

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 Heritage Education and Arts Management
(c)	JUPAS programme code	JS8687
(d)	Programme duration	4 years

II. Programme admission requirements

Admission requirements		
(a)	Top 10% in class ranking of Visual Arts / History / Chinese History subject (any 1 or more) in Secondary 5 and Secondary 6 (1 st term)	Mandatory
(b)	Possess good communication and analytical skills	
(c)	Predicted grade of Level 5 or above in Visual Arts / History / Chinese History subject (any 1 or more) of HKDSE Examination	Preferred
(d)	Participation in international / regional competitions in relation to Arts or Cultural Management	
(e)	Received scholarships due to outstanding academic performance	
(f)	Outstanding results in tertiary-level courses / summer courses in the field of humanities & arts at post-secondary institutions	
(g)	Engagement in cultural activities / community services	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 on why they are interested in the programme	
(v)	Documentary proof of relevant achievement(s), experience(s) and/or qualification(s)	
(vi)	Portfolio demonstrating the nominee's experience and skills in organising arts or history-related activities	Preferred
(vii)	Arts or history-related project experience	

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>)