

(For students admitted in 2022-23 under the 4-year degree)

BBA in Global Business

In addition to the requirements of their major programs, students are required to complete the University and School requirements for graduation. For details please refer to the respective sections on this website.

Unless approved by the Dean or the Dean's designate, students are not allowed to reuse courses that are counted towards the School Requirements to also fulfill the Major or Option requirements.

Students may use no more than 6 credits earned from courses offered in self-paced online delivery mode to satisfy the graduation requirements of a degree program. This 6-credit limit does not apply to credits obtained through the credit transfer procedures of the University.

For students graduating with an additional major, they must take all the requirements specified for that major, within which they must complete at least 20 single-counted credits. These 20 credits cannot be used to fulfill any other requirements for graduation except for the 120-credit degree requirement.

Under the new 30-credit Common Core Program which is applicable to students admitted to the University in 2022-23 and thereafter, courses that have been counted towards School and/or Major Requirements are not allowed to be reused for fulfillment of the University Common Core Requirements. Students should look up the details of the Common Core Program including the general and School-/program-specific distributional requirements posted on the Common Core website where the link to it is available on this website.

Major Requirements

Required Course(s)

			Credit(s) attained
GBUS	1000	Global Leadership Development	0
GBUS	2010	Global Business Analysis	3
GBUS	2020	Public Service Project	1
GBUS/ISOM		Note: GBUS 3030 <u>OR</u> ISOM 2040	3-4
GBUS	3030	Global Business Case Studies	4
ISOM	2040	Business Simulation and Strategic Decisions	3
GBUS	4910	Capstone Project	4

Elective(s)

			Minimum credit(s) required
GBUS		Global Business Electives (Courses from the specified elective list, of which at least 6 credits from each area and at least 2 courses must be offered by GBUS. Courses taken to fulfill requirements of an additional major in SBM may not be counted towards this elective requirement.)	15
Area A: Global and Societal Perspective			
GBUS	3010	Global Perspectives on Contemporary Issues	3
GBUS	3040	Doing Business in Asia and Emerging Markets	2

GBUS	4000D	Value Investing in Global Markets	3
ACCT	3610	Business Law	3
ECON	4364	International Trade and Investment	4
ECON	4474	Hong Kong's Economy	4
MARK	3430	Global Marketing	4
MARK	4290F	Brand Activism in Strategic Marketing	4
MGMT	3120	Managerial Leadership	4
MGMT	4230	International Management	4
MGMT	4240	Strategic Management in China	4
ISDN	2200	Systems Thinking and Design	3
PPOL	3210	Energy Policy	3
SOSC	4260	China's Economic Transformation	3

Area B: Business Strategy and Innovation

GBUS	2030	From Zero to Exit – Journey of A Start-up	2
GBUS	3050	Deal Making in Asia and Emerging Markets	3
ISOM	3900	Decision Analytics	3
ISOM	4020	Innovation Management and Technology Entrepreneurship	3
ISOM	4750	Business Project Management	3
ISOM	4780	Integrated Planning and Execution	3
MARK	3220	Marketing Research	4
MARK	3480	Pricing Strategy	4
MARK	3610	Digital Marketing	4
MARK	4450	Brand Management	4
MGMT	3140	Negotiation	4
MGMT	4210	Corporate Strategy	3
MGMT	4220	Entrepreneurship and Innovation	4
MGMT	5730	Social Entrepreneurship and Venture Philanthropy	3
ENTR	3030	Social Innovations and Entrepreneurship	3
ISDN	4200	Product Management	3
TEMG	4950	T&M Corporate Consulting Project	3-5

Other(s)

One regular term of study abroad