

School Nominations Direct Admission Scheme (SNDAS)
Programme and Admission Requirements of Designated Programmes
in the 2027/28 Academic Year

I. Programme information

(a)	University	City University of Hong Kong
(b)	Programme	BBA Artificial Intelligence in Business (Streams: Business Intelligence / Information Systems Auditing / Internet Services and Social Networks / Data Informatics)
(c)	JUPAS programme code	JS1019
(d)	Programme duration	4 years

II. Programme admission requirements

Admission requirements		
(a)	Top 10 % in class ranking in Secondary 5 and 6 (1 st term)	Mandatory
(b)	Predicted grade of Level 3 or above in English Language of HKDSE Examination	
(c)	Predicted grade of Level 4 or above in Mathematics of HKDSE Examination	
(d)	Outstanding academic result in English Language	Preferred
(e)	Outstanding academic result in Mathematics	
(f)	IELTS band score of 6.5 and no less than 6.0 in any skill	
(g)	Received award / prize in inter-school or public accounting, finance, economics, business, ICT or STEM related competition / activity	
(h)	Outstanding performance in extra-curricular activities	

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)	Personal statement	Mandatory
(ii)	Recommendation letter	
(iii)	School report / result / assessment (Specific requirement: F.4-F.6 (up to the first term))	
(iv)	School's assessment on the predicted HKDSE grades (Specific requirement: the assessment must include English Language and Mathematics)	

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: Tania Lau
Post title: Department Admission Tutor
Telephone: 3442 8522
Email: Tania.Lau@cityu.edu.hk

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

Online system under Special Consideration / Admission Schemes

(URL link: <https://www.cityu.edu.hk/admo/admissions/jupas-admission>)