

CULTURAL CONSIDERATION POLICY

SBS Swiss Business School - RAK Campus

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1. Introduction

SBS Swiss Business School, RAK Campus recognizes the need to balance inclusivity with respect for cultural and national values. All members of the SBS Swiss Business School, RAK Campus Community adhere to culturally and nationally acceptable topics and practices within the educational setting.

This policy ensures that SBS Swiss Business School, RAK Campus promotes diversity while maintaining cultural integrity.

2. Purpose

The objectives of this policy are to:

- Helps students, staff, and the community understand and respect different cultures while promoting in a way that aligns with UAE local Cultural traditions and values in **Ras Al Khaimah (RAK), UAE**.
- SBS Swiss Business School, RAK Campus follows UAE laws and cultural traditions in everything it does.
- SBS Swiss Business School, RAK Campus ensure that teaching and learning resources respect and align with UAE cultural norms.

3. Scope

This policy applies to all members of SBS Swiss Business School, RAK Campus including students, faculty, staff, and visitors. It governs all aspects of campus operations, including teaching resources, events, and community interactions.

4. Policy Statement

4.1. Adherence to UAE Legislation

- SBS Swiss Business School, RAK Campus ensure that all community members understand, respect, and comply with UAE laws and cultural guidelines.

5. Cultural Considerations at SBS Swiss Business School, RAK Campus

5.1. Training and Awareness

- SBS Swiss Business School, RAK Campus provide induction sessions for new staff and students to raise awareness of UAE cultural values and expectations.

5.2. Teaching and Learning Resources

- SBS Swiss Business School, RAK Campus ensure that all learning materials align with Main Campus Requirement and UAE cultural values.

5.3. Activities and Events

- SBS Swiss Business School, RAK Campus ensure that all events respect Islamic customs and UAE traditions.
- Students have the right to choose participation in events.
- All on-campus events require prior approval from RAK DOK and relevant authorities.

5.4. Observation of Cultural Practices

- SBS Swiss Business School, RAK Campus follow UAE cultural practices by celebrating national holidays and respecting official rules for flags and portraits.

5.5. Social Media Usage

- Official social media accounts align with Main Campus and UAE cultural values, ensuring
 - Posts are culturally appropriate and non-offensive.
 - Prior consent is obtained for images featuring students or staff.
 - Immediate action is taken to address breaches of UAE cultural or legal standards.
 - No unauthorized use of government logos.

6. Roles and Responsibilities

All SBS Swiss Business School, RAK Campus community members must:

- Adhere to UAE laws, cultural norms, and traditions.
- Avoid stereotypes and discrimination.
- Prevent inappropriate behaviours, including drug and alcohol use, violence, and indoctrination.
- Respect the proper use of symbols and imagery.
- Refrain from Organizing protests or demonstrations on campus.
- Ensure all events align with UAE cultural values.
- Follow an appropriate dress code:
 - Avoid offensive slogans or imagery on clothing.

7. Feedback and Improvement

7.1. Annual Review

- This policy will be reviewed accordingly to incorporate feedback, address emerging needs, and align with the latest educational standards.

8. Contact Information

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

9. Conclusion

By adhering to this Cultural Considerations Policy, SBS Swiss Business School, RAK Campus fosters an inclusive and respectful learning environment while maintaining alignment with UAE cultural values. Compliance ensures that SBS Swiss Business School, RAK Campus contributes to RAK DOK strategic educational vision and nurtures globally aware and responsible learners.

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