

# International Business and Chinese Enterprise (IBCE) Concentration

## Fact Sheet

### Objective:

- Targeted on students who are interested to pursue careers in international business with an emphasis on business activities between China and the United States.

### Target student intake number and admission time:

- 20 students per year for each university
- CUHK will admit the first intake in the academic year of 2010/2011 while USC will admit students in the academic year of 2009/2010.

### Unique programme framework

- Students from both universities will form an international class and share a number of courses and experiences together. The class will spend two years at the CUHK campus and one year at the USC campus, throughout the three-year curriculum;
- All students have to complete summer internships in both the United States and China;
- All students have to take Mandarin courses as needed and obtain a language proficiency in Mandarin at the Advanced Level.
- Students who have completed their bachelor programmes and have fulfilled the minimum entry requirements for the one-year Master of International Business programme offered by USC can opt for continuing the master programme at their Columbia campus immediately after their graduating year.

### Unique features

- Specially designed curriculum incorporating a joint core of international business courses along with specialized course that allow students to develop necessary language skills, regional expertise and advanced understanding of the practice of international business.
- Through studying together as one cohort, students will have abundant opportunities to create and sustain cross-cultural relationships with classmates and professors in Hong Kong and the U.S., allowing them to expand personal and business network.
- Through coursework, internships and travel, they will be able to personally experience the impact of culture on business practices and to broaden international exposure.