GBUS

TWENTY-FIFTH
ANNIVERSARY

GLOBAL BUSINESS
HKUST

Create Impacts with a Global and Strategic Mindset

The BBA in Global Business (GBUS) is designed for capable and highly motivated students who aspire to be socially responsible leaders with a global perspective, cultural sensitivity, compassion for social causes, sound critical thinking, and humility. Moreover, it is designed to develop students' enthusiasm and confidence in embracing global challenges and realizing their dreams.

HKUST BUSINESS SCHOOL

The Youngest and Most Respected Business School in Asia

HKUST BUSINESS SCHOOL 香港科大商學院
WORLD CLASS IN ASIA

Established in 1991, the HKUST Business School has risen to international prominence in a remarkably short period of time, achieving widespread global recognition and a variety of prestigious academic rankings. Always striving for excellence, our strength lies in our full range of program offerings designed for high-calibre students and high quality research conducted by our world class faculty.

37,000+
ALUMNI
of over 100 nationalities

3,800+
UNDERGRADUATES
of over 45 nationalties

160+
FACULTY
of over 25 nationalties

145+
EXCHANGE PARTNERS
for UG Programs

YOUNG UNIVERSITY
NO. 1
in the World
Times Higher Education 2025

GRADUATE EMPLOYABILITY
NO. 1
in Hong Kong
Times Higher Education 2025

RESEARCH
NO. 1
in Asia
The UTD Top 100 Business School Research Rankings

HKUST Global Business Program

Create Impacts with a Global and Strategic Mindset

GLOBAL BUSINESS HKUST

Started in 2001, the BBA in Global Business (GBUS) program was founded by Prof. Kar Yan TAM with an objective to equip business students with global perspectives through co-curricular elements, including international exchange, corporate internship, and exposure to humanities and social sciences disciplines.

GBUS has not only become a signature program of HKUST, but also exemplified innovation in undergraduate business education. Over the past 25 years, GBUS has lived up to its vision, as seen in its high quality student intake, strong showing in international competitions, and the positive impact its alumni are marking in the business community and beyond.

960+	190	47	70+	10
ALUMNI	UNDERGRADUATES	CLASS OF 2025	CORPORATE PARTNERS	CHAMPIONS
of over 30 nationalities	of over 15 nationalties	with 4 AA Medalists	for Capstone Projects	of case competitions over past 5 years

Led by Brilliant minds

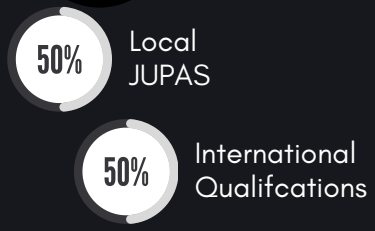
Prof. Kar Yan TAM
2000 to 2006
>>>
The late Prof. Paul FORSTER
2006 to 2008
>>>
Prof. Angela NG
2008 to 2010
>>>
Prof. Emily NASON
2010 to 2020
>>>
Prof. Tat Koon KOH
2020 to present

Program Highlights

What Sets GBUS Apart

HIGH-CALIBRE STUDENTS

Over the years, we have welcomed over 1,000 talented students, each excelling in their qualifications and diverse profiles. This rich tapestry of talent fosters a dynamic environment for cross-boundary learning.



WORLD CLASS FACULTY

- Professional Industry Experience
- Teaching MBA /EMBA / Executive Courses
- Prestigious Award-winning Instructors

UNIQUE CURRICULUM

The Program has a well-designed, global and impact-centric curriculum. It exclusively offers courses that are only listed in HKUST Business School



Structural GBUS Training

Bespoke Curriculum

Insights from Business Domains

GLOBAL EXPOSURE

INTERNATIONAL EXCHANGE

With the HKUST Business School's extensive partnerships with 150+ institutions worldwide, 100% of our students benefit from overseas learning experiences during their studies, with one-third spending a year in two Business Schools worldwide.

GBUS STUDY TRIP

Our students are provided with exclusive and immersive experiences, engaging in vibrant cultures while gaining insights from corporate visits into international business.

Key Milestones

2001

Program founded by Professor Kar Yan TAM

2004

Graduation of first GBUS cohort

2006

Led by the late Professor Paul FORSTER

2008

Launch of GBUS Advisory Board; Professor Angela NG served as the Acting Program Director

