

**Students with Exceptional Talent Direct Admissions Scheme (SETDAS) –
for Non-local Non-Mainland applicants from Belt and Road Countries
Admission Requirements of Designated Programmes
in the 2025/26 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) Entrepreneurship and Business Innovation 3) Finance 4) Human Resources Management 5) Information Systems and Business Intelligence 6) Marketing 7) Strategic Retail Management and Innovation
(e)	Website	https://bba.hkbu.edu.hk/academics/curriculum-overview.html

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)	Awards in national or global competitions related to sports, music, cultural activities and creativity; or	Mandatory
(ii)	Awards in competitions related 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)	Priority will be given to students who met university's entrance requirements .	Preferred

IV. Other Application Materials

Application Material(s) (For example, Portfolio / Personal statement / School Report.)		Mandatory / Preferred / Optional
(i)	Personal statement with reason(s) for applying to the programme (no more than 300 words)	Mandatory
(ii)	Reference letter from individuals with appropriate expertise	Preferred

V. Assessment of Application

Assessment (For example, portfolio submission, audition, interview, etc.)		Mandatory / Preferred / Optional
(i)	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 : Senior Executive Officer, BBA Programme Office

Telephone No. : 3411 5265

Email : bba@hkbu.edu.hk