

School Nominations Direct Admission Scheme (SNDAS)
Programme and Admission Requirements of Designated Programmes
in the 2026/27 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 [#]		
(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		
I. JUPAS application		
(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)	
II. Other application materials		
(i)	Submission of portfolio. The guideline will be sent to the nominees in January 2026.	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: Ms. Candy Wong

Post title: Executive Officer

Telephone: 3411 2265

Email: bage_sca@hkbu.edu.hk

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

Online system (URL link: https://admissions.hkbu.edu.hk/ug/sndas_form)