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 English Studies and Digital Communication
(c)	JUPAS programme code	JS8675
(d)	Programme duration	4 years

II. Programme admission requirements

Admission requirements		
(a)	Outstanding academic result in English Language	Mandatory
(b)	Predicted grade of Level 5 or above in English Language subject of HKDSE Examination	
(c)	Top 25% in overall class ranking in Secondary 5 and Secondary 6 (1st term)	Preferred
(d)	Predicted grade of Level 5 or above in Information and Communication and Technology subject of HKDSE Examination	
(e)	Received scholarships due to outstanding academic performance	
(f)	Engagement in community services	

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	
(ii)	School report showing the nominee's academic performance and class ranking in Secondary 5 and Secondary 6 (1st term)	Mandatory
(iii)	School's assessment on the nominee's predicted grades in HKDSE examination	
(iv)	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: <u>Ms Dorothy Ho</u>

Telephone: <u>2948 6886</u>

Email: <u>admission@eduhk.hk</u>

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

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