

STAKEHOLDERS' COMPLAINTS MANAGEMENT POLICY

SBS Swiss Business School, RAK Campus

Policy Reference No.	Document Name	Version	Updated On
SBS- CMP-V01	SBS Swiss Business School RAK Campus Stakeholders' complaints management policy	V01	12.06.2023
SBS- CMP-V02	SBS Swiss Business School RAK Campus Stakeholders' complaints management policy	V02	10.05.2024
SBS- CMP-V03	SBS Swiss Business School RAK Campus Stakeholders' complaints management policy	V03	10.02.2025
SBS- CMP-V04	SBS Swiss Business School RAK Campus Stakeholders' complaints management policy	V04	14.01.2026

1. Introduction

SBS Swiss Business School - RAK Campus is committed to fostering a transparent, fair, and inclusive academic environment. Our Stakeholders Complaints Management Policy is designed to provide a structured and professional approach to handling concerns and complaints from students, faculty, staff, parents, and other stakeholders.

This policy provides a structured process for students, parents, staff, and other stakeholders to raise concerns and receive a timely resolution. It complements institutional policies and ensures that all complaints are handled with confidentiality, professionalism, and fairness.

2. Purpose

The purpose of this policy is to establish a clear and structured procedure that allows stakeholders to submit complaints efficiently and systematically. It aims to ensure a transparent and impartial resolution process where all concerns are reviewed objectively and addressed with fairness. By fostering an environment of open communication and mutual respect, this policy encourages constructive dialogue between all parties involved. Additionally, it serves as a mechanism for institutional self-improvement, using stakeholder feedback and grievances as opportunities to refine policies, enhance services, and maintain high educational standards. Implementing a structured complaints resolution process strengthens stakeholder confidence and contributes to a culture of continuous development within SBS RAK.

3. Scope

This policy applies to students, parents, faculty, and staff of SBS RAK, addressing any complaints related to the institution's operations, services, staff conduct, or student experience. It also covers concerns involving SBS RAK policies, whether academic or non-academic.

4. Definitions

Complainant	The individual or party submitting a complaint regarding an issue related to SBS RAK. This may include students, parents, faculty, staff, or other stakeholders who believe they have experienced or witnessed a concern that requires formal attention and resolution. The complainant is responsible for providing relevant details, supporting evidence, and cooperating with the resolution process.
Complaint	A formal statement or grievance submitted by a complainant expressing dissatisfaction with any aspect of SBS RAK, including its operations, services, staff conduct, policies, or student experience. Complaints may relate to academic or non-academic matters and should be submitted in accordance with the institution’s established procedures for review and resolution.
Appeal	A formal request submitted by a complainant or affected party seeking reconsideration of a decision made regarding a complaint. Appeals must be based on valid grounds, such as procedural errors, new evidence, or perceived unfairness in the initial decision. The appeals process provides an opportunity for a higher authority or designated review panel to reassess the original decision and determine if any modifications or corrective actions are necessary.
Confidentiality	The commitment to protecting the privacy and sensitive information of all parties involved in a complaint or appeal process. Confidentiality ensures that complaint details, identities of complainants, and any related documentation are disclosed only to those directly responsible for handling the matter. This protection fosters a fair and unbiased resolution process while

	safeguarding individuals from potential retaliation or undue influence.
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5. Principles

- **Confidentiality:** All complaints will be handled discreetly and securely.
- **Transparency:** Complainants will be informed about each stage of the process.
- **Fairness:** All complaints will be investigated impartially without fear of retaliation.

