

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

I. Programme information

(a)	University	Hong Kong Baptist University
(b)	Programme	Bachelor of Business Administration (Hons)
(c)	JUPAS programme code	JS2120
(d)	Programme duration	4 years
(e)	Concentration (if applicable)	1) Economics and Data Analytics 2) Finance 3) Human Resources Management 4) AI for Business 5) Marketing 6) Strategic Retail Management and Innovation 7) Wealth and Asset Management

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)	Top 20% of school ranking in ANY 2 subjects	Mandatory
(b)	Achievement with award(s) in one (or more) open business-related competitions/ activities	

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)	
(iii)	Submission of Student Learning Profile (SLP)	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 Ada Tong

Post title: Manager, Undergraduate Studies Section

Telephone: 3411 2147

Email: bba@hkbu.edu.hk

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

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