

# QUALITY ASSURANCE POLICY

## SBS Swiss Business School, RAK Campus

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## **1. Introduction**

SBS Swiss Business School, RAK Campus is committed to upholding the highest standards of academic excellence and operational efficiency. This Quality Assurance (QA) Policy provides a structured framework for ensuring quality across all academic and administrative functions in alignment with the main campus standards.

## **2. Purpose**

This policy is designed to establish a comprehensive quality assurance framework that ensures the continuous excellence of both academic programs and administrative services. It aims to align with accreditation standards, promoting consistent and rigorous quality assessments. The policy also strives to enhance student learning experiences by implementing systematic mechanisms for quality evaluation, while fostering a culture of continuous improvement and innovation in teaching and institutional operations.

## **3. Scope**

This Quality Assurance (QA) policy applies to all facets of SBS Swiss Business School, RAK Campus, encompassing not only academic programs but also student services and administrative operations. The policy is designed to ensure that each of these areas meets established quality standards and is subject to regular assessment and improvement. This includes curriculum design, teaching methods, faculty development, student support services, and the overall operational processes. By applying this policy across the entire institution, SBS Swiss Business School, RAK Campus ensures a unified approach to achieving and maintaining excellence in every aspect of its operations, creating a consistent and high-quality experience for all stakeholders.

#### 4. Core Principles

- **Academic Excellence:** Maintain the highest standards in teaching and learning.
- **Student-Centric Approach:** Prioritize student learning experiences, academic support, and well-being.
- **Continuous Improvement:** Regular assessments and feedback-driven enhancements.
- **Compliance and Accreditation:** Adhere compliance with the accreditation standards of the main campus, align with the regulations set by RAK DOK, and adhere to the legal framework established by UAE federal law.
- **Transparency and Accountability:** Clearly define responsibilities and maintain an open approach to quality assurance.

#### 5. Quality Assurance Framework

- Strategic Planning
  - Establish clear quality objectives that align with the institution's mission and vision.
  - Develop a roadmap for continuous quality improvement in academic and administrative functions.
  - Engage stakeholders, including faculty, students, and staff, in setting and refining quality benchmarks.
- Implementation of Policies
  - Apply standardized quality measures across all academic programs, administrative processes, and support services.
  - Ensure adherence to accreditation and regulatory requirements set by main campus.
  - Promote a culture of quality enhancement through faculty development programs, student support initiatives, and administrative efficiency.
  - Implement best practices in curriculum design, teaching methodologies, and student assessment.

➤ **Monitoring & Evaluation**

- Conduct regular internal quality audits to assess compliance with institutional standards and identify areas for improvement.
- Gather and analyse feedback from Employer Surveys, Alumni Surveys, Exit Surveys, Civic and Study Engagement Surveys, Global Mindedness Surveys, and Course Evaluations.
- Develop key performance indicators (KPIs) and dashboards for continuous tracking of academic performance, student satisfaction, and operational efficiency.
- Review and revise policies periodically to adapt to emerging trends in education, technology, and regulatory requirements.

**6. Governance and Responsibilities**

- **Quality Assurance Committee (QAC):** Responsible for developing, implementing, and monitoring QA processes.
- **Institutional Leadership:** Ensures integration of QA practices in academic and operational decision-making.
- **Faculty and Staff:** Maintain high-quality teaching and actively engage in professional development.
- **Students:** Participate in feedback mechanisms and contribute to quality enhancement initiatives.

**7. Key Quality Areas**

- **Curriculum Development and Program Delivery:** Ensure programs remain relevant, up-to-date, and aligned with industry needs.
- **Teaching and Learning:** Promote innovative and student-centered pedagogical approaches.
- **Assessment and Evaluation:** Implement fair, transparent, and consistent assessment methodologies.
- **Student Support Services:** Provide academic, career, and well-being support services to enhance student success.

- **Infrastructure and Learning Resources:** Maintain modern learning facilities and technology-enhanced resources.

## **8. Feedback and Stakeholder Engagement**

- **Student Feedback:** Regularly collect student input through surveys to improve academic and non-academic services.
- **Faculty and Staff Engagement:** Encourage faculty and administrative personnel to contribute to quality enhancement.
- **Industry and Community Collaboration:** Work with external stakeholders to ensure program relevance and employability outcomes.

## **9. Faculty Qualification & Development**

- Faculty members must possess qualifications aligned with their academic disciplines, approved by the main campus.
- Ongoing professional development opportunities will be provided to faculty and staff.
- Teaching effectiveness will be regularly monitored through student evaluations, and institutional audits.

## **10. Compliance & Accreditation**

- All programs offered must align with the standards and accreditation guidelines of the main campus.
- SBS Swiss Business School RAK Campus will adhere to the licensing and accreditation requirements of RAK DOK & UAE federal regulations.
- Academic programs must maintain equivalency with the main campus in terms of curriculum, learning outcomes, and assessments.

### **11. Quality Audits & Reviews**

- Regular internal audits will be conducted to assess compliance with quality standards.
- Audit findings will be used to develop action plans for continuous improvement.

### **12. Ethical Standards**

- Maintain integrity and ethical conduct in academic and administrative operations.
- Address concerns related to academic misconduct, data security, and confidentiality in compliance with institutional policies.

### **13. Refund Policy**

SBS Swiss Business School, RAK Campus, upholds a strict no-refund policy for all payments made, including but not limited to tuition fees, registration fees, administrative fees, examination fees, and other related charges. Payments made to the institution are considered final, and students are expected to fulfil their financial commitments as per the agreed terms. Refunds will be considered only under exceptional circumstances and are subject to the approval of the management, in accordance with institutional policies.

### **14. Record Keeping & Documentation**

- All quality assurance records will be securely archived as per the main campus regulations.
- Documentation of audit findings, accreditation reports, and improvement actions will be maintained for accountability and compliance.

### **15. Policy Review & Updates**

- The QA policy will be reviewed annually or as required to ensure alignment with evolving educational standards.
- Updates will be made in consultation with the Quality Assurance Committee.

## **16. Contact Information**

For any questions regarding this policy, please contact: [info@atmsedu.org](mailto:info@atmsedu.org)

## **Conclusion**

SBS Swiss Business School RAK Campus is committed to providing high-quality education and maintaining excellence in all academic and administrative functions. This policy ensures a structured and systematic approach to quality assurance, fostering a culture of continuous improvement and academic integrity.

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