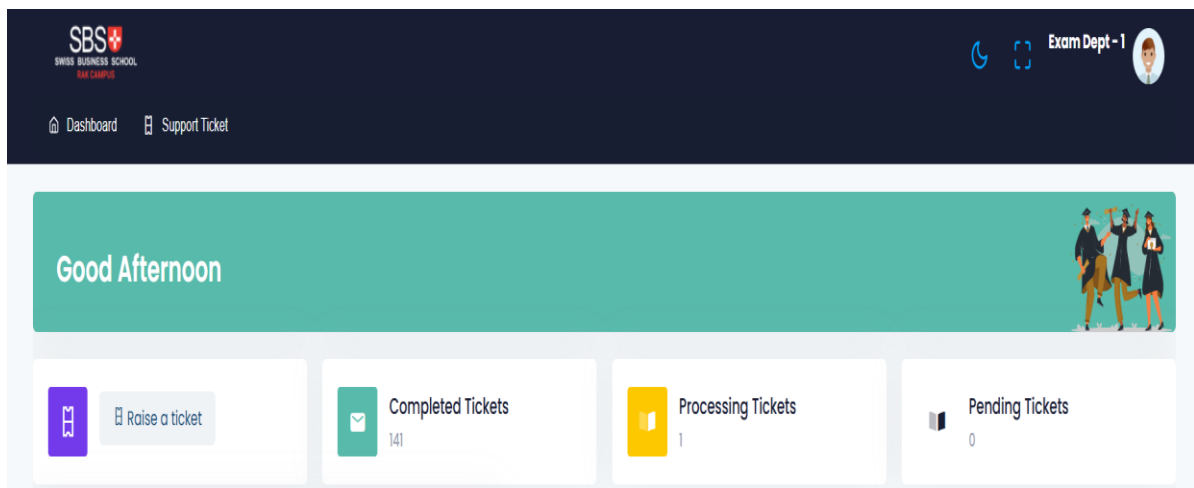
6. Responsibilities

SBS RAK’s administration is responsible for acknowledging, investigating, and resolving complaints in a timely manner. The Head of Faculty and HR Department will oversee complaint resolutions in their respective domains.

7. Complaint Submission Procedures

7.1. Students

1. If any student has a complaint, whether academic or non-academic, they can raise it through the Learning Management System (LMS) by submitting a complaint ticket.



The screenshot shows a user interface for the Learning Management System (LMS) support ticket system. At the top, there is a dark navigation bar with the SBS RAK Campus logo on the left, a user profile for 'Exam Dept-1' on the right, and navigation links for 'Dashboard' and 'Support Ticket'. Below the navigation bar is a green banner with the text 'Good Afternoon' and an illustration of three students. The main content area features four ticket status cards: 'Raise a ticket' (with a purple icon), 'Completed Tickets' (141, with a green icon), 'Processing Tickets' (1, with a yellow icon), and 'Pending Tickets' (0, with a grey icon).

2. Once the complaint is raised, the Student Support Officer will receive a notification.



SBS Swiss Business School RAK Campus

Dear Staff,
New Support ticket raised.

If you need any help, don't hesitate to reach out to us at info@sbs-uae.org!



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3. The Student Support Officer will attempt to resolve the issue immediately, if possible, and an email confirmation will be sent to the student.
4. If the issue is not resolved within 24 hours, it will be escalated to the Assistant Vice President of Academics, and a meeting will be scheduled to address the concern.
5. After the meeting, an email will be sent to the student with all necessary details regarding the resolution and further steps.
6. In cases where the complainant communicates dissatisfaction with the proposed resolution, the complainant has the option to file an appeal to the RAK DOK within three (3) working days of receiving the final decision to uni.hotline@dok.rak.ae

7.2.Employees

1. If any employee has a complaint, they can lodge it by sending an email directly to the HR department
2. HR will acknowledge receipt within 24 hours and initiate an investigation.
3. A resolution will be communicated within five (5) business days.

8. Confidentiality

All complaints, whether academic or non-academic, and all related communications will be handled with strict confidentiality. Information about complaints will only be shared with individuals who are directly involved in the resolution process. This includes the complainant, relevant department heads, designated investigating officers, and, if necessary, legal advisors. SBS RAK ensures that no unauthorized person will have access to complaint records. Additionally, personal information related to a complaint will not be disclosed to third parties without the explicit consent of the complainant, unless required by law. All discussions, documents, and resolutions related to a complaint will be securely stored and access restricted to authorized personnel only. This confidentiality is designed to protect the privacy of all parties involved and foster trust in the complaint's resolution process.

9. Record Keeping

Complaint records will be securely archived as per the main campus regulations.

10. Training & Awareness

SBS RAK will educate stakeholders about the complaints policy and resolution process.

11. Feedback & Continuous Improvement

- The designatory team at SBS RAK Campus will quarterly review this policy to ensure its effectiveness.
- Stakeholders are encouraged to provide feedback on the complaints process to improve institutional practices.

12. Contact Information

For any questions regarding this policy, please contact:

Email: info@sbs-uae.org

13. Conclusion

SBS RAK is committed to addressing concerns promptly and impartially. This policy ensures a structured and fair approach to complaint resolution, promoting a culture of respect and collaboration among stakeholders.

14. Policy Review

This policy will be reviewed periodically to remain aligned with best practices and regulatory requirements.

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