

# **HONG KONG BAPTIST UNIVERSITY**

## **JS2930 - BA (Hons) in Business Administration (Global Entertainment)**

### **Portfolio Submission Guidelines (for 2024 Entry)**

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

Your submission will include:

#### **A personal statement**

- 1) Max length: 500 words
- 2) Language: English
- 3) You may refer to the guiding questions below:
  - Why would you like to pursue this transdisciplinary degree?
  - What relevant experience and/or achievements relating to entrepreneurship and teamwork have you had (e.g. competitions, student activities, use of digital technologies and social media and/or volunteering work)?

#### **A short video**

- 1) Max length: 2 minutes
- 2) Language: English
- 3) You may refer to the guiding questions below:
  - Why are you interested in the entertainment business, arts, culture, and/or creative industries?
  - What are your career aspirations?
  - How and why are you suited to studying this programme?

#### **Creative works (Optional)**

Applicants may also submit any works which can demonstrate creativity. The works can be of any kind, such as drawing, painting, filming, video, photography, performance, musical composition, digital arts and design (apps and website design, VR, AR, and gaming developments), and STEAM projects.

## **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 or group work.
- 4) The file should be named using your JUPAS Application Number (e.g. if your application number is 50123456, your file should be named 50123456.pdf / 50123456.docx / 50123456.pptx).

## **How to Submit?**

- 1) Submission Period: Late May to Late June, 2024
- 2) Upload your portfolio to <https://transdisciplinary.hkbu.edu.hk/geba/jupas-portfolio/>.  
(An official email notification announcing the start of portfolio submissions will be sent to your registered email in due course.)

## **Important Notice**

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

- Portfolios with missing documents
- Portfolios that fail to comply the guidelines
- Portfolios that cannot be opened due to inherited problem of the uploaded files
- Portfolios in hard copies
- Plagiarised works
- Late submissions

## **Enquiries**

Please direct any questions to Ms. Charlotte WONG at [bage\\_sca@hkbu.edu.hk](mailto:bage_sca@hkbu.edu.hk) or [charlottewong@hkbu.edu.hk](mailto:charlottewong@hkbu.edu.hk).

Thank you and Good luck!