

**Students with Exceptional Talent Direct Admissions Scheme (SETDAS) – for Local Non-JUPAS Applicants  
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/bage/">https://transdisciplinary.hkbu.edu.hk/bage/</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)	Mandatory / Preferred / Optional
(i)	Applicants should demonstrate understanding and passion for the arts and culture, creative industries, and/or global entertainment business	Mandatory
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/ Chinese Language Requirements” section as listed on the following website: <a href="https://admissions.hkbu.edu.hk/en/degree-diploma.html">https://admissions.hkbu.edu.hk/en/degree-diploma.html</a>	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 applicants 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 from teachers, principals or individuals with appropriate expertise	Optional

**V. Assessment of Application**

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

**VI. Enquiry**

Name : Miss Charlotte Wong  
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Post title : Executive Assistant  
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Telephone No. : 3411 2105  
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Email : [bage\\_sca@hkbu.edu.hk](mailto:bage_sca@hkbu.edu.hk)  
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