2009

Inception of HKUST Global Leadership Forum

2010

Professor Emily NASON was introduced as new Program Director

2011

First Overseas Study Trip to Seoul, South Korea

2016

Introduction of the Peer Mentoring Program

2018

First Europe Study Trip to Russia; First South America Study Trip to Brazil

2021

Professor Tat Koon KOH was introduced as new Program Director

2023

First Post-Covid Study Trip to Seoul, South Korea

2025

Entering the 25th anniversary of the Program

Forbes 30 Under 30 - GBUS Edition



Bradley CHIANG

Class of 2016
Consumer Tech

Boryana UZUNOVA

Class of 2017
Entrepreneurship





Jaeook LEE

Class of 2018
Arts



Jasper YIP

Class of 2013
Finance and Venture Capital

Miranda GAO

Class of 2012
Entrepreneurship





Grace LAM

Class of 2017
Energy & Green Tech

Timothy NG

Class of 2016
Media, Marketing & Advertising



MESSAGE FROM ACTING DEAN OF HKUST BUSINESS SCHOOL

This year marks the 25th anniversary of our BBA in Global Business (GBUS), Hong Kong's pioneering and one of the most sought-after business programs.

Since its establishment, GBUS has exemplified our School's vision of cultivating future leaders with global perspectives, cultural diversity and sensitivity, and a deep sense of responsibility to society. With its international exposure, flexible curriculum, and extensive learning beyond the classroom, GBUS has consistently empowered graduates to thrive and excel in an evolving world, making positive impacts to the society.

As we honor this milestone, I look forward to seeing future generations of GBUS students continue to innovate, lead responsibly, and make a lasting impact on the global stage.
I am confident that GBUS will remain a benchmark for global business education for decades to come.



Professor Kai-Lung HUI
Acting Dean of HKUST Business School

MESSAGE FROM PROGRAM DIRECTOR

It is with immense pride that I welcome you to the celebration of the 25th anniversary of the BBA in Global Business (GBUS) program at HKUST.

Twenty-five years mark a remarkable journey of developing the next generation of global leaders. Since its inception, GBUS has equipped our students with the strategic acumen and insight needed to thrive in an ever-evolving world. Through rigorous academics and immersive global experiences, our graduates have made significant impacts across all continents. Their achievements are the true measure of our success.

This milestone is also a moment to thank the entire community: our faculty, staff, partners, and, most importantly, our talented students and successful alumni. Your ambition and dedication are the core of the GBUS legacy.

Here's to the next quarter-century of impact! Happy 25th Anniversary!



Professor Tat Koon KOH
Associate Dean (UG Programs)
HKUST Business School

MESSAGE FROM GBUS FACULTY

Teaching GBUS students for 15 years has been a true privilege. That's countless students wrestling with Prince Edward Island Preserves issue trees. And I mean privilege—while other UG students struggled with my "tough love" style, GBUS students challenged me back with their questions, demands for feedback, and thirst to learn more.

Their patience with "wax on, wax off" assignments, putting in hard thinking without seeking shortcuts. Their courage standing before classmates to receive tough constructive feedback. Their flexibility applying class tools to real-world capstone projects. Their acting skills pretending my jokes were funny.

What sets GBUS students apart is their commitment to lifelong learning. As our world experiences disruptive changes—from AI to challenges we can't yet imagine—they've built the foundation: curiosity, resilience, and the discipline to master fundamentals before racing ahead. That's what will enable them not just to survive, but thrive through the next 25 years.



Professor Chris DORAN

MESSAGE FROM GBUS FACULTY

Happy 25th GBUS! I have been teaching GBUS for so long that I feel a special connection. I remember those early classes 25 years ago: you were young, unproven, and on fire. That energy helped GBUS become a premier business program in Hong Kong. Teaching "Deal Making in Asia and Emerging Markets" and taking teams to case competitions, I've watched you cross cultures, markets, and time zones—treating PowerPoint as a second language and coffee as core curriculum.

Thank you for the sharp questions, brave ideas, and generosity. As you build the next 25 years, keep your compass set to Asia, your minds open to the world, and your slides to three bullet points.

Proud of you—past, present, and future. Onward, GBUS!



Professor Stephen NASON

MESSAGE FROM GBUS FACULTY

I have been teaching GBUS students for many years now. Throughout that time, I have found the students all had engaged, challenging, open and exploring mindsets. There can be nothing more pleasing and satisfying for a professor to work with students like this. I know that I have learnt from the questions and discussions with students during my courses and I would like to think they have finished my classes with deeper and broader understanding of the topics we have worked through together.

The GBUS program not only helps students develop domain knowledge and expertise, but also allows them to become more complete and mature members of global society.



Professor Mitya NEW

MESSAGE FROM GBUS FACULTY

WHERE STANDARDS ARE DEFINED

Time files and it has been 25 years since Hong Kong and the region bore witness to the birth of a first-of-its-kind idea - The Global Business Program by the School of Business and Management, HKUST. Being first for 25 years is more than just an achievement. For 25 years, GBUS has defined standards.

Standards for how critical thinking is nurtured; standards for how creativity mindsets are nurtured; standards for how resilience is nurtured; standards for how perseverance is nurtured; standards for how appreciation for diversity is nurtured; standards for how social responsibility is nurtured; standards for how humility is nurtured; standards for how visionaries are nurtured. Above all, standards for how World Class Global Business Leaders are nurtured.

