APPROVAL/CHANGE OF INTERNATIONAL BRANCH CAMPUS MANAGER, CAMPUS DIRECTOR, OR PRESIDENT POLICY

SBS Swiss Business School, RAK Campus

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SBS-ACIBC-CM, CD/P - V01	SBS Swiss Business School, RAK Campus Approval/Change of International Branch Campus Manager, Campus Director, or President Policy	**V01**	**14.02.2025**

1. Introduction

This policy outlines the procedures for the approval, appointment, and transition of the Manager, Campus Director, or President at SBS Swiss Business School, RAK Campus. It ensures effective leadership, institutional stability, and regulatory compliance.

SBS Swiss Business School, RAK Campus upholds operational continuity and academic excellence through this policy, ensuring that all appointments align with institutional objectives, regulatory requirements, accreditation standards, and the directives of the main campus. Recognizing the essential role of the Campus Manager, Campus Director, or President in overseeing academic, administrative, and operational functions, all appointments and transitions must adhere to a structured and transparent process. This policy outlines the approval procedures, eligibility criteria, transition protocols, and compliance requirements to facilitate smooth leadership transitions while maintaining institutional stability, reputation, and a steadfast commitment to excellence.

2. Purpose

This policy aims to establish a clear and structured process for approving, appointing, and transitioning the Campus Manager, Campus Director, or President at SBS Swiss Business School, RAK Campus. It ensures strong leadership, institutional stability, and compliance with regulatory and accreditation standards.

SBS Swiss Business School RAK Campus implements this policy in line with the main campus:

- ❖ Establish clear criteria and procedures for selecting and approving qualified candidates for leadership roles.
- ❖ Ensure that all appointments align with the institution's strategic goals, governance standards, commitment to academic excellence, and the directives of the main campus.
- ❖ Maintain a transparent and efficient transition process to support operational continuity.
- ❖ Adhere to the compliance requirements of SBS main campus, accreditation bodies, and institutional policies.

Through the implementation of this policy, SBS Swiss Business School, RAK Campus aims to strengthen leadership effectiveness, support institutional growth, and facilitate smooth leadership transitions while upholding the highest standards of academic and administrative excellence.

3.Scope

This policy governs the approval, appointment, and transition of the Campus Manager, Campus Director, or President at SBS Swiss Business School, RAK Campus. It establishes a structured framework for leadership selection, transition management, and governance, ensuring institutional stability, operational efficiency, and compliance with regulatory standards.

All leadership appointments and transitions must comply with this policy to ensure academic excellence, operational continuity, and alignment with institutional governance and accreditation standards.

4.Policy Statement

SBS Swiss Business School, RAK Campus is dedicated to promoting strong and effective leadership at the main campus. To ensure institutional stability, academic excellence, and regulatory compliance, this policy outlines the processes for approving, appointing, and transitioning the Campus Manager, Campus Director, or President.

Leadership positions will be filled through a clear and structured process, ensuring that candidates meet the necessary qualifications, align with the institution's goals, and uphold high standards of operational efficiency in line with the main campus. Any leadership transitions, whether due to resignation, termination, or organizational restructuring, will be handled to minimize disruption and ensure the continued success of the campus.

This policy guarantees that all leadership transitions are conducted consistently, fairly, and in compliance with regulations, reinforcing SBS Swiss Business School RAK Campus's commitment to excellence in leadership and governance.

4.1 Campus Manager's responsibilities include:

- Ensure smooth delivery of academic programs, maintaining high educational standards. Coordinate with faculty members to align courses with institutional goals.

- Hire, train, and supervise faculty and administrative staff. Manage staff performance and resolve any workplace issues.

- Oversee student admissions, enrollment, and retention strategies. Address student concerns, ensuring a positive learning experience.

- Manage daily campus operations, ensuring efficiency and compliance. Maintain facilities, technology, and resources for an optimal learning environment.

- Ensure adherence to RAK DOK regulations and accreditation requirements. Maintain academic policies in line with the main campus and legal standards of RAK DOK.

- Oversee the campus budget, ensuring cost efficiency and financial health. Manage tuition fee collection and allocate resources effectively.

- Develop and implement marketing strategies to attract students. Collaborate with recruitment teams for admissions growth.

