

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

I. Programme information

(a)	University	The Hong Kong Polytechnic University
(b)	Programme	BBA (Hons) Scheme in Management and Marketing (Management / Marketing)
(c)	JUPAS programme code	JS3080
(d)	Programme duration	4 years

II. Programme admission requirements

Admission requirements		
(a)	Predicted HKDSE grade of Level 4 or above in Business, Accounting and Financial Studies or Economics	Mandatory
(b)	Achievement with award in one STEM / Business / Entrepreneurship / Innovation related competition / activity	
(c)	Predicted HKDSE grade of Level 3 or above in English (or equivalent)	
(d)	Non-academic achievement in the areas of sports, music, cultural activities (other than music), creativity (include visual arts), innovation (include STEM), leadership and 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)	Preferred

(b) Other application materials		
(i)	School Principal's Nomination Letter	Mandatory
(ii)	School's assessment on the predicted HKDSE grades	
(iii)	School reports showing the nominee's academic performance and class ranking in Secondary 5 and Secondary 6 (first term)	
(iv)	Certificates of non-academic achievement in the areas of sports, music, cultural activities (other than music), creativity (include visual arts), innovation (include STEM), leadership and community services	
(v)	Recommendation letter	

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: Dr Simon Chan / Dr Winslet Chan

Post title: Programme Leader, BBA (Hons) in Management / BBA (Hons) in Marketing

Telephone: 3400 3643 / 3400 2122

Email: simon.ch.chan@polyu.edu.hk / winslet.ty.chan@polyu.edu.hk

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

Online system (URL link: <https://www.polyu.edu.hk/study/ug/admissions/jupas/jupas-school-nominations-direct-admission-scheme-sndas>)