

ABOUT THE PROGRAM

Introducing the first undergraduate partnership of its kind in Hong Kong within the One Belt One Road region, the BBA in Eurasian Business is jointly offered by The Hong Kong University of Science and Technology (HKUST) and Nazarbayev University (NU). This unique program features a joint curriculum, with the **first two years at NU and the last two years at HKUST**, allowing students to earn degrees from both institutions and gain a cross-campus learning experience.

The program combines rigorous academic training with practical insights, providing a comprehensive understanding of the economic and cultural contexts of Eurasia, with emphasis on regional relevance and global applicability. Students will develop multilingual proficiency in English, Putonghua, and Kazakh (or Russian), enhancing their career versatility.



TUITION & FEES

The EABU program is a self-financed program, where students will pay tuition and housing fees at the university where they are in-residence (in USD, subject to changes):

Year 1 & 2 (NU)

- Tuition: \$15,000/year
- Housing: \$4,143/year
- Application Fee: \$76
- Program Deposit: \$2,550

Year 3 & 4 (HKUST)

- Tuition: \$31,900/year
- Housing: \$5,100/year
- Total Tuition: \$93,800

FIND OUT MORE

Contact Information:

HKUST

- 📍 Inquiry Regions : Hong Kong, Macau, Mainland China, Taiwan, Southeast Asia, Oceania, and Americas
- ✉ Email : eabu@ust.hk
- 📞 Phone : (+852) 2358 6018
- 📍 Address : Undergraduate Programs Office
School of Business and Management
The Hong Kong University of Science and Technology
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Program Website
eabu.hkust.edu.hk



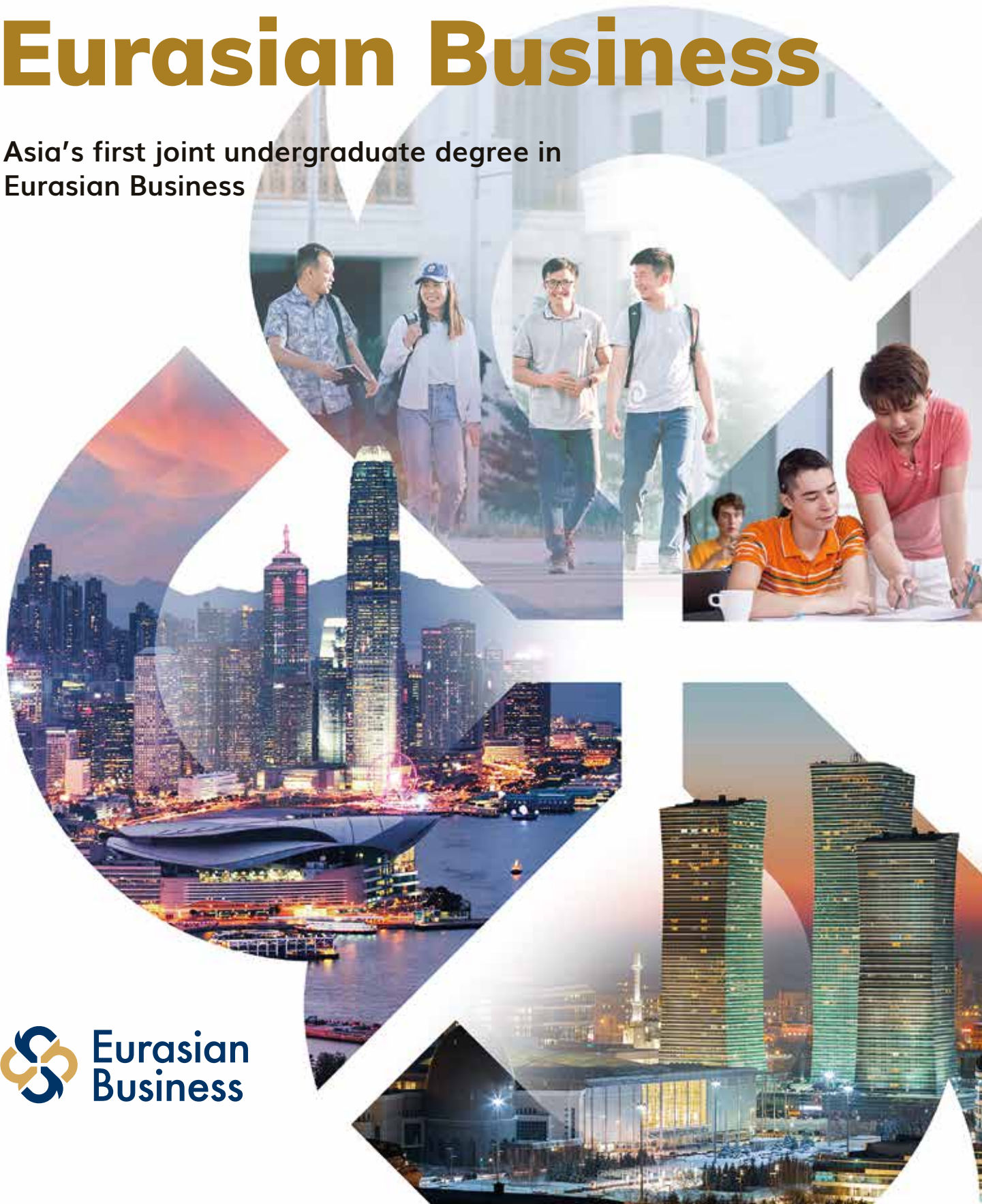
NU

- 📍 Inquiry Regions : Central Asia, Europe, India, Middle East, and Russia
- ✉ Email : gsb_eabu_admissions@nu.edu.kz
- 📞 Phone : +7 (7127) 70 66 83
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Astana, Republic of Kazakhstan, 010000



