

**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 Arts (Hons) in Business Administration (Global Entertainment)
(c)	JUPAS programme code	JS2930
(d)	Programme duration	4 years

**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)	Predicted grade of Level 4 or above in English in School's assessment on the predicted HKDSE grades	Mandatory
(b)	Nominees should demonstrate basic understanding and passion in the arts and culture, creative industries, and/or global entertainment business.	Preferred

**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)	Preferred
(iii)	Submission of Student Learning Profile (SLP)	
<b>II. Other application materials</b>		
(i)	Submission of portfolio. The guideline will be sent to the nominees in January 2024.	Mandatory
(ii)	Form 5 and Form 6 (first term) School Report / Result / Assessment	
(iii)	School's assessment on the predicted HKDSE grades	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: Miss Charlotte Wong

Post title: Executive Assistant

Telephone: 3411 2105

Email: charlottewong@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))