

HONG KONG BAPTIST UNIVERSITY
Bachelor of Arts (Hons) in Business Administration (Global Entertainment) (JS2930)
Portfolio Submission Guidelines (for 2027 Entry)

Prepare a self-introductory portfolio which gives you the opportunity to demonstrate your passion, creativity, talent, and potential to succeed in the Bachelor of Arts (Hons) in Business Administration (Global Entertainment) programme, alongside your academic achievements.

Content of the Portfolio

Applicants should submit a **Personal Statement**, with the option of providing creative works in support of their creativity and personal interests.

What should your portfolio include?

Personal Statement **(Required)**

- Language: English
- Maximum length: 500 words
- Guideline for Contents:
 - o Why would you like to pursue this transdisciplinary degree?
 - o What are your career aspirations, and what are your unique insights into the entertainment business?
 - o Please provide a summary that showcases your ability to lead, collaborate, and take initiative in driving projects and activities. You may focus on your roles in planning, organizing, managing, or coordinating entrepreneurship-related initiatives, competitions, student organizations, volunteer programmes, and other team-based efforts. You are encouraged to highlight your role, responsibilities, contributions, achievements, and the impact you created through your involvement.

Creative Works (Optional)

- Language: English or Chinese
- Applicants may submit original works that showcase their creativity and personal interests across any medium. The works can be of any kind, such as visual arts, filmmaking, photography, performance, musical composition, digital arts and design, apps and website design, VR/AR, gaming development, and STEAM-related projects. Submissions may be individual or collaborative in nature, provided the applicant clearly identifies their contribution.

How to Submit Your Portfolio?

An official email notification announcing the start of portfolio submissions will be sent to your registration email with a **link to the Portfolio Submission Page** and **Submission Deadline**.

Estimated Portfolio Submission Period for Applicants from Different Routes:

- Non-JUPAS: November 2025 to June 2027
- JEE: April to June 2027
- JUPAS: May to July 2027

Portfolio Submission Frontpage for Reference:



[HKBU] Portfolio Submission for 2027 Entry

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(JS2930)

Submission Guidelines

1. All portfolios should contain the following student identification data on the first page of the portfolio:
 - a. Applicant Name
 - b. Application No.
 - c. Telephone Contact
 - d. Email Contact
2. For each of the reported projects, please indicate whether they were individual or group work.
3. For video submission, upload the video to YouTube and **unlist** the video. Please enclose the link to your personal statement document.
4. The file should be named using your Application Number (e.g. if your application number is J123456, your file should be named J123456.pdf / J123456.docx / J123456.pptx).

Important Notes

The Programme reserves the right to **NOT** review the following:

- Portfolios with missing documents;
- Portfolios that cannot be opened due to inherited problem of the uploaded files;
- Portfolios uploaded to platforms other than the Qualtrics link provided in the Portfolio Submission notification email;
- Portfolios in hard copies
- Plagiarised works
- Late submissions

Requests for resubmission of portfolios after the deadline will not be entertained.

Enquiries

Should there be any further enquiries, please direct them to bage_sca@hkbu.edu.hk

Thank you and good luck!