Bachelor of Business Administration in Eurasian Business

Asia's first joint undergraduate degree in Eurasian Business



WORLD CLASS UNIVERSITIES IN TWO TOP CITIES

The Hong Kong University of Science and Technology

#1

Research in Asia
Citations per paper score
QS Asia University Rankings 2024

#2

**Best Business School
in the World Rankings**
#2 in Asia
#1 in Hong Kong
CEOWORLD Magazine (US-based) 2024

#24

Global Employability
#1 in Hong Kong
#3 in Greater China
Times Higher Education 2025

#44

World University Rankings
QS World University 2026

Nazarbayev University

#1

**Research Intensive Business School in
Kazakhstan and Eurasia Region**
AD Scientific Index

#1

**University in Central Asia
and Caucasus**
Times Higher Education 2026

#5

Top 5 Young Business School
*UT Dallas Top 100 Business School Research
Rankings 2025*

PROGRAM HIGHLIGHTS



Academic Excellence

- **Prestigious Institutions:** Academics from two top-tier universities in their respective regions.
- **Specialized Curriculum:** Course content tailored to the economic and cultural contexts of Eurasia, China, and Hong Kong.
- **Expert Faculty:** Courses from distinguished professors and industry leaders.
- **Earn Two Degrees:** Two accredited degrees in **BBA in Eurasian Business** from each university.

Global Exposure

- **Eurasian Acumen:** Understand the unique business landscape across Eurasia.
- **Dual-Campus Experience:** Immersive learning opportunities at both campuses.
- **Emerging Market Focus:** Leverage education for opportunities in emerging markets.

Multilingual Proficiency

- **Triple Languages:** English, Kazakh (and/or Russian), and Putonghua exposure for global employability.



Career Development

- **Career Versatility:** Open doors to diverse career paths in Eurasia, China, and Hong Kong.
- **Access to Resources:** Advising, Counselling, and Career services and opportunities from both universities.
- **Extensive Networks:** Access to alumni, business community, government, and international organizations.
- **Strategic partnerships:** Benefit from collaborations with world top institutions (i.e., Duke University, LSE, and more).
- **Close-Knit Cohort:** Supportive community that fosters strong relationships and collaborative experiences.

Outstanding Facilities

- **Stunning Campuses:** The landscape of NU and seafront campus of HKUST are designed for inspiration and innovation.
- **Exceptional Student Amenities:** Plenty sports and recreational facilities at both campuses for a balanced lifestyle.



ADMISSIONS INFORMATION

Applicants must fulfil minimum General Admissions Requirements (GAR) for HKUST and NU which include School-specific and **English Language Admission Requirements (ELAR)**. Interviews are required. Refer to join.hkust.edu.hk for the most updated details for HKUST applicant regions.

Minimum GAR for International Applicants

GPA & Unified National Testing (UNT)	GPA 4.7/5.0 & UNT 120/140
American-patterned (SAT/ACT/AP)	SAT 1320 or ACT 28 & 4/5 in 2 AP subjects (or replaced by 4/5 in 5 AP subjects)
International Baccalaureate (IB)	IB 33 & all subjects >=4/7 if take SL Math AI=7
Nazarbayev Intellectual Schools Gr 12 Certificate or GCEAL/IAL (NIS)	AAB
Olympiad	International medalists (need special university approval)

Minimum GAR for China, Hong Kong, and Taiwan

Hong Kong	Hong Kong Diploma of Secondary Education (HKDSE) Level 3 in English Language, Chinese Language, Category A elective 1, Category A elective 2 or M1/M2; Level 2 in Mathematics Compulsory; and Attained in Citizenship & Social Development
China	Current Mainland Gaokao
Taiwan	Taiwan General Scholastic Ability Test (GSAT) Overall score of all subjects taken to be above the sum of each subject's Top Percentile scores in the cohort concerned

Minimum ELAR for common English Exams

IB English A: Language and Literature (Higher or Standard Level) English A: Literature (Higher or Standard Level) English Literature and Performance (Standard Level) English B (Higher Level) English B (Standard Level)	Grade 4 Grade 4 Grade 4 Grade 4 Grade 5
IELTS	Overall Band: 6.0
IGCSE/GCSE/GCE O-Level English Language/ English Literature English (Second Language)	Grade 4/ Grade C Grade 5/ Grade B
HKDSE English	Level 3
Taiwan General Scholastic Ability Test (GSAT) English	頂標 (Top Percentile) of the cohort
TOEFL (Test of English as a Foreign Language)	Option 1: Internet-based test (iBT) Prior to 21 January 2026 Total Score (in one sitting): 80 From 21 January 2026 onwards Total Score (in one sitting): 4.5 Option 2: Paper-delivered Test Combined Score: 60

(TOEFL iBT Home Edition, and Duolingo are NOT accepted)