BBA in Global Business
MSE Information Session

Ms. Sharon S L NG
GBUS Program Manager

21 February 2024 (Wed)
AGENDA

Program Overview → Curriculum → People → Application → Q&A

Create Impacts with a Global and Strategic Mindset
Since 2001

Class of 2027 34

750+ GBUS Alumni

200+ Current Students

Create Impacts with a Global and Strategic Mindset
Create Impacts with a Global and Strategic Mindset

Global Exposure
Critical Analysis
Experiential Learning and Application
CRITICAL ANALYSIS
Create Impacts with a Global and Strategic Mindset

CRITICAL ANALYSIS - CURRICULUM

YEAR 1
UNIVERSITY COMMON CORE + FREE ELECTIVES

YEAR 2
BUSINESS CORE FOUNDATION

YEAR 3
MAJOR(S) / EXTENDED MAJOR / MINOR(S)

YEAR 4
MINIMUM 120 CREDITS FOR GRADUATION

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Create Impacts with a Global and Strategic Mindset

**GBUS CORE COURSES**

- Global Leadership Development
- Global Business Analysis
- ESG Corporate Project
- Capstone Project

or

- Global Business Case Studies
- Integrated Planning and Execution

**GBUS ELECTIVES**

**Area A: Global and Societal Perspective**

- Global Perspective on Contemporary Issues
- Business and ESG Management for Asia and Emerging Markets
- Value Investing in Global Markets

**Area B: Business Strategy and Innovation**

- From Zero to Exit: A Start-up Journey
- Deal Making in Asia and Emerging Markets
- Blue Ocean Strategy Innovation and Execution

... together with list of courses offered by SBM and other Schools/IPO

Create Impacts with a Global and Strategic Mindset
Rich Industry Experience  Teach MBA/EMBA/Executive Courses  Award-winning Instructors

Prof. Stephen NASON  PhD (USC)  Director, World Bachelor of Business, HKUST
Teaching Awards
* Franklin Prize (MBA Courses)
* Michael G. Gale Medal for Distinguished Teaching

Prof. Milind RAO  PhD (Columbia)
Teaching Awards
* Franklin Prize (MBA Courses)
* Professor of the Year, Kellogg-HKUST EMBA

Prof. Chris DORAN  MBA (INSEAD), MEng (Cambridge)  CEO Asia, Strategic Thinking Group  Director (Strategic Planning & Development), A.S. Watson
Teaching Awards
* Franklin Prize (MBA Courses)

Prof. Larry FRANKLIN  MBA, JD (Stanford), CPA  GM-Investment & Head Legal Counsel, Hutchison Whampoa (China)
Teaching Awards
* Kellogg-HKUST Professor of the Year nominee
* MIT Sloan Teaching Excellence Award nominee

Create Impacts with a Global and Strategic Mindset
“Negotiating with classmates is an excellent way to learn the subject and Professor Nason's debriefing is helpful to match theory and practice.”

“We get to learn about a very broad range of industries and types of presentations. Professor Doran is truly one of my favorite professors I have ever had in HKUST. He challenges us to think and has really broadened my perspective.”

“Learn much financial knowledge and informational challenges about doing business in Asia. Guest speakers provide very unique insight in the specific industry.”
CRITICAL ANALYSIS - SKILLSET

- Proficient in Business Analysis
- Competent in Strategic Problem Solving
- Effective in Professional Communication
GLOBAL EXPOSURE
GLOBAL EXPOSURE

**Global-Centric Events**
Join courses and activities to gain insights into global issues

**International Exchange & Visiting Programs**
Two overseas exchange opportunities with 130+ partner universities in Asia Pacific, Europe, and North America

**Overseas Study Trips**
Visit firms and business schools to understand global environment

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GLOBAL EXPOSURE - STUDY TRIP TO SEOUL IN JUNE 2023

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GLOBAL EXPOSURE – GLOBAL LEADERSHIP FORUM

Mrs. Christine IP
Managing Director, UOB Hong Kong

Prof. K. C. CHAN,
Former Secretary of Financial Service

Mr. Benjamin HUNG
CEO of SCB HK

Mr. Ronnie CHAN,
Chairman of Hang Lung Group

Mr. Peter Yan
CEO of Cyberport Hong Kong

Dr. David CHUNG
HKSAR Government

Mr. Thomas J MEHRMANN
Ocean Park HK
EXPERIENTIAL LEARNING AND APPLICATION
EXPERIENTIAL LEARNING AND APPLICATION – WITHIN CURRICULUM

ESG Corporate Project
Develop socially responsible leadership by working with NGO/SME

Capstone Project
Synthesize knowledge and skills into final year corporate consulting projects

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EXPERIENTIAL LEARNING AND APPLICATION - PROGRAM-STUDENT PARTNERSHIP

STUDENT INITIATIVE TEAMS

Affiliation
Career & Professional Development
Design & Communications
External Relations
Supporting Role to GBUS Program

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Student Sharing: Way to GBUS

Rachel Lee
Year 2 GBUS
Rachel Lee
GBUS Year 2
Class of 2026
admitted to UST's BBA in Finance program through JUPAS

engaged in diverse experiences during Year 1

fascinated by the GBUS students I met, my interest in the program grew

my DSE electives: Economics, BAFs(Accounting), Chemistry, M1
"Don't just make money, make a difference"

-Grant Cardone-

GBUS’s “Create impacts with a global and strategic mindset” aligns with my aspiration
Why GBUS?

GBUS’s “create impacts with a global and strategic mindset” aligns with my aspiration.

