

**Students with Exceptional Talent Direct Admissions Scheme (SETDAS)  
Admission Requirements of Designated Programmes  
in the 2024/25 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	<a href="https://transdisciplinary.hkbu.edu.hk/geba/">https://transdisciplinary.hkbu.edu.hk/geba/</a>

**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)	Nominees should demonstrate basic understanding and passion in the arts and culture, creative industries, and/or global entertainment business.	Mandatory
B	Academic Requirement(s)	Mandatory / Preferred / Optional
(i)	Demonstrate proficiency in English by obtaining: <ul style="list-style-type: none"> <li>• Minimum score of 60 (Paper-delivered Test) or 79 (Internet-based Test (iBT) / iBT Home Edition / iBT Paper Edition) in TOEFL (TOEFL MyBest™ Score is not accepted); or</li> <li>• Minimum score of 6.0 in International English Language Testing System (IELTS), Academic Level; or</li> <li>• Grade C/ Grade 4 or above in GCE O-Level/ GCSE English/ English Language or English Literature; or</li> <li>• Grade C/ Grade 4 or above in IGCSE First Language English; or</li> <li>• Grade B/ Grade 5 or above in IGCSE English as a Second Language; or</li> <li>• Grade E or above in GCE AS or A-Level English; or</li> <li>• Grade C or above in Cambridge English C1 Advanced and C2 Proficiency; or</li> <li>• Grade E or above in HKALE Use of English (AS Use of English) or</li> <li>• Level 3 or above in DSE English subject; or</li> <li>• Predicted English language results of the above public examinations issued by the school</li> </ul>	Mandatory

#### IV. Other Application Materials

Application Materials (For example, Portfolio / Personal statement / School Report.)		Mandatory / Preferred / Optional
(i)	Submission of portfolio. The guideline will be sent to the nominees in due course.	Mandatory
(ii)	School's assessment on the applicants' predicted grades in the public examination OR public examination result (e.g. IB, GCE)	
(iii)	Recommendation Letter	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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