

iFREE GROUP®

iFREE Entrance Scholarship for the Bachelor of Business Administration (Honours) in Digital Marketing programme

Starting from the academic year 2019/20, iFREE GROUP (HK) LTD will make available an annual entrance scholarship of HK\$1,000,000 for new students admitted to Year 1 of the Bachelor of Business Administration (Honours) in Digital Marketing (BBA-DM) programme. This scholarship aims at encouraging students who have an avid interest in Digital Marketing to achieve their ultimate goal of earning the requisite qualifications to pursue a career in this specialized area. Each year, a maximum of 50 scholarships of HKD20,000 each will be made available. Recipients will receive the scholarship in two equal installments. This scholarship is renewable annually subject to available funds and students' continued satisfactory performance as stipulated below under "Renewable Criteria".

Eligibility Criteria

Full-time new students (Year 1 entry only) of BBA-DM programme.

Renewable Criteria

Recipients must maintain a minimum of Cumulative GPA of 3.0 in the second semester of previous academic year to remain eligible.

Application Method

No separate application for entrance scholarship is required. The University will automatically identify qualified students and inform the recipient of the scholarship offers.

Disbursement of Entrance Scholarship

Each recipient will be awarded HK\$20,000 in two installments via the Student Finance Section of the Office of Student Affairs. (The first installment will be disbursed in late October and the second installment will be disbursed in late February). Students must have regular attendance at HKSYU to remain eligible.

Rights and Responsibilities

Recipients of the scholarship may not concurrently hold any other scholarship, fellowship, bursary, grant, award or allowance without prior approval from the University. The University reserves the final right in making Entrance Scholarship awards in case of disputes.