

**BACHELOR OF BUSINESS ADMINISTRATION**
  
**STUDENT HANDBOOK**

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22.10.2024	V2.5	Grade Contestation and Notarization Policy
25.02.2026	V2.6	Academic Calendar

*As Academic Dean of SBS Swiss Business School, RAK Campus, we are committed to making sure that our entire business school is managed according to these principles and policies. We are also committed to continuous improvement and fully endorse this policy.*

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## **A Word from the Academic Dean**

This Handbook has been specially prepared to assist program participants who are pursuing the Bachelor of Business Administration (BBA) degree offered by SBS Swiss Business School, RAK Campus. It serves as a valuable reference on how the program operates, as well as the organization and support available to students. Additionally, it outlines the rules and regulations applicable to this program. Students are strongly encouraged to read this handbook before beginning their studies.

Pursuing a BBA degree represents an important step in a student's academic and professional journey. The learning process is designed to be both engaging and rewarding, providing a meaningful and enriching educational experience. SBS Swiss Business School, RAK Campus, is committed to fostering academic excellence and student achievement across all areas of business education. Through an andragogical learning approach, students will develop a strong academic foundation that emphasizes critical thinking, problem-solving, and the practical application of knowledge. Access to diverse learning resources further supports the development of competent professionals and responsible global citizens in a dynamic and competitive business environment.

SBS Swiss Business School, RAK Campus, warmly welcomes all students to its academic community. The institution offers a balanced blend of theoretical knowledge and practical experience, equipping students with the skills required to succeed in today's globalized workforce.

The school wishes all students an enjoyable and successful academic experience and every success in achieving their academic and career goals.

SBS Swiss Business School, RAK Campus, looks forward to supporting students throughout their academic journey and trusts that the BBA Program will provide a challenging, enriching, and rewarding educational experience.

## 1. Program Structure and Schedule

The BBA Program is a full-time 3-year program combining practical and theoretical experience in International Management.

The BBA Program entails mandatory company visits, attendance at seminars, additional forums, and extra-curricular activities, which will be announced throughout the school year. Students must attend 2 company visits in Semesters 2 and 4. If a student does not complete 2 company visits and submit the Company Visit Report (or as scheduled by SBS Swiss Business School, RAK Campus), he or she must satisfy the requirement for additional company visits in the next semester(s).

In certain cases, a student may occasionally be excused from other extracurricular activities due to emergencies or familial constraints (of dependents). The decision to allow an absence from an extracurricular activity will be made on a case-by-case basis and with supporting documentation presented by the student.

Students are required to complete a Field Research in Sustainability & Business project, including the submission of a comprehensive report, typically undertaken after the 2nd and 4th semesters. Detailed guidelines and requirements are outlined in the BBA Field Research Policy document.

All courses are delivered by SBS Swiss Business School, RAK Campus.

### 1.1. Contact Hours and Schedule

Each SBS Swiss Business School, RAK Campus conducted course will be supported by 28 to 32 hours of course sessions. These courses will be delivered by the Faculty of SBS Swiss Business School, RAK Campus, and are held according to a given timetable. Courses are generally assessed by assignment work and/or an examination. Assessments will be held during and at the end of each Semester.

