



香港浸會大學 市場學系
 HKBU Department of
MARKETING

Challenges in Non JUPAS admission

- a presentation in the
 Conference on Credit Transfer Practices in Higher Education: Partnership for Success

in search of excellence for Socially Responsible Marketing

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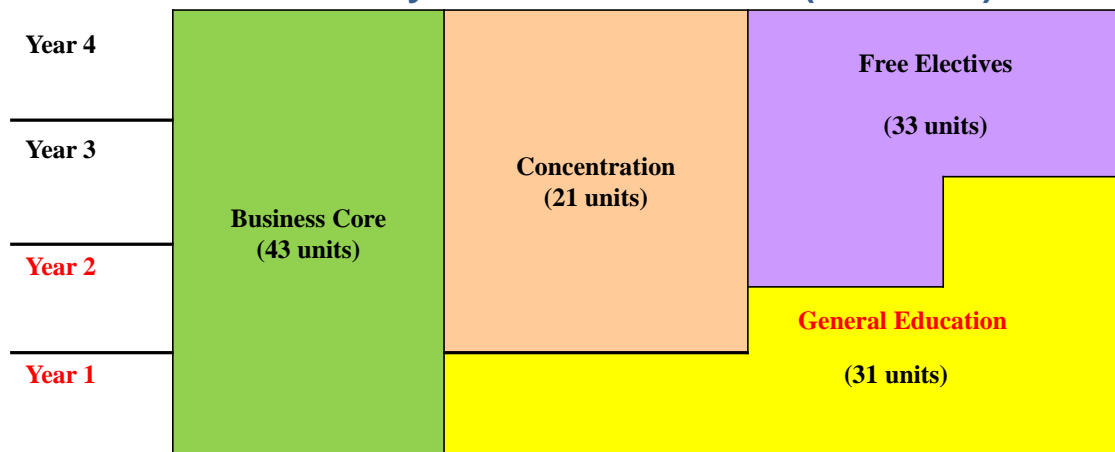
27 November 2020



Issues of “Block Transfer” or Through-train”

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4-year BBA curriculum (128 units)



Identify and recruit the most ...

1. Academic “excellent”
2. Maintaining proper student “mix”
3. Mutually “suitable”
4. Potential “distinguished” alumnus/alumae

For identifying the most ...

1. Academic “excellent”
 - Inconsistent cGPA system
 - Inconsistent grading practices

Challenges in admission decision ...

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For identifying the most ...

1. Academic “excellent”
2. Maintaining proper student “mix”
 - English language ability
 - Quota of non-local students

Challenges in admission decision ...

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For identifying the most ...

1. Academic “excellent”
2. Maintaining proper student “mix”
3. Mutually “suitable”
 - Excellent students may not stay
 - Management of expectation

For identifying the most ...

1. Academic “excellent”
2. Maintaining proper student “mix”
3. Mutually “suitable”
4. Potential “distinguished” alumnus/alumae
 - Not reflected in AD transcript

Thank You!

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Q&A