

**HONG KONG BAPTIST UNIVERSITY**  
**JS2930 - BA (Hons) in Business Administration (Global Entertainment)**  
**Portfolio Submission Guidelines (for Academic Year 2023/24)**

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

**Portfolio Requirements**

Your submission will need to include:

1. A **personal statement** (300 - 400 words) - this involves answering three questions that discuss your interest in studying this programme:
  - Why would you like to pursue this transdisciplinary degree?
  - What courses in the BA (Hons) in Business Administration (Global Entertainment) degree interest you? Why?
  - What relevant experience and/or achievements you have had? For example, competitions, student activities, use of digital technologies and social media and/or volunteering work.
  
2. A **short video** (max length: 3 minutes) to demonstrate how and why you are suited to studying this programme. It is a chance to tell us about your motivation and passion for this programme.
  - How did you become interested in entertainment business, arts, culture, and/or creative industries?
  - What are your career aspirations?

**3. Showcase of Creativity**

Applicants should submit 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.

### **Submission Guidelines**

1. All portfolios should be prepared in English (except creative works).
2. All portfolios should contain the following student identification data on the first page of the portfolio:
  - Applicant Name
  - Application No.
  - Telephone Contact
  - Email Contact
3. For creative works, please indicate whether they were individual work or group work.

### **How to Submit?**

1. Save your portfolio as a PDF/ Microsoft Word or PowerPoint file. inclusive of a YouTube link of the video (set unlisted). Please keep the total file size of all your PDFs and/or images under 20MB.
2. The file should be saved using your JUPAS Application Number (e.g. if your application number is 50123456, your file should be named 50123456.pdf / 50123456.docx / 50123456.pptx)
3. Upload your portfolio to <https://transdisciplinary.hkbu.edu.hk/geba/jupas-portfolio/>

### **Important Notice**

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

- a. Portfolios with missing documents
- b. Portfolios that fail to comply the guidelines
- c. Portfolios that cannot be opened due to inherited problem of the uploaded files
- d. Portfolios in hard copies
- e. Plagiarism
- f. Late submission

### **Enquiries**

Please email at Dr. Glos Ho, Programme Director at [glosho@hkbu.edu.hk](mailto:glosho@hkbu.edu.hk) or Ms Katrina Leung, Programme Officer at [katrina\\_leung@hkbu.edu.hk](mailto:katrina_leung@hkbu.edu.hk) with any questions.

Thank you and Good luck!