<b>BBA in International Management</b>					
<b>YEAR I</b>					
<b>COURSE CODE</b>	<b>SEMESTER 1</b>	<b>ECTS</b>	<b>COURSE CODE</b>	<b>SEMESTER 2</b>	<b>ECTS</b>
MGT 502	Principles of Management	4	OBL 124	Organizational Behaviour	5
ACT 110	Accounting Principles	4	ACT 139	Financial Accounting	4
QUT 112	Quantitative Techniques	4	STA 108	Business Statistics	4
ECO 104	Micro Economics	4	ECO 106	Macro Economics	4
COM 123	Business Communication	4	BUS 117	Business Law	4
MIS 127	Essentials of IT	4	MKT 186	Principles of Marketing	4
ENG 110	English Language	3	COV 105	Company Visit	2
FRL 100	Foreign Language	3	FRL 105	Foreign Language	3
	<b>ECTS</b>	<b>30</b>		<b>ECTS</b>	<b>30</b>
<b>YEAR II</b>					
<b>COURSE CODE</b>	<b>SEMESTER 3</b>	<b>ECTS</b>	<b>COURSE CODE</b>	<b>SEMESTER 4</b>	<b>ECTS</b>
MKT 233	Marketing Techniques	4	MIS 228	Management Information System	5
FIN 295	Financial Management	4	RES 273	Research Methods II	5
MGT 218	Operations Management	4	ETH 234	Business Ethics & Corporate Social Responsibility	
RES 269	Research Methods I	4	MGT 334	Strategic Management	5
MGT 268	Organizational Management	3	BNY 201	Business Analytics with AI Tools	5
ECO 210	International Economics		FRL 210	Foreign Language	3
HRM 251	Personnel Management & Industry Relation		COV 205	Company Visits	2
FRL 205	Foreign Language				
FIL 200	Field Study				
	<b>ECTS</b>	<b>30</b>		<b>ECTS</b>	<b>30</b>
<b>YEAR III</b>					
<b>COURSE CODE</b>	<b>SEMESTER 5</b>	<b>ECTS</b>	<b>COURSE CODE</b>	<b>SEMESTER 6</b>	<b>ECTS</b>
MKT 368	Strategic Marketing	4	ENT 363	Sustainable Entrepreneurship	3
MGT 339	Leadership and Team Management	4	MGT 317	Strategic Sales Management	3
FRL 310	Foreign Language	4	BUS 317	Global Business and Sustainability	3
FST 301	Field Research in Sustainability & Business	4	MGT 389	Organizational Development	3
STA 318	Advanced Statistics	4	FRL 320	Foreign Language	3
FIN 357	Corporate Finance	5	THE 350	Thesis	15
FRL 310	Foreign Language	4			
ACT 399	Managerial Accounting	5			
	<b>ECTS</b>	<b>30</b>		<b>ECTS</b>	<b>30</b>

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### **1.2. Equal Opportunity Education Provider**

SBS Swiss Business School, RAK Campus is an equal opportunity provider, committed to the idea of fairness and non-discrimination based on religion, race, disability, gender, marital status, sexual orientation, or age. As such, we are opposed to all forms of unfair and/or unlawful discrimination. All members of the SBS Swiss Business School, RAK Campus organization are responsible for upholding and defending the basic human rights of all who are connected with SBS Swiss Business School, RAK Campus, and in society at large. All members of SBS Swiss Business School, RAK Campus are further responsible for compliance with this policy.

Concerns regarding the violation of this policy should be directed to the Academic Dean, so that appropriate action can be taken after due investigation.

Alternative arrangements for scheduling of examinations to satisfy requirements of religious observance will be considered if made in writing to the Academic Dean at the time when schedules for assessment are published.

### **1.3. Degree Awarding**

The final degree will be awarded by SBS Swiss Business School, RAK Campus, upon completion of the Bachelor of Business Administration (180 ECTS / Level / EQF 6) program and minimum grade requirements to be met for thesis, Oral Defense must have been completed before the student qualifies for graduation.

## 2. Fees and Registration

### 2.1. Program Fees

The total program fee covers the tuition period, course notes, study guides, seminars and workshops, examinations, projects, degree on successful completion, and transcripts. Fees are to be paid in accordance with the fee schedule supplied by SBS Swiss Business School, RAK Campus, before the start of each term.

The program fees are as follows:

- Admission Fee AED 2500
- Non-Refundable Administration fee: AED 6000
- Fees Monthly Installment AED 1600 \* 36
- Total Fees: AED 66,100

You will be receiving three transcripts of your final academic record (Final Transcript) at no charge. Additional transcripts may be obtained from SBS Swiss Business School, RAK Campus, for a charge of AED 100 for the first copy on each occasion and AED 50 for additional copies ordered at the same time. This also applies to provisional transcripts, should you require the academic record of a single term.

Please check that your name listed on your academic transcript is correct. As this is the name that will appear on your degree, you should contact SBS Swiss Business School, RAK Campus, if you believe there is an error.

Program participants who do not comply with the fee schedule will not be allowed to continue with the program.

### 2.2. Registration and Re-enrolment

All enrolled program participants will be required to re-enroll in each semester/course following the initial registration by paying the appropriate installment fee.

#### Registration Validity

All program requirements (GPA 2.0, all taught modules completed, and thesis successfully defended) need to be fulfilled within 5 years of class start for the full-time BBA program.

### Extension

Any program participant taking longer than the given registration period to complete the program will have to apply for an extension of a further ONE (1) year ONLY. Extension requests must be made in writing to SBS Swiss Business School, RAK Campus, which is subject to approval by the committee comprising the Registrar/Academic Dean and the Faculty Head.