Bravo to you all. Here's to another 25 years and many more!



Professor Joseph KOC

MESSAGE FROM GBUS FACULTY

It has been both an honor and a genuine pleasure to teach such a remarkable group of elite students. I have only taught at the GBUS for a few years. Throughout my time together with them, I witnessed an extraordinary group of students who were not only incredibly smart but also diligent and truly passionate about learning. Your curiosity and dedication created an inspiring atmosphere that energized every lecture and discussion. Teaching you was more than a job; it was a source of inspiration that pushed me to bring my best to each class.

I sincerely appreciate Emily for giving me the opportunity to teach in this program; and am grateful to Tat Koon for the support and guidance he has provided me since. A special shout out to Sharon for putting up with my many requests and ensuring that my course runs smoothly. Thank you all for creating such a positive environment.



Professor Milind RAO

MESSAGE FROM GBUS FACULTY

Congratulations on your 25th Anniversary! From the inception of the Global Business program, I have had the privilege of contributing as a corporate advisor. Even in its early days, the program's potential to nurture future leaders was clear, thanks to Professor Kar Yan Tam's visionary approach. His goal of providing world-class global education to a select group of talented students has been realized, as the program has become one of Hong Kong's leading business courses, attracting exceptional students from both local and international schools.

I have also partnered with Professor Lafon-Vinais to teach a management course within the program. This experience has been immensely rewarding, as the students have consistently demonstrated remarkable intellectual curiosity and a willingness to tackle challenging business cases. Their passion and capability are a testament to the program's impact, and I am confident they will excel in their careers, contributing meaningfully to the global business community.



Professor
Cassian CHEUNG

MESSAGE FROM GBUS FACULTY

Congratulations on the 25th anniversary of the Global Business Program!

Having had the pleasure of being involved with the program over my twenty-something years at HKUST Business School, first teaching the Doing Business Course, then advising Capstone Projects and more recently leading the ESG Corporate Project, I witnessed firsthand the quality of our students and the program.

With amazing faculty like Emily and Tat Koon, and fantastic professionals like Alice and Sharon, the program has gone from strength to strength and brought honour and pride to us all at HKUST Business School.

I look forward to the next 25 years!



Professor
Veronique LAFON-VINAIS

MESSAGE FROM GBUS FACULTY

Having had the privilege of teaching the talented and hardworking students of the GBUS program for over 12 years, it has been inspiring to witness their growth and success—both in the classroom and beyond. Seeing graduates go on to succeed and make a positive impact in the world is a testament to the program.

The 25th anniversary not only marks a significant achievement but also sets a foundation for a sustainable community that spans generations.

Congratulations to all, and here's to an even more impressive next 25 years!



Professor Thian CHEW

MESSAGE FROM OUR ALUMNI

Watching the program go from strength to strength makes me so proud to be the inaugural GBUS graduating batch! Wishing HKUST & GBUS continued success!

Loretta Tsui, Class of 2004

Congratulations to GBUS program! I'm definitely proud of being an alumni.

Andy Chan, Class of 2006

Congratulations on the 25th anniversary! Proud to be part of this community. Wish there will be more outstanding talents graduating from the program and contributing to the society!

JoJo Leung, Class of 2009

The Global Business program is a unique eyeopening experience and gives students solid foundations in navigating through the challenges of this everchanging world.

Vincent Chiu, Class of 2010

MESSAGE FROM OUR ALUMNI

My earliest memory of GBUS was Paul's seminar at the university open day. Paul, you are deeply missed by us all.

Cheney Cheng, Class of 2011

GBUS shaped my worldview and gifted me lifelong friends. Grateful to celebrate 25 years of a program that truly transforms lives!

Amy Chow, Class of 2012

GBUS bonding is strong. Even after years, it's great catching up with batch-mates and alumni—always exchanging ideas, opportunities, and learning together :)

Amy Wong, Class of 2017

Proud to be a part of the GBUS family - definitely couldn't have reached where I am today without the influential learnings from the program embedded default in my mind.

Cheryl Lee, Class of 2020

MESSAGE FROM OUR ALUMNI

Inspiring to see what we've all achieved so far. More to conquer, onwards and upwards

Theo Hui, Class of 2022

GBUS gave a beckoning glimpse into a world of myriad potential projects, pursuits, and passions, calling and equipping us to forge our own paths.

Giancarlo Gonzaga, Class of 2022

Always grateful for this community which brings us lots of unforgettable memories. Cheers to GBUS's 25th anniversary!

Vinnci Yeung, Class of 2023

I can't imagine joining any university program other than GBUS, truly a life changing experience

Denzel Thunggawan, Class of 2023

Looking back, GBUS is the compass that shaped me and showed me the way!

