



**Bachelor of Arts (Hons) in Business Administration (Global Entertainment)**  
**Portfolio Submission Guidelines for JEE applicants**  
**(for Academic year 2024/25)**

Selected JEE applicants would be invited for an interview in the end of June 2024. The selected candidate is expected to present a portfolio during the interview.

The portfolio gives the applicants an opportunity to demonstrate your passion, creativity, talent, and potential to succeed in BA (Hons) in Business Administration (Global Entertainment) degree, alongside the academic achievements.

**Portfolio Requirements**

Every applicant can present a portfolio of any creative works that reflect your strengths in creative practice.

The portfolio can be a piece of work that can best demonstrate your creativity. The work can be in any format (e.g. photo, video, graphics). It could be school assignment, competition entry, STEAM projects, or a showcase of your interests in your daily life.