- Organize student events, workshops, and graduation ceremonies. Foster student engagement through extracurricular activities.

- Handle campus emergencies, student disciplinary issues, and conflict resolution. Ensure student safety and security protocols are in place.

4.2 Campus Director/President responsibilities include:

- Define and execute the institution's vision, mission, and long-term growth strategy. Align academic goals with industry trends and global education standards.

- Ensure high-quality education, curriculum development, and faculty performance. Promote innovative teaching methodologies and research initiatives.

- Oversee financial planning, budget allocation, and revenue generation. Ensure financial sustainability through cost management and fundraising efforts.

- Recruit, mentor, and evaluate academic and administrative leadership teams. Foster a culture of collaboration, professional growth, and performance excellence.

- Enhance student engagement, support services, and career development programs. Oversee policies that ensure student retention, diversity, and academic success.

- Ensure adherence to local and international accreditation standards. Maintain compliance with higher education laws and institutional policies.

- Establish collaborations with universities, businesses, and government agencies. Expand international partnerships to enhance academic and career opportunities.

- Develop strategies to increase student enrollment and brand visibility. Strengthen alumni relations and community engagement monthly.

- Oversee facility management, technology integration, and campus expansion projects. Ensure a safe, inclusive, and resource-rich learning environment.

- Lead crisis response efforts, risk management, and emergency preparedness. Ensure transparent governance, ethical leadership, and policy enforcement quarterly.

5. Academic Qualifications and Professional Experience Requirements:

5.1 Campus Director/President positions for newly appointed candidates.

A. **Academic Qualifications:** To hold a Doctorate (Ph.D. or Ed.D.) in Education, Business Administration, or a Related Field. A doctoral degree in higher education leadership, business administration, or a relevant discipline is preferred.

B. **Professional Experience:**
- Minimum 10-15 Years of Leadership Experience in Higher Education: Proven experience in senior academic or administrative leadership roles, such as Dean, Vice President, or Campus Director.

- Extensive Experience in Institutional Governance & Strategic Planning: Ability to develop and implement long-term strategic goals for academic and operational success.

- Strong Background in Accreditation, Compliance & Regulatory Affairs: Comprehensive knowledge of higher education accreditation bodies and compliance standards at national and international levels.

- Proven Expertise in Financial Management & Fundraising: Experience in budgeting, financial planning, and securing funding through grants, endowments, or partnerships.

- Demonstrated Success in Faculty & Staff Development: Experience in recruiting, mentoring, and managing academic and administrative teams to ensure institutional growth.
- Strong Industry & Global Partnership Development Experience: Track record of building collaborations with universities, corporations, and government agencies for research, internships, and student development.
- Exceptional Leadership, Communication, and Crisis Management Skills: Ability to inspire and lead diverse teams, handle crises effectively, and foster a culture of academic excellence.

5.2 Campus Manager positions for newly appointed candidates.

A. **Academic Qualifications:** To hold a Master's Degree in Education, Business Administration, or a Related Field. A postgraduate degree in higher education management, business, or a relevant discipline is preferred.

B. **Professional Experience:**
- Minimum 5-7 Years of Experience in Higher Education Administration: Prior experience in managing academic institutions or leadership roles in education.
- Experience in Faculty & Staff Supervision: Demonstrated ability to recruit, manage, and develop faculty and administrative teams.
- Strong Background in Student Affairs & Support Services: Hands-on experience in student engagement, counselling, and academic advising.
- Budget & Financial Management Experience: Proficiency in handling campus budgets, resource allocation, and financial planning.
- Knowledge of Accreditation & Compliance Standards: Familiarity with local and international accreditation regulations for higher education institutions.
- Proven Ability to Develop Industry & Institutional Partnerships: Experience in building collaborations with businesses, universities, and governmental organizations.
- Strong Leadership, Communication & Crisis Management Skills: A track record of effective leadership, decision-making, and handling institutional challenges.

6. Procedures:

SBS Swiss Business School, RAK Campus, the appointment or transition of the Campus Manager, Director, or President must follow a clear, structured, and transparent process to ensure smooth leadership continuity and foster institutional growth in alignment with the main campus. The process includes the following key steps:

6.1 Needs Assessment & Vacancy Announcement

- Evaluate the need for a new Manager/Director/President (resignation, promotion, or institutional restructuring).
- Prepare and publish a detailed job description, including academic qualifications, experience, and key responsibilities.
- Announce the vacancy through internal and external channels (institutional website, job portals, and professional networks).

