(For students admitted in 2024-25 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 9 credits earned from courses offered in self-paced online delivery mode to satisfy the graduation requirements of a degree program. This 9-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 fulfilment 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/SBMT		Note: GBUS 2040 OR SMBT 2100-2110	1-4
GBUS	2040	Environmental, Social, and Governance (ESG) Corporate Project	1
SBMT	2100-2110	Community Services Project	1-4
GBUS/ISOM		Note: GBUS 3030 OR ISOM 4780	3-4
GBUS	3030	Global Business Case Studies	4
ISOM	4780	Integrated Planning and Execution	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 Area A, and at least 1 course from Area B and Area C, respectively. With approval of the program office, students may replace the requirement of completing one Additional Major/ Extended Major/ Minor (see "Others" below) by taking additional 9 credits at 3000-level or above from this elective list, with at least 1 course from Area A out of the additional 9 credits.)	15-24
Area A: Global Business			
GBUS	2030	From Zero to Exit – Journey of A Start-up	2
GBUS	2050	Blue Ocean Strategy Innovation and Execution	2
GBUS	3010	Global Perspectives on Contemporary Issues	3
GBUS	3040	Business and ESG Management for Asia and Emerging Markets	3
GBUS	3050	Deal Making in Asia and Emerging Markets	3
GBUS	3060	Value Investing in Global Markets	3
Area B: Global and Societal Perspective			
ACCT	3610	Business Law	3
ECON	4364	International Trade and Investment	4
ECON	4474	Hong Kong's Economy	4
MARK	3430	Global Marketing	4
MGMT	3120	Managerial Leadership	4
MGMT	3170	Managing CSR (Corporate Social Responsibility)	3
MGMT	4230	International Management	4
MGMT	4240	Strategic Management in China	4
MGMT	4250	Management Consulting	3
SOSC	4260	China's Economic Transformation	3
Area C: Business Strategy and Innovation			
ECON	4264	Economics of Innovation and Entrepreneurship	4
ISOM	3900	Decision Analytics	3
ISOM	4020	Innovation Management and Technology Entrepreneurship	3
ISOM	4040	Digital Strategy and Transformation	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	3160	Environmental Business Strategies	3
MGMT	4210	Corporate Strategy	3

MGMT	4220	Entrepreneurship and Innovation	4
ENTR	3030	Social Innovations and Entrepreneurship	3
ENTR	3360	From Product Innovations to Successful Technology Startups	3
ENVR	3310	Green Business Strategy	3
ISDN	4200	Product Management	3

Other(s)

Complete one Additional Major, Minor or Extended Major Program (Students pursuing Dual Degree Program in Technology and Management are exempted from this requirement)

One regular term of study abroad