

**Students with Exceptional Talent Direct Admissions Scheme (SETDAS) – for Non-local Non-Mainland applicants from Belt and Road
Admission Requirements of Designated Programmes
in the 2026/27 Academic Year**

I. Programme Information

(a)	Programme	Bachelor of Arts (Hons) in Business Administration (Global Entertainment)
(b)	Study Year Admitted	Year One Only
(c)	JUPAS Catalogue code	JS2930
(d)	Website	https://transdisciplinary.hkbu.edu.hk/bage/

II. Key Areas of Exceptional Talent

Key Area of Exceptional Talent	
<input type="checkbox"/>	Sports
<input 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 type="checkbox"/>	Others

III. Programme Admission Requirements

Programme Admission Requirements		
A	Non-academic Requirement(s) <i>(For example, award / achievement at international / regional level.)</i>	Mandatory / Preferred / Optional
(i)	Applicants should demonstrate understanding and passion for the arts and culture, creative industries, and/or global entertainment business	Mandatory
(ii)	Achievement in arts, culture or creative industries at national or global level	
B	Academic Requirement(s)	Mandatory / Preferred / Optional
(i)	Proficiency in English by obtaining the minimum English Language requirements as stipulated by the University. For details, please refer to the "English Language Requirements" section as listed on the following website: https://admissions.hkbu.edu.hk/ug/intl_requirement	Mandatory
(ii)	Predicted English language results of the above public examinations, issued by the school	Preferred

IV. Other Application Materials

Application Materials (For example, Portfolio / Personal statement / School Report.)		Mandatory / Preferred / Optional
(i)	Portfolio (guideline will be sent to the nominees in due course)	Mandatory
(ii)	Predicted grades of public examination by the school OR public examination result (e.g. IB, GCE)	
(iii)	Recommendation letters from teachers, principals or individuals with appropriate expertise	Optional

V. Assessment of Application

Assessment (For example, portfolio submission, audition, interview, etc.)		Mandatory / Preferred / Optional
(i)	Interview	Mandatory
(ii)	Portfolio	

VI. Enquiry

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