6.2 Candidate Screening & Shortlisting

- Shortlist candidates who meet the required leadership, academic, and managerial qualifications.
- The academic delivered teaching demonstrations online via MS Teams and conducted on-campus demos.

6.3 Interview & Assessment Process

- Form a Selection Committee comprising senior executives, faculty representatives, and HR.
- Conduct interviews focusing on leadership skills, vision for the institution, problem-solving, and strategic planning abilities.
- Include practical assessments such as case studies, presentations, or scenario-based decision-making.

6.4 Final Selection & Approval

- The Selection Committee recommends the top candidates to the Managers/Directors for approval.

- The final decision is made based on merit, institutional needs, and strategic direction.

6.5 Formal Appointment & Contract Signing

- Issue an official Appointment Letter specifying the role, tenure, responsibilities, and compensation package.
- Ensure legal compliance and sign a contract outlining terms and conditions of employment.

6.6 Transition & Handover Process

- Arrange a handover period where the outgoing Manager/Director shares key institutional insights with the new appointee.
- Provide an orientation covering institutional policies, ongoing projects, and leadership expectations.

6.7 Official Announcement & Stakeholder Communication

- Announce the appointment internally to faculty, staff, and students.
- Communicate the change to external stakeholders, including accreditation bodies, and partner institutions.

6.8 Performance Review & Leadership Development

- Set key performance indicators (KPIs) to monitor the new leader's impact.
- Conduct periodic performance evaluations and provide support for leadership development.

7. Compliance

This policy establishes the compliance framework for the Campus Manager/Director at SBS Swiss Business School, RAK Campus, ensuring alignment with the main campus regulations, accreditation standards, and operational best practices. It defines the roles, responsibilities, and ethical standards required to maintain academic integrity, financial transparency, and regulatory compliance.

7.1 Institutional Governance & Leadership

- Ensure alignment with the mission, vision, and policies of SBS Swiss Business School, RAK Campus.
- Maintain effective governance structures and work closely with the Managers/Directors and senior leadership.
- Promote ethical leadership, transparency, and accountability in decision-making.

7.2 Compliance Monitoring & Reporting

- Conduct regular compliance audits to ensure adherence to accreditation, financial, and operational guidelines.
- Submit periodic compliance reports to governing authorities and accreditation bodies.
- Implement corrective actions for non-compliance issues identified during audits or inspections.

7.3 Review & Updates

- This policy shall be reviewed annually by the Managers/Directors.
- Updates will be made based on changes in accreditation standards, legal regulations, or main campus requirements.

8.Feedback and Improvement

The policy provides a clear framework for approving or changing key leadership roles at SBS Swiss Business School, RAK Campus, ensuring governance, compliance, and seamless leadership transitions. However, refinements can enhance clarity, efficiency, and alignment with best practices.

We conduct annual surveys to gather feedback on program management, satisfaction, and professional development.

Develop a communication plan that includes annual updates about leadership performance and any changes to the leadership team. Regular communication ensures transparency and fosters trust among stakeholders, particularly faculty, staff, and students.

Leaders should be required to set measurable goals based on the feedback and demonstrate progress during annual reviews.

By implementing structured annual reviews, clear feedback mechanisms, and prioritizing professional development for leadership, the policy's effectiveness will be greatly enhanced. These improvements will reinforce leadership accountability and ensure that the leadership team remains aligned with the evolving needs of SBS Swiss Business School, RAK Campus, its overall educational goals, and the main campus.

9. Contact Information

For any questions related to this policy, please contact: info@atmsedu.org

Conclusion

SBS Swiss Business School, RAK Campus, maintains a transparent, structured, and compliant process for leadership appointments and transitions. By adhering to institutional regulations, accreditation standards, and operational best practices, this policy ensures continuous strong leadership, fosters institutional growth, and strengthens the commitment to academic excellence, financial integrity, and regulatory compliance, in alignment with the main campus. With clear guidelines and thorough evaluations, SBS Swiss Business School, RAK Campus continues to maintain its reputation for delivering high-quality education and promoting a stable, dynamic leadership environment.

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