Vivian Liang, Class of 2023

MESSAGE FROM OUR CURRENT STUDENTS

I am honored to have found a harbor in this warm, symbiotic fellowship of GBUS, where shared light illuminates every path.

Aaron Fang, Class of 2029

Best memories with the best people! I am more than grateful to be part of this community.

Gina Bae, Class of 2026

GBUS is where I found a group of like-minded friends, all driven to achieve incredible goals together. An unforgettable and defining experience.

Liz Lee, Class of 2028

Grateful for my four years of laughs, late nights, and friendships here. Wishing the GBUS community all the best for many more years to come!

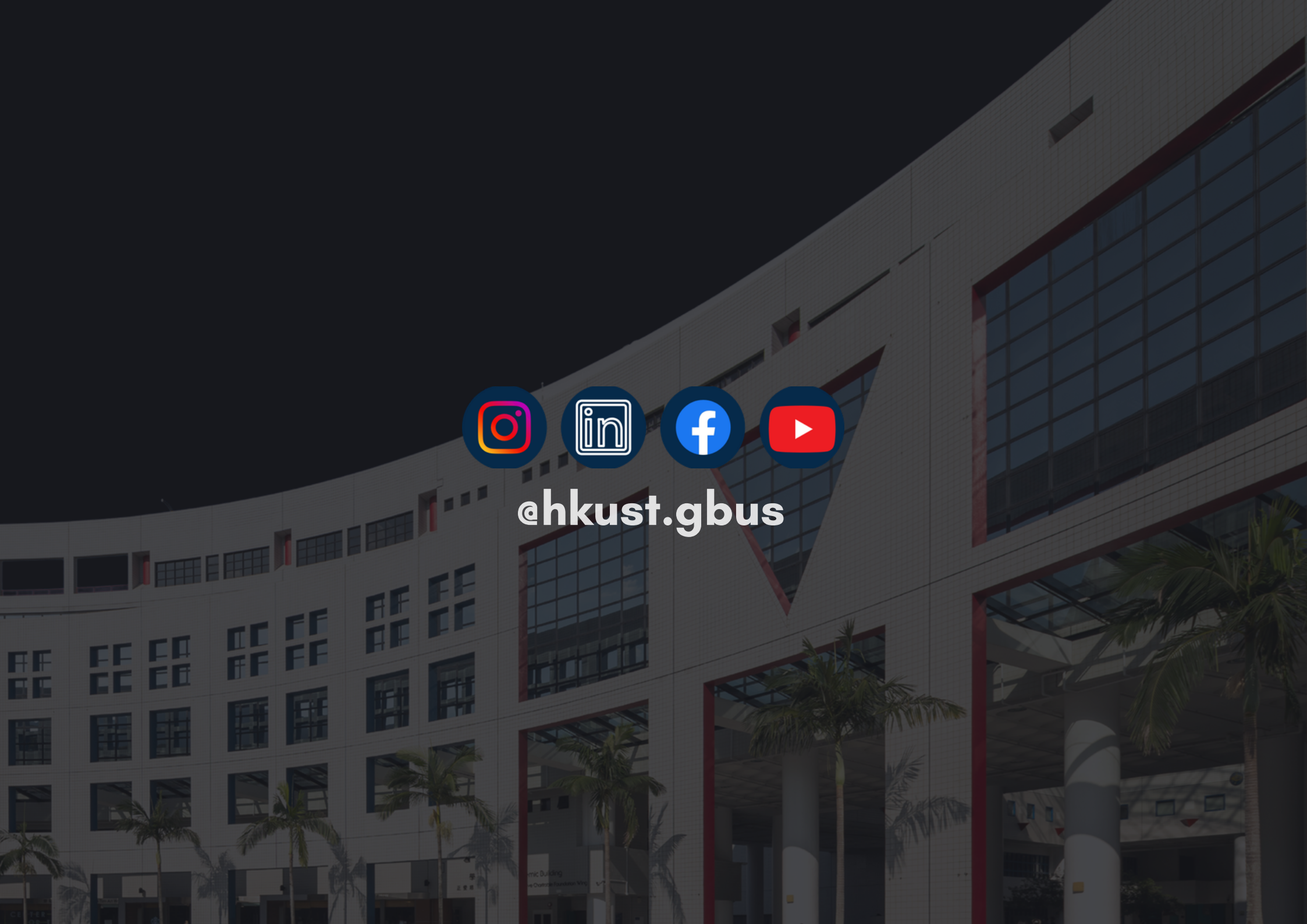
Vincy Ng, Class of 2026

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THE FUTURE AWAITS

THANK YOU
FOR BEING PART OF THE JOURNEY


@hkust.gbus

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25 YEARS OF EXCELLENCE