### Termination of registration

Program participants must make satisfactory progress during the program to obtain approval for continuation of enrolment. Where progress is deemed to be unsatisfactory, SBS Swiss Business School, RAK Campus may terminate the registration of a program participant on a recommendation to that effect from the Faculty Academic Board at SBS Swiss Business School, RAK Campus. (See 8.1 The Grading System: Unsatisfactory progress) In case a student has attempted 180 ECTS and does not attain a GPA of 2.0 or has completed the taught modules but failed to defend a thesis, and the GPA does not match the criteria, then students may be offered a chance to appear in any of the two/three courses to improve the grade and qualify for graduation.

Termination of registration – if the above requirements are not met.

### **2.3. Refund Policy**

No refund policy.

### **2.4. Payment of Program Fees**

All program participants are encouraged to pay their fee installments by Bank Transfer/Cash/Card, and Online Payment.

Notwithstanding any deferment of courses granted by SBS Swiss Business School, RAK Campus, program participants are not allowed to defer the payment of program fees, as stated in the fee schedule.

### **2.5. Additional Fees**

Remarking Exam	AED 400
Repeating a Course	AED 500
Deferment	AED 250
Retaking Exam	AED 500
Additional Transcript (First Copy)	AED 100
Any additional transcript copy	AED 50

## **2.6. Thesis Deadline Extension Fees**

BBA students in all programs are expected to write and defend a thesis to meet BBA degree requirements. Students are expected to defend their thesis after completing all taught modules and having achieved a minimum GPA of 2.0. Once the Academic Dean of SBS Swiss Business School, Main Campus approves the thesis, the thesis defense is arranged.

## **3. Application for Transfer of Academic Credit / Exemptions**

Program participants may apply for credit/exemption in course(s) on the SBS Swiss Business School, RAK Campus BBA program, subject to the following guidelines:

- Credit/Exemption may be granted to a program participant based upon his/her undergraduate work at a post-secondary or tertiary education level, subject to the submission of documentary evidence that shows equivalency in the undergraduate work completed. This assumes that the program participant already holds a high school diploma.
- A maximum of 120 transfer credits can be accepted for the Bachelor program (If you provide an exemption thesis/internship, mention which courses we do not consider credit transfers)
- The course Grade must have been higher than 73% or equivalent. i.e., C or GPA 2.0.

Please note that the credit transfer form for credit with supporting documents provided (transcript and detailed syllabus, assessment requirements, and contact hours of the previously studied course) must be submitted to SBS Swiss Business School, RAK Campus, within one month before the start date of the program.

## **4. Deferment Policy**

### **4.1. Forms of Deferment**

Generally, program participants are encouraged NOT to apply for any deferment as this will disrupt the momentum of study and may hinder the attainment of the degree. If absolutely necessary, all applications for deferment must be given in writing, accompanied by supporting documents. In all cases, the final decision for granting deferment request(s) lies with the Faculty Academic Board.

### **4.4. Important Notes**

- Payment of program fees shall be in accordance with the specified fees for the program

at the time of admission. Program fees cannot be deferred. Participants are not allowed to transfer their registration to another intake.

- Program participants must follow the program schedule given, whenever possible. Deferment should only be sought as a last alternative. Acceleration of the program through combining one's program schedule with another intake is not allowed.
- In all cases, fees paid are not refundable. (See 2.3 Refund Policy)

## 5. Examination

### 5.1. Aims

The principal aims of the Examinations are:

- To stimulate program participants' interest in the course.
- To enable program participants to relate theory to their own experience and to the practical situation in the workplace.
- To test the extent to which program participants know and understand the course.
- To develop program participants' analytical, decision-making and presentation skills.
- To enable program participants to monitor their progress.

### 5.2. Setting of Examinations

All exam questions are set by the lecturers and approved internally by an internal quality committee, composed of the Head of Academics, Quality and Academic Dean (internal committee). They will be reviewed and revised regularly.

### 5.3. Assessed Assignments

Each course will have two exams, which can be either a midterm/final/case studies/group discussion/seminar and one final exam, which is mandatory; Final Exam 70% and any other component used can divide the 20% into the internal assessments used.

SBS Swiss Business School, RAK Campus reserves the right to vary the assessment scheme from time to time based on the feedback from students and faculty members. Where any variation occurs, it will be notified in the Course Description and/or a relevant update prior to the start of the applicable course.

All examinations must be submitted to SBS Swiss Business School, RAK Campus. Program participants will be informed of their results, in writing, 15 working days after the date of examinations. The decision of SBS Swiss Business School, RAK Campus, is final.

