

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
(c)	JUPAS programme code	JS8674
(d)	Programme duration	4 years

II. Programme admission requirements

Admission requirements		
(a)	Outstanding academic result in Chinese Language	Mandatory
(b)	Predicted grade of Level 5 or above in Chinese Language of HKDSE Examination	
(c)	Top 20% in overall class ranking in Secondary 5 and Secondary 6 (1 st term)	Preferred
(d)	Outstanding academic result in Chinese Literature	
(e)	Predicted grade of Level 5 or above in Chinese Literature of HKDSE Examination	
(f)	Predicted grade of Level 5 or above in Information and Communication Technology of HKDSE Examination	
(g)	Demonstrate excellence related to the programme	Optional

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 and class ranking 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 in no more than 300 words in English / 700 characters in Chinese demonstrating why they are interested in the programme	
(v)	Documentary proof of relevant achievement(s), experience(s) and/or qualification(s)	

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 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>)