

**Students with Exceptional Talent Direct Admissions Scheme (SETDAS) – for Local Non-JUPAS Applicants  
Admission Requirements of Designated Programmes  
in the 2026/27 Academic Year**

**I. Programme Information**

(a)	Programme	Bachelor of Business Administration (Hons)
(b)	JUPAS Catalogue No.	JS2120
(c)	Study Year Admitted	Year One Only
(d)	Concentration	1) Economics and Data Analytics 2) Finance 3) Human Resources Management 4) Information Systems and Business Intelligence 5) Marketing 6) Strategic Retail Management and Innovation 7) Wealth and Asset Management
(e)	Website	<a href="https://bba.hkbu.edu.hk/academics/curriculum-overview.html">https://bba.hkbu.edu.hk/academics/curriculum-overview.html</a>

**II. Key Areas of Exceptional Talent**

Key Area of Exceptional Talent	
<input checked="" type="checkbox"/>	Sports
<input checked="" type="checkbox"/>	Music
<input checked="" type="checkbox"/>	Cultural Activities (other than music, including performing arts)
<input checked="" type="checkbox"/>	Creativity (including visual arts)
<input checked="" type="checkbox"/>	Leadership
<input checked="" type="checkbox"/>	Others: <u>Entrepreneurship</u>

**III. Programme Admission Requirements**

Programme Admission Requirements		
A	Non-academic Requirement(s)	Mandatory / Preferred / Optional
(i)	Recognised awards at territorial, regional, worldwide competitions in connection with Sports, Music, Cultural Activities and Creativity; or	Mandatory
(ii)	Recognised awards at territorial, regional, worldwide competitions in connection to leadership, innovations, business ideas, start-up, etc.	
(iii)	Engagement in community services, especially demonstrating leadership capability	Preferred
B	Academic Requirement(s)	Mandatory / Preferred / Optional
(i)	Meeting the minimum entrance requirement of the respective countries / qualifications if feasible.	Preferred

#### IV. Other Application Materials

Application Material(s) (For example, Portfolio / Personal statement / School Report.)		Mandatory / Preferred / Optional
(i)	Personal statement explaining why choose the programme (not more than 300 words)	Preferred
(ii)	Reference / Recommendation letters from people of the relevant background	

#### V. Assessment of Application

Assessment (For example, portfolio submission, audition, interview, etc.)		Mandatory / Preferred / Optional
(i)	All shortlisted applicants will be interviewed and their individual suitability will be assessed by the Review Panel.	Mandatory

#### VI. Enquiry

Name : Ms Roy Leung

Post title : Manager, BBA Programme Office

Telephone No. : 3411 5265

Email : [bba@hkbu.edu.hk](mailto:bba@hkbu.edu.hk)