#### **5.4. Content and Style**

Bearing in mind the aims of examinations, program participants must demonstrate:

- That they know the topics in question by defining/describing the appropriate theories, concepts, principles or practices,
- That they have read widely on the course by quoting appropriate books, journals, papers, authors or other authorities,
- That they have understood the course by their application of their knowledge to the analysis of organizational situations/problems,
- That they have thought about the course by selective and critical use of authoritative sources.

**The SBS Swiss Business School, RAK Campus Policy states:** Inclusive language\* will be used in all academic and administrative written and verbal communication.\*language that avoids the use of certain expressions or words that might be considered to exclude particular groups of people, especially gender-specific words, such as “man”, “mankind”, and masculine pronouns, the use of which might be considered to exclude women.

#### **5.5. Feedback**

Examinations submitted in accordance with the original schedule will be marked with appropriate comments, and a grade will be declared within 15 working days. SBS Swiss Business School, RAK Campus exams and the grade awarded will be entered into the program participant's record.

#### **5.6. Submission of Examination**

All examinations must be submitted to SBS Swiss Business School, RAK Campus, within the mentioned deadline. Any exam received after the submission date will be considered late.

Program participants are **STRONGLY ADVISED** to keep a copy of their work in case the submitted copy should go astray.

### **5.7. Late Submission**

Any request must be made in writing to SBS Swiss Business School, RAK Campus at least one day prior to the scheduled exam. Supporting documentary evidence must be submitted along with the request. Only rescheduling requests will be considered. A request will be deemed approved only after the program participant has received official confirmation from SBS Swiss Business School, RAK Campus. All requests are subject to approval, and any unauthorized absence or late submission will be handled at the discretion of the course lecturer.

For late submission, the following rules will apply:

Rescheduling requests will be considered only under the following circumstances:

- Medical grounds (medical certificate required),
- Compassionate grounds, and/or
- Other exceptional cases evaluated on a case-by-case basis (with supporting documentation).

A rescheduling request shall be deemed approved only upon official notification from SBS Swiss Business School, RAK Campus.

Approved participants are required to:

- Inform the administration in advance,
- Register for the re-sit (redo) examination, and
- Appear for the examination on the rescheduled date.

Failure to comply with the above requirements may result in the participant being marked absent, and the case will be handled in accordance with institutional academic regulations.

### **5.8. Re-Marking of Examinations**

Re-marking is marking for a second time a piece of work that has not been altered or added to by the program participant. Re-marking applies to examination submissions.

A piece of work may be submitted for re-marking only once.

Where a program participant considers that an individual piece of work has been unfairly or inappropriately assessed, they may discuss the original mark with the relevant lecturer within 5 working days of the receipt of the results.

If the program participant is dissatisfied with the decision of the lecturer, they may request a formal remark. Such a request must be made in writing to the Faculty Academic Board at the SBS Swiss Business School, RAK Campus within 5 working days of the receipt of the lecturer's decision. If the request is deemed to be justified, then Faculty Academic Board may internal or external assessor to re-mark the examination.

Any request for re-marking must include appropriate justification on academic grounds and must state the assessment criteria or areas of the assignment in which the program participant feels that the piece of work was unfairly or inappropriately assessed.

- If the re-mark results in a higher grade, this grade will become the final grade for the assessment.
- If a re-mark is requested for an examination that had a penalty applied and the request is granted, the penalty will also apply to the grade given after re-marking.

Requests for re-marking will be disallowed for one or more of the following reasons:

- The program participant did not fulfill all assessments or attendance requirements of the course.
- The grounds on which the request is based are not supported by documentation submitted by the program participant.
- The request is in relation to a grade awarded following re-marking.
- The request is in relation to an application for permission to resubmit an examination that was denied.
- The request is related to reimbursement of fees by an employer.

### **5.11. Intellectual Copyrights**

The teaching material is protected by copyright. Copying and retransmission outside of the SBS Swiss Business School, RAK Campus higher education is prohibited without the written permission from the Academic Dean and Program Manager. The copyrights for the bachelor's thesis and/ or project work belong to the author. The author grants SBS Swiss Business School, RAK Campus a free, unlimited, non-exclusive right to use his or her work. The thesis and/or project work may be used after the completed of the Bachelor program by SBS Swiss Business School, RAK Campus as well as by the author remuneration-free stating the copyrights of the work. The author waives any income from the commercial use of the work results by SBS Swiss Business School, RAK Campus.

