

**Students with Exceptional Talent Direct Admissions Scheme (SETDAS)
Admission Requirements of Designated Programmes
in the 2023/24 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

II. Key Areas of Exceptional Talent

Key Area of Exceptional Talent	
<input type="checkbox"/>	Sports
<input type="checkbox"/>	Music
<input 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) <i>(For example, award / achievement at international / regional level.)</i>	Mandatory / Preferred / Optional
(i)	Exceptional performance in international / regional activities or competitions related to entrepreneurship / business innovation/ social enterprise experience	Mandatory
(ii)	Evidence of entrepreneurship / business start-up/ business innovation / social enterprise experience	Preferred
(iii)	Evidence of involvement in local community activities, indicating significant creativity, leadership or entrepreneurship	
B	Academic Requirement(s)	Mandatory / Preferred / Optional
	NA	

IV. Other Application Materials

Application Material(s) (For example, Portfolio / Personal statement / Student Learning Profile (SLP) / School Report.)		Mandatory / Preferred / Optional
(i)	Submission of Other Experiences and Achievements in Competition / Activities (OEA) (<i>Applicable to DSE applicants ONLY</i>)	Mandatory
(ii)	Submission of Student Learning Profile (SLP)	Preferred

V. Assessment of Application

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

VI. Enquiry

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