1. The Exposure
opportunities that resonate with my passion for addressing global issues

2. The People
a community of driven individuals who motivate and inspire one another

3. The Curriculum
GBUS-exclusive, intellectually intensive courses taught by seasoned experts
Joined the GBUS community in my last semester (3rd MSE)
Kickstarting my GBUS journey

Social Events:
- GBUS x GBS x IBGM Party Room
- Year 2 Team Building

Academics:
- GBUS 2010 Global Business Analysis
- GBUS 1000 Townhall
MSE tips & hacks

PS & CV
Convey your story and passion

Group Interview
Demonstrate your collaborative qualities

Individual Interview
ensure clarity regarding your profile details
MSE tips & hacks

**PS & CV**
Convey your story and passion

**Group Interview**
Demonstrate your collaborative qualities

**Individual Interview**
Ensure clarity regarding your profile details

**Be yourself & showcase who you are**

It's not about competing against others but showcasing your fit for GBUS
Future ME

Global Learning
@Year 3 spring

Embarking on a semester-long exchange at one of Europe's top business schools

Career

Aiming for a career in the finance industry, leveraging GBUS's extensive network for valuable opportunities
Don’t just make money, make a difference

-Grant Cardone-
Thank you!
LIFE ALONGSIDE GBUS – SCHOLARSHIP AND AWARDS

Year 2 Students
The Hong Kong Jockey Club Undergraduate Scholarship

Year 2 Students
Gold Award & Best Presentation at Hong Kong Techathon+ 2024

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LIFE ALONGSIDE GBUS - CASE COMPETITIONS

Central European Case Competition 2023
2nd Runner Up

Oliver Wyman HK Impact 2023 Case Competition
Champion Team
1st and 2nd Runner-up

J.P. Morgan Private Bank Challenge 2023
Champions

HKUST International Case Competition
1st Runner Up and Outstanding Business Concept Award

Champions Trophy Case Competition 2024
1st Runner Up and Outstanding Business Concept Award

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LIFE ALONGSIDE GBUS – CAREERS SUPPORT

Alumni Connection
Company Visit
Career Advising
Internship / Industry Sharing
Interview Workshops
GOING BEYOND GBUS
BEYOND GBUS – GRADUATE WITH WIDE OPTIONS

Class of 2023 Summer Internship

- Finance and Banking: 57%
- Consulting: 18%
- Marketing: 10%
- Technology: 10%
- Conglomerate: 5%

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BEYOND GBUS - "FORBES 30 UNDER 30"

Miranda GAO  Class of 2012
Forbes China 30 under 30 in 2015
Entrepreneurship

Jasper YIP  Class of 2013
Forbes China 30 Under 30 in 2021
Finance and Venture Capital

Bradley CHIANG  Class of 2016
Forbes Asia 30 under 30 in 2016
Consumer Tech

Timothy NG  Class of 2016
Forbes Asia 30 Under 30 in 2020
Media, Marketing & Advertising

Boryana UZUNOVA  Class of 2017
Forbes Bulgaria 30 Under 30 in 2019
Entrepreneurship

Jaeook LEE  Class of 2018
Forbes Asia 30 Under 30 in 2023
Arts

Create Impacts with a Global and Strategic Mindset
BBA IN GLOBAL BUSINESS (GBUS)
MSE APPLICATION UPDATES

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Create Impacts with a Global and Strategic Mindset

MSE APPLICATION – TIMELINE FOR SPRING 2024

April 2 to 24
Apply for MSE

May 13/14/16
Interview F2F (must!)

Jun 26 (Wed)
MSE Result

Academic Performance
CV & Personal Statement

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MSE APPLICATION - ACADEMIC PERFORMANCE

- CGA 3.0 or above
- B- or above in LANG1401/1402 & LANG1403/1404
- C+ above in MATH course (B+ or above in ISOM2500)
- Completed at least 29 credits (including transferred credits upon admission)
MSE APPLICATION - CV AND PERSONAL STATEMENT

**CV**
- Track record of initiatives and achievements (e.g., leadership, service, sports, projects, competitions)
- A one-page highlight of your recent and most significant experience and achievements that best represent yourself

**Personal Statement**
- Fit with GBUS core values and potential to benefit from and contribute to the community
- English proficiency
- Logical thinking
- You as an individual (e.g., your passion, aspiration, significant learning experience)
- Why you want to join GBUS, experience/knowledge working with GBUS students

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MSE APPLICATION - INTERVIEW REQUIREMENT

Met Minimum Academic Requirements
- Paper screening based on CV and personal statement
- Once passed paper screening, admission decision is subjected to interview performance

Interview
- NO make-up interview request will be entertained
- Interview format will be group interview and one-on-one chat

Major

Create Impacts with a Global and Strategic Mindset
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<thead>
<tr>
<th>Intake</th>
<th>Fall 2023</th>
<th>Spring 2024</th>
<th>Fall 2024</th>
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<tbody>
<tr>
<td>2022-23 (Year 2)</td>
<td>8</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>2023-24 (Year 1)</td>
<td>6</td>
<td><strong>20</strong></td>
<td>5</td>
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MSE APPLICATION - TIPS FOR INTERVIEW

Quality we are looking for:

- Self-Driven
- Team Player
- Analytical Skills
- Communication Skills

GBUS as first choice, always!

Interview priority:
Put GBUS as FIRST choice

Putting GBUS as second choice will not be considered if reach the quota in first choice

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MSE APPLICATION - JUST IN CASE IF FAILED

Re-apply?

No harm trying but have realistic expectation

Self reflection on previous compromising factors: quota, academic results, co-curricular records, interview performance; consider whether these factors have tremendously changed
Q & A