## 6. Academic Misconduct

Academic misconduct, whether inadvertent or deliberate, shall include the following:

- Presentation of data with respect to company visits, field trips or other work that has been copied, falsified or in other ways obtained improperly,
- Adding of material in individual work that includes significant assistance from another person in a manner unacceptable according to the assessment guidelines of the course,
- Providing assistance to a program participant in the presentation of individual work, in a manner unacceptable according to the assessment guidelines of the course,
- Falsification or misrepresentation of academic records,
- Other actions that may not be covered by the above clauses that may also be judged to be acts of academic misconduct.

**Plagiarism** is a specific form of academic misconduct.

Deliberate plagiarism is regarded as a serious act of academic misconduct. Whether inadvertent or deliberate, plagiarism shall include the following:

- Literally copying of sentences or paragraphs from one or several sources penned by other persons, or presenting of substantial extracts from books, articles, theses, other unpublished work such as working papers, seminar and conference papers, internal reports, computer software, lecture notes or tapes, without clearly indicating their origin,
- Using very close paraphrasing of sentences or paragraphs without due acknowledgement in the form of reference to the original work,
- Submitting another program participant's work in whole or in part; this includes the work of previous participants in the program,
- Use of other person's ideas, work, structure, or research data without acknowledgement,
- Submitting work which has been written by someone else on the program participant's behalf,
- Copying computer files, algorithms, or computer codes without clearly indicating their origin,
- Submitting work that has been derived, in whole or in part, from another program participant's work by a process of mechanical transformation, e.g. changing variable names in computer programs.

In the case of a program participant is suspected of academic misconduct (cheating or plagiarism), the lecturer will request further information from the program participant:

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- If the lecturer concludes that in fact there was no academic misconduct or that the action was inadvertent, then either no further action will be taken or the program participant will be counselled and a note placed on his/her file.
- If the lecturer concludes that there was deliberate academic misconduct and provides evidence to the program participant to this effect, and the program participant admits to academic misconduct and agrees to accept a failure in that component of the course, the lecturer will convey this to the Faculty Academic Board who will notify the relevant school authorities and the program participant. A note will be placed on the program participant's file and a reprimand will be sent.

If there have been previous instances of academic misconduct, or if a program participant does not agree to the above action, a written report will be submitted by the lecturer, invigilator, or examiner concerned to the Faculty Academic Board detailing the evidence.

On receipt of the report, the Faculty Academic Board shall send a copy to the program participant, inviting comments within a given period of 7 working days. The Faculty Academic Board shall consider the report and the program participant's reply.

Should academic misconduct (cheating and plagiarism) be reasonably established for the examination(s), a further formal inquiry may proceed.

A program participant found guilty of deliberate plagiarism shall be subject to any of the following penalties:

- Will be graded fail in the component of the course, a note in the program participant's file, and a reprimand from the Faculty Academic Board or nominee, as appropriate.
- Will be graded fail in the course, a note in the program participant's file, and a reprimand from the Head of School or nominee, as appropriate.
- Will be graded fail in the course and suspension from the course for a period not exceeding one year.
- Suspension from SBS Swiss Business School, RAK Campus for a period not exceeding three years.
- Expulsion from SBS Swiss Business School, RAK Campus.

For all proven cases of academic misconduct (plagiarism or cheating), the SBS Swiss Business School, RAK Campus reserves the right to take further disciplinary action, such as expulsion from the program. This will apply to the program participant concerned, or any other program participant(s) who is (are) directly or indirectly involved in the matter.

Note: Please ensure that you do not provide copies (even draft copies) of your individual work to other program participants in either hard copy or electronic form. If your work is used by another party, both of you will be subject to alleged plagiarism as it will often be difficult to prove who was the owner of the original work.

**Expelled from a program.**

Expulsion after Academic probation period:

Students, who fail to raise cumulative GPA during the probationary period, the student will be dismissed from the program. The student is allowed to re-apply for the program after 12 months from the date of dismissal.

If the student wishes to start within a year, she/he can write to the Faculty Academic Board asking to return. It is then up to the Faculty Academic Board to decide whether the student can return to the SBS Swiss Business School, RAK Campus earlier or not. If the return has been accepted, the student will get a “conditional acceptance” for at least a semester.

**Expulsion for Disciplinary reasons:**

Applicants who have been expelled for disciplinary reasons and/or following a definitive failure, from a program at SBS Swiss Business School, RAK Campus, shall not be accepted to return.

