

Department of Marketing and International Business
Entrance Scholarships
 市場及國際企業學系
 入學獎學金

The Department of Marketing and International Business (MIB) offers entrance scholarships aimed at attracting outstanding and high-calibre students. All Year 1 students, including both Local and Non-local applicants, admitted to **BBA (Hons) – Marketing and Social Media (MSM)** will be eligible for the scholarship awards.

The scholarship scheme is financially supported by the Department of MIB.

Eligibility:

All Year 1 students, including Local and Non-local applicants, admitted to BBA (Hons) - MSM will be eligible for the scholarship awards.

Quota:

The maximum number of entrance scholarship awards is 5.

Selection Criteria:

The selection will be merit-based and focused on two key areas:

- Academic Performance
- Non-Academic Achievements

The Department will consider the applicants' overall performance in these two areas to decide on the selection and scholarship amount.

Academic:

Qualification	Score	Maximum Amount	No. of Awards
(A) JUPAS Applicants HKDSE Best Five Score (Unweighted)	20	HK\$25,000	5
	21	HK\$35,000	
	22 or above	HK\$40,000 - 45,000	
(B) IB Applicants	29 or above	HK\$20,000 - 45,000 On merit basis	
(C) Other Qualifications • JEE; and/or • SAT/AP; and/or • GCE AL; and/or • Others	<i>On a competitive basis</i>	HK\$20,000 - 45,000 On merit basis	

Non-Academic:

- Leadership Qualities (e.g., leadership roles or impactful contributions in extracurricular, community, or personal initiatives)
- Performance in art, sports and other activities which can contribute to the University and Department.

Important Notes:

- a. The scholarship decisions will be made based on the information submitted by the applicants for admission.
- b. This is a one-time, non-renewable award.
- c. The scholarship payment will be released to the awardee in two instalments: at the end of first semester of their first and second years, subject to maintaining a **GPA of 3.0 or above** for the second installment.
- d. Awardee in the following situations will be disqualified from the entrance scholarship and must return the entire scholarship amount to the Department of MIB.
 - Withdrawal from the programme; or
 - Suspension of study; or
 - Change of major/programme; or
 - Submission of false certificates or transcripts.

In case of disputes, the Department reserves the right to make the final decision on the terms and allocation of the scholarships.

For enquiries, please contact the General Office of the Department of MIB: mib@LN.edu.hk.