

**School Nominations Direct Admission Scheme (SNDAS)  
Programme and Admission Requirements of Designated Programmes  
in the 2024/25 Academic Year**

**I. Programme information**

(a)	University	Hong Kong Baptist University
(b)	Programme	Bachelor of Business Administration (Hons)
(c)	JUPAS programme code	JS2120
(d)	Programme duration	4 years
(e)	Concentration (if applicable)	1) Economics and Data Analytics 2) Entrepreneurship and Business Innovation 3) Finance 4) Human Resources Management 5) Information Systems and Business Intelligence 6) Marketing 7) Strategic Retail Management and Innovation

**II. Programme admission requirements**

*(#Original documents/certified true copies with the school stamp of the respective information should be submitted to the Programme for verification during the interview.)*

Admission requirements <sup>#</sup>		
(a)	Top 20% of school ranking in ANY 2 subjects	Mandatory
(b)	Achievement with award(s) in one (or more) open business-related competitions/ activities	

**III. Application requirements**

Application requirements		
<b>I. JUPAS application</b>		
(i)	Band A choice in nominee's JUPAS application	Mandatory
(ii)	Submission of Other Experiences and Achievements in Competition/ Activities (OEA)	
(iii)	Submission of Student Learning Profile (SLP)	Preferred

#### IV. Assessment of application

Assessment		
(a)	Interview	Mandatory

#### V. Enquiry and nomination submission channel

- (a) Enquiries from schools / students on the programme can be addressed to:

Name: Ms. Roy Leung

Post title: Senior Executive Officer, BBA Programme Office

Telephone: 3411 5265

Email: bba@hkbu.edu.hk

- (b) Nominations from school principals should be submitted via:

Online system (URL link: [https://admissions.hkbu.edu.hk/ug/sndas\\_form](https://admissions.hkbu.edu.hk/ug/sndas_form))