

IBC NAMING POLICY

SBS Swiss Business School, RAK Campus

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1. Introduction

SBS Swiss Business School, RAK Campus, as an International Branch Campus (IBC), is committed to ensuring the consistent and accurate use of its institutional name across all academic, administrative, and external communications. This policy establishes guidelines for standardized naming practices to maintain institutional identity, ensure compliance with regulatory requirements, and align with the standards of the main campus.

2. Purpose

The purpose of this policy is to establish standardized guidelines for the correct and consistent use of the institution's name across all academic, administrative, marketing, and external communications. It ensures alignment with quality assurance standards, regulatory compliance, and institutional branding requirements.

3. Scope

This policy applies to all stakeholders, including:

- Faculty and academic staff
- Administrative personnel
- Marketing and admissions teams
- External partners and affiliates

It covers all forms of communication including:

- Official documents
- Marketing materials
- Digital platforms (website, LMS, email)

4. Official Institutional Name Usage

4.1 Primary Name

The official name must always be written in full as: “SBS Swiss Business School, RAK Campus”

4.2 Short form Usage

Where appropriate (after first mention), the following may be used: **SBS RAK Campus**. However, the full name must always appear at least once in any formal document.

5. Naming Conventions for Academic Delivery

5.1 Reference to Main Campus

All academic programs must clearly reflect affiliation with the main campus to ensure:

- Academic equivalency
- Accreditation alignment
- Brand consistency

Example:

“Program delivered at SBS Swiss Business School, RAK Campus in alignment with the main campus standards.”

6. Branding and Communication Guidelines

6.1 Consistency Requirement

All communications must:

- Use the approved institutional name without modification
- Maintain uniformity across departments

6.2 Digital and Marketing Use

- Website, brochures, and advertisements must use the full official name
- Logos must align with RAK DOK branding guidelines
- Any variation requires prior approval from management

7. Compliance and Regulatory Alignment

- All naming must comply with RAK DOK regulations and UAE federal laws
- Institutional identity must reflect licensed and accredited status

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- No misleading representation of affiliation or accreditation is permitted.

8. Governance and Responsibility

- Quality Assurance Committee: Ensures correct institutional naming across documents
- Institutional Leadership: Approves any deviations or branding updates
- Faculty & Staff: Responsible for adhering to naming standards in all outputs.

9. Monitoring and Enforcement

- Regular audits will be conducted to ensure compliance
- Non-compliance may result in:
 - Document revision requests
 - Formal warnings for repeated violations

10. Policy Review

This policy will be:

- Reviewed annually
- Updated in alignment with QA policy revisions and regulatory changes

Conclusion

The SBS Swiss Business School, RAK campus's IBC Naming Policy ensures that all institutional references maintain accuracy, credibility, and alignment with accreditation standards. Consistent naming reinforces brand identity, supports regulatory compliance, and upholds the academic integrity of the institution.

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