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**

- **Year I**
  - Leadership Boot Camp
  - Asia-Pacific Study Tour

- **Year II**
  - International Field Trip
  - Guaranteed First Overseas Exchange

- **Year III**
  - Guaranteed First Overseas Exchange and Optional Second Overseas Exchange

- **Year IV**
  - and more Global Enrichment and Leadership Development Opportunities ...

- **Exclusive for IBGMers**
  - 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
## BBA(IBGM) Curriculum Structure

### Year I
- **Language Enhancement Course** (6 credits)
- **Common Core Courses** (24 credits)
- **First Major in IBGM** (24 credits)
  - Business Foundation Courses

### Year II
- **Language Enhancement Course** (6 credits)
- **Common Core Courses** (12 credits)
- **First Major in IBGM** (24 credits)
- **Business Foundation Courses**
  - (such as accounting, economics, finance and statistics, marketing and management)
- **Second Major** (72 – 90 credits)
- **Free Electives** (18 – 0 credits)

### Year III
- **Language Enhancement Course** (6 credits)
- **First Major in IBGM** (18 credits)
- **Disciplinary Courses**

### Year IV
- **First Major in IBGM** (30 credits)
  - Disciplinary Courses + Capstone Course

### 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

*Note: Curriculum information may be subject to review and change from time to time.*
Second Major at HKUBS or Cross-Faculty

<table>
<thead>
<tr>
<th>First Major</th>
<th>HKU Business School</th>
<th>Possible Second Major/Minor Options (60+ choices available!)</th>
<th>Cross-Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>HKU Business School</td>
<td>▪ International Business and Global Management (IBGM)</td>
<td></td>
<td>▪ Psychology/ Sociology/ Philosophy/ Politics &amp; Public Administration/ Media Studies/ Counseling/ Urban Governance/ Computer Sciences…</td>
</tr>
<tr>
<td>Entrepreneurship, Design and Innovation/ Finance/ Human Resource Management/ Information Systems and Analytics/ Marketing</td>
<td></td>
<td></td>
<td>▪ Molecular biology/ Biotechnology…</td>
</tr>
<tr>
<td>First Major</td>
<td>+</td>
<td>Second Major</td>
<td>+</td>
</tr>
<tr>
<td>Minor (Optional)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Examples of combinations chosen by IBGMers:
- Music Major + Finance Minor
- Philosophy Major + Computer Science Minor
- Finance Major + Counselling Minor

Note: Major/Minor options are subject to review and change from time to time, and some may involve a selection process.
Extensive Career Choices Supported by Immense Range of 60+ Second Majors

Examples:

**Banking**
- Finance
- Quantitative Finance

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

**NGO/Government**
- Social Policy and Social Development
- Psychology
- Politics and Public Administration

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

**Start-up**
- Energy/Environmental/Healthcare/Materials Engineering
- Computer Science

**Creative Industries**
- Cognitive Science
- Art History
- French
- Philosophy
- Music

* The information is for reference only.
Objectives

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

Communication

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

Community

Connect students with mentors, alumni and seniors

Organize and host alumni sharing/gathering

Career planning and job hunting workshop
IBGM Field Trip Department

HKU BUSINESS SCHOOL

Singapore APAC Study Tour 2019

France

DECATHLON

IBGM Field Trip Department

HKU BUSINESS SCHOOL
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
Enrichment Department

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