, economics, finance and statistics, marketing and management)	
Year III	Language Enhancement Course (6 credits)	First Major in IBGM (18 credits) <i>Disciplinary Courses</i>		Second Major (72 – 90 credits) + Free Electives (18 – 0 credits)
Year IV	First Major in IBGM (30 credits) <i>Disciplinary Courses + Capstone Course</i>			

Global Enrichment and Leadership Development Opportunities

Leadership Boot Camp & Asia-Pacific Study Tour

International Field Trip

Compulsory First Overseas Exchange and Optional Second Overseas Exchange

and more ...

Disciplinary Core Courses: Global Analysis Team Project, International Business Environment, Global Corporate Strategy, Leadership Development Programme, Multinational Corporations, Strategic Management (*Capstone*)

Disciplinary Electives: Business Law, Company Law, Financial Programming and Databases, Text Analytics and Natural Language Processing in Finance and Fintech, Advertising Management, Digital Marketing

Second Major at HKUBS or Cross-Faculty

First Major

+

Second Major

+

Minor (Optional)

First Major	HKU Business School	<ul style="list-style-type: none"> International Business and Global Management (IBGM)
Possible Second Major/ Minor Options (60+ choices available!)	HKU Business School	<ul style="list-style-type: none"> Asset Management and Private Banking/ Economics/ Quantitative Finance Entrepreneurship, Design and Innovation/ Finance/ Human Resource Management/ Information Systems and Analytics/ Marketing
Possible Second Major/ Minor Options (60+ choices available!)	Cross-Faculty	<ul style="list-style-type: none"> Psychology/ Sociology/ Philosophy/ Politics & Public Administration/ Media Studies/ Counseling/ Urban Governance/ Computer Sciences... History/ Fine Arts / Music/ English Studies/ French/ Spanish/ Japanese Studies/ Korean Studies ... Molecular biology/ Biotechnology... <p style="text-align: right; color: #0070c0;"><i>and many more!</i></p>

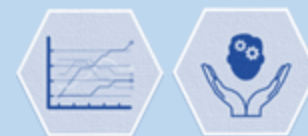
Examples of combinations chosen by IBGMers:



Music Major + Finance Minor



Philosophy Major + Computer Science Minor



Finance Major + Counselling Minor

Extensive Career Choices Supported by Immense Range of 60+ Second Majors

Examples:

Banking

Potential second majors:

- Finance
- Quantitative Finance

Consulting

Potential second majors:

- Economics
- Marketing
- Computer Science
- Information Systems and Analytics

NGO/ Government

Potential second majors:

- Social Policy and Social Development
- Psychology
- Politics and Public Administration

Tech Industries

Potential second majors:

- Energy/ Environmental/ Healthcare/ Materials Engineering
- Computer Science
- Information Systems and Analytics

Start-up

Potential second majors:

- Energy/ Environmental/ Healthcare/ Materials Engineering
- Computer Science

Creative Industries

Potential second majors:

- Cognitive Science
- Art History
- French
- Philosophy
- Music

Objectives

- Maintain close bonding between students and alumni
- Prepare students for their future careers



Organize and host alumni sharing/ gathering



Career planning and job hunting workshop

Communication

Communicate with different stakeholders: team members, alumni, professors and companies

Community

Connect students with mentors, alumni and seniors



IBGM Field Trip Department

**International
Field Trip**

**Asia Pacific
Study Tour**

**Overseas
Exchange**



IBGM Field Trip Department



What do we do?

International Field Trips

- Logistics → destination research, itinerary planning, liaison & communication

Overseas Exchange

- Pre-exchange and post-exchange surveys → maximize the support and information for incoming cohorts

Leadership Bootcamp

- On-site support, administration, evaluations





Form meaningful **bonds**



Bring a **positive** impact



Gain real-world social media **marketing** experience



What do we do?

- Faculty Orientation/Induction
- Orientation Series (Cafe, camp, dinner)
- Course Database
- Semester Gatherings
- International Business Students BBQ
- JUPAS Talks, Information Days
- Buddy Program
- And more...!!



Focus on improving student experience

