

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 Hong Kong University of Science and Technology
(b)	Programme	BBA in Marketing
(c)	JUPAS programme code	JS5316
(d)	Programme duration	4 years

II. Programme admission requirements

Admission requirements		
(a)	Predicted grade of Level 3 or above in English Language in HKDSE examination	Mandatory
(b)	Predicted grades of Level 3 or above in Mathematics (Compulsory Part) in HKDSE examination	
(c)	Predicted 21 points or above in English Language, Mathematics (Compulsory Part) and the best 3 Category A subjects in HKDSE examination <i>Conversion point: 5**=8.5, 5*=7, 5=5.5, 4=4, 3=3, 2=2</i>	
(d)	Nominees should possess the following student attributes: - Genuine interest and potential in business study, particular in Marketing discipline - Critical and creative thinking - Effective communications - Competence to solve problems with analytical techniques - Structured and logical mind-set - Insightful of business and social problems and how marketing can potentially help	

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)	Optional

(b) Other application materials		
(i)	Nominees should submit a personal statement within one page	Mandatory
(ii)	Provision of recommendation letter(s) and one-page curriculum vitae	
(iii)	School reports showing the nominees' academic performance and school ranking between Secondary 4 and Secondary 6	
(iv)	School's assessment on the nominees' predicted grades in the 2026 HKDSE examination	

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: Undergraduate Recruitment & Admissions Office

Telephone: 2623 1118

Email: ugenquiry@ust.hk

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

Online system (URL link: <https://join.hkust.edu.hk/sndas>)