

School Nominations Direct Admission Scheme (SNDAS)
Programme and Admission Requirements of Designated Programmes
in the 2026/27 Academic Year

I. Programme information

(a)	University	The Education University of Hong Kong
(b)	Programme	Bachelor of Arts (Honours) in Digital Chinese Culture and Communication and Bachelor of Education (Honours) (Chinese Language)
(c)	JUPAS programme code	JS8003
(d)	Programme duration	5 years

II. Programme admission requirements

Admission requirements		
(a)	Top 10% in overall class ranking in Secondary 5 and Secondary 6 (1 st term)	Mandatory
(b)	Outstanding academic result in Chinese Language	
(c)	Predicted grade of Level 5 or above in Chinese Language of HKDSE Examination	
(d)	Possess good communication, analytical skills and conduct	
(e)	Outstanding academic result in Chinese Literature	Preferred
(f)	Predicted grade of Level 4 or above in Chinese Literature of HKDSE Examination	
(g)	Predicted grade of Level 5 or above in Information and Communication Technology of HKDSE Examination	
(h)	Possess good command of spoken Cantonese and Putonghua, and demonstrate strong reading and writing skills (e.g. reading report, composition)	
(i)	Participation in: - Chinese-cultural related / Cultural / ICT activities / courses; - community services; and - leadership role	
(j)	Demonstrate enthusiasm and interest in choosing teaching as a profession, experience and/or awareness of teaching and education issues, and demonstrating proficiency in digital technologies	Optional
(k)	Good English proficiency (e.g. language proficiency test result)	

III. Application requirements

Application requirements		
(a) JUPAS application		
(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)	
(b) Other application materials		
(i)	Recommendation letter from school principal	Mandatory
(ii)	School report showing the nominee’s academic performance, class ranking and conduct in Secondary 5 and Secondary 6 (1 st term)	
(iii)	School’s assessment on the nominee’s predicted grades in HKDSE examination	
(iv)	Personal Statement demonstrating the nominee’s interest in choosing the programme	
(v)	Documentary proof of relevant achievement(s), experience(s) and/or qualification(s)	

IV. Assessment of application

Assessment		
(a)	Nominees should demonstrate outstanding performance in the interview	Mandatory

V. Enquiry and nomination submission channel

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

Name: _____ Ms Dorothy Ho

Telephone: _____ 2948 6886

Email: _____ admission@eduhk.hk

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

Online system (URL link: <https://www.apply.eduhk.hk/ug/sndas>)