



# GLOBE

GLOBAL LEARNING OPPORTUNITIES *in* BUSINESS EDUCATION



**Copenhagen Business School – B.Sc. International Business**

Copenhagen Business School • Chinese University of Hong Kong • University of North Carolina at Chapel Hill

## The GLOBE Program

GLOBE, short for Global Learning Opportunities in Business Education, is an undergraduate business education program jointly introduced by Copenhagen Business School (CBS), the Chinese University of Hong Kong (CUHK) and the University of North Carolina (UNC) in 2007. Every year, each partner selects their top fifteen business students to form the high profile GLOBE class who studies, works and lives together for eighteen months. GLOBE is the first tri-continental program of its kind, pioneering business education at the undergraduate level in international educational arena. This business immersion program brings together three of the worlds best business schools to offer an innovative, academic experience offering a unique, integrated business curriculum and experiences to prepare students to be successful leaders in the future.

## Structure

Fifteen students from each partner university form a class of 45. The students will jointly travel around the world acting as both hosts and visitors. The structure of the GLOBE program is based on four stages: (1) a semester at CBS, (2) a semester at CUHK, (3) the opportunity for summer internships, and (4) a semester at UNC. The program starts in Copenhagen with a 48-hour case competition. Students meet each other for the first time in teams of six, two from each school, to solve a strategy case. In the spring, the class moves to CUHK. During the summer break, students are given international internship opportunities. Lastly, the GLOBE program is completed at UNC during the fall semester.

## Unique Curriculum

GLOBE students' study at each of the three partner campuses; They will thus be living, studying and learning about business- and academic life in Europe, Asia, and North America, exposing them to different cultural settings and developing their global mindset. Each school delivers classes that reflect particular strengths in different aspects of business with six specially designed classes, two at each location:

|       |  |
|-------|--|
| CBS:  | European Business and Institutions                               |
| CUHK: | Asian Finance and Marketing                                      |
| UNC:  | American Entrepreneurship,<br>Capital Markets and Private Equity |



## Business and Cultural Exposure

Academic studies are complimented by study immersions, numerous corporate visits and opportunities at each university to get involved in extracurricular events to help students gain the perspectives of global managers:

|         |  |
|---------|--|
| Europe: | Berlin and Brussels                                      |
| Asia:   | Shanghai, Tokyo and Shenzhen                             |
| USA:    | Washington D.C., Charlotte and<br>Research Triangle Park |

## Powerful International Network

The GLOBE experience will equip students, who are chosen among the top students, with string professional knowledge, a distinct global business sense, and a unique cultural fluency, making them attractive facilitators of globalization in the increasingly dynamic world economy. Through the GLOBE experience students will build life-long career-lasting friendships and powerful international business connection within their class and the graduated GLOBE Alumni network.

## Personal Story

The GLOBE program has changed my education. I have learned about business both academically and by first hand experiences with locals, developing my education in a way that I believe not even the best professors could teach. The universities were great as gave so many opportunities, whether it is teaching English in China, visiting the EU Parliament, climbing the Great Wall or meeting rodeo cowboys. GLOBE taught me to be more adaptable in different countries, cultures and education systems while learning to manage in diverse contexts. I have seen the world in the past year and a half and met so many fantastic life-long friends.

Globe IV CBS Student

# GLOBE Courses and Structure

B.Sc. in International Business (GLOBE) Program  
Copenhagen Business School



## First Year

| Semester One - CBS                                    | ECTS |
|---|------|
| The Company in its International & Historical Setting | 7.5  |
| International Business Environment                    | 7.5  |
| Intercultural Corporate Communication                 | 7.5  |
| Microeconomics  | 7.5  |

| Semester Two - CBS      | ECTS |
|-------------------------|------|
| Macroeconomics          | 7.5  |
| Financial Accounting    | 7.5  |
| Principles of Marketing | 7.5  |
| International Economics | 7.5  |

## Second Year

| Semester Three - CBS                               | ECTS |
|--|------|
| GLOBE: Corporate Responses to European Integration | 7.5  |
| Business Research Methodologies                    | 7.5  |
| GLOBE: Financial Institutions                      | 7.5  |
| Statistics   | 7.5  |

| Semester Four - CUHK             | ECTS |
|----------------------------------|------|
| GLOBE: Chinese Marketing         | 7.5  |
| GLOBE: Chinese Financial Markets | 7.5  |
| Corporate Finance                | 7.5  |
| Electives (1+)                   | 7.5  |

## Third Year

| Semester Five - UNC             | ECTS |
|---------------------------------|------|
| GLOBE: Entrepreneurial Ventures | 7.5  |
| GLOBE: Capital Markets          | 7.5  |
| Electives (2+)                  | 15   |

| Semester Six - CBS              | ECTS |
|---------------------------------|------|
| International Business Strategy | 15   |
| International Business Thesis   | 15   |
| Graduation                      |      |

# Business School's and Rankings

## Copenhagen Business School

The Danish Society for the Advancement of Business Education (FUHU) founded Copenhagen Business School in 1917. CBS is one of the three largest business schools in Northern Europe. There are approximately 14,000 students and researchers at CBS and each year the business school welcomes more than 1,000 exchange students. CBS offers world-class educational programs and produces quality research. CBS's quality education is based in philosophies of learning and pedagogy.

### Rankings for CBS

The Financial Times ranks Copenhagen Business School in the top 20 for business education. Eduniversal have accredited CBS as a "Universal Business School" ranking in the top 3 worldwide.

## The Chinese University of Hong Kong

Founded in 1963, CUHK is a forward-looking comprehensive research university with a global vision and mission to combine tradition with modernity, and to bring together China and the West. CUHK teachers and students hail from all corners of the world. In 2006, the school had more than 5,200 staff members, approximately

## UNC Kenan-Flagler Business School

Founded in 1919 and renamed in 1991, The Kenan-Flagler to honor two prominent American business families. This community lives by the core values: excellence, leadership, integrity, community and teamwork. It aims to give its students the depth to be highly effective in fields of interest and the broader foundation of knowledge, skills and values to determine long-term success. Furthermore, this institute has a variety of top-ranked and in-depth finance courses for GLOBE students to choose

### Rankings for Kenan-Flagler

In 2009, US News World Report ranked Kenan-Flagler's BSBA program 6<sup>th</sup> in the USA among public and private universities. In management and marketing specialty rankings they were ranked 4<sup>th</sup>.

10,000 undergraduate students and 2,000 post-graduate research students. Of these students, some 2,500 are from 45 countries and regions outside of Hong Kong.

### Rankings for CUHK

The Financial Times 2010 ranked the EMBA program 10<sup>th</sup> worldwide.



**Copenhagen  
Business School**  
HANDELSHØJSKOLEN

