**School Nominations Direct Admission Scheme (SNDAS)**
**Programme and Admission Requirements of Designated Programmes**
**in the 2023/24 Academic Year**

**I.    Programme information**

| (a) | University | The Hong Kong University of Science and Technology |
|---|---|---|
| (b) | Programme | BBA in Marketing |
| (c) | JUPAS programme code | JS5316 |
| (d) | Programme duration | 4 years |

**II.   Programme admission requirements**

| | Admission requirements | |
|---|---|---|
| (a) | Predicted 24 points or above in English Language, Mathematics (Compulsory Part) and the best 4 Category A subjects in HKDSE examination<br>*Conversion point: 5\*\*=8.5, 5\*=7, 5=5.5, 4=4, 3=3, 2=2* | Mandatory |
| (b) | Predicted grade of Level 3 or above in English Language and Mathematics (Compulsory Part) in HKDSE examination | |
| (c) | Fulfill the English language admissions requirements set by HKUST (https://join.hkust.edu.hk/oas/elar.pdf) | |
| (d) | Nominees should possess the following student attributes:<br>  - Genuine interest and potential in business study<br>  - Critical and creative thinking<br>  - Effective communications<br>  - Structured and logical mind-set<br>  - Insightful of business and social problems and how marketing can<br>    potentially help | |

## III. Application requirements

| Application requirements | | |
|---|---|---|
| **(a)** | **JUPAS application** | |
| (i) | Band A choice in nominee's JUPAS application | Mandatory |
| (ii) | Submission of Other Experiences and Achievements in Competition / Activities (OEA) | |
| (iii) | Submission of Student Learning Profile (SLP) | Optional |
| **(b)** | **Other application materials** | |
| (i) | Nominees should submit a personal statement within one page | Mandatory |
| (ii) | Provision of one-page curriculum vitae | |
| (iii) | Provision of recommendation letter(s) | |
| (iv) | School reports showing the nominees' academic performance and school ranking between Secondary 4 and Secondary 6 | |
| (v) | School's assessment on the nominees' predicted subject grades in the 2023 HKDSE examination | |

## IV. Assessment of application

| Assessment | | |
|---|---|---|
| (a) | Nominees should demonstrate outstanding performance in the interview | Mandatory |

## V. Enquiry and nomination submission channel

(a) Enquiries from schools / students on the programme can be addressed to:

Name: Undergraduate Recruitment & Admissions Office

Telephone: 2623 1118

Email: ugenquiry@ust.hk

(b) Nominations from school principals should be submitted via:

Online system (URL link: https://join.hkust.edu.hk/sndas )