The most common issues raised at a disciplinary hearing:

- Massive unexcused absences
- Misuse of email, internet, or social media at SBS Swiss Business School, RAK Campus premises
- Bullying and harassment
- Theft or fraud
- Violence
- Substance abuse
- Discrimination
- Inappropriate behavior
- Plagiarism

The modules that have already been completed with a minimum “C-” (70%) grade in the previous enrolment period shall be transferred to the new enrolment period.

**Incomplete grade**

A grade of Incomplete (noted "I" on the transcript) may be assigned when a student has completed and passed a majority of the work required for a course, has paid the tuition fees for the course, and for reasons beyond the student's control, cannot complete the entire course. The student may complete the course later, according to the academic calendar. An incomplete grade is subject to approval by the Faculty Academic Board.

The student will be required to retake the entire course and will need to pay the tuition fees associated with the re-take of the course.

The grade of "Incomplete" will remain on the student's transcript until the course is completed and a grade is awarded.

## **7. Examinations**

### **7.1. Setting and Marking of Examination Papers**

All examination questions are set by the lecturers and approved by the internal committee, comprising of Academic Head and the Faculty Head at SBS Swiss Business School, RAK Campus. Grades awarded in accordance with the standardized grading system will be conveyed directly to the program participants.

Note: Please allow 15 working days from the date of examination for the lecturer to process everything. Notification of results will be made in writing only. Telephone enquiries will not be entertained.

Examinations are kept for 6 years at SBS Swiss Business School, RAK Campus. If the student would like to view their exams, the program manager can arrange this. The student has the right to view their examinations at any given time.

\*Students not paying in time the invoice delivered by SBS Swiss Business School, RAK Campus for the academic program enrolled, will not be allowed to take final exams.

### **7.2. Date, Time and Place of Examination**

Examinations (as appropriate) are held every two and a half months from the start of each course in accordance with the program timetable. The actual date, time and place of examination will be determined by SBS Swiss Business School, RAK Campus. Program participants will be notified of the details in advance.

Unless otherwise advised, examinations will be held on weekdays, Monday to Friday. The date, time and place of examinations must be strictly adhered to and are not open to negotiation or variation.

### 7.3. Misconduct during Examinations

Misconduct during an examination is considered a serious breach by SBS Swiss Business School, RAK Campus. If misconduct is detected during any examination, the program participant concerned will be informed that the misconduct will be reported in writing to the Faculty Academic Board who will investigate the case. If, after investigation, they determine that no academic misconduct was involved, no further action will be taken. If it is determined that academic misconduct was involved, a more formal enquiry may be initiated.

In the BBA, the penalty applied for academic misconduct in examinations may be any of the following:

1. Failure in the course, a note in the program participant's file and a reprimand from the Faculty Academic Board or nominee, as appropriate,
2. Expulsion from SBS Swiss Business School, RAK Campus.

### 7.4. Examination Attendance Guidelines

Program participants are reminded to adhere to the following examination instructions as required by SBS Swiss Business School, RAK Campus:

- I. Candidates should try to arrive at the indicated examination room early and are advised to be seated in the examination room at least 15 minutes before the start of the examination.
- II. Candidates should try to arrive at the indicated examination room early and are advised to be seated in the examination room at least 15 minutes before the start of the examination. Candidates who are 10 minutes late to an exam may not write the exam and will need to do the exam during the retake week.
- III. Candidates may not leave the examination hall during the first 30 minutes and last 10 minutes of the examination.
- IV. Only the necessary paraphernalia (e.g. pens, pencils, rulers, correction fluid and non-programmable calculators) for the purpose of the examination may be placed on the candidate's writing desk. All **unauthorised books, reference materials, handbags, and other personal belongings must be placed at the front of the examination room.** Use of laptop computers in examinations is not permitted, unless expressly instructed by the invigilator.
- V. Any candidate found in possession of unauthorised reference materials during the course of the examination may be suspected of academic misconduct (cheating or plagiarism) by the invigilator(s) and will be reported to SBS Swiss Business School, RAK Campus.

- VI. Often, candidates will be allowed a designated reading time prior to the start of the examination. No writing in the examination booklet is permitted during reading time. However, during this period, candidates may complete the details required on the front cover of the examination paper and make notes on loose-leaf paper provided.
- VII. Candidates are reminded to turn off all mobile phones, tablets, smart watch etc. and place them in their bags at the front of the examination room.
- VIII. No food or drinks are allowed to be brought into the examination room.
- IX. Candidates are reminded to write all answers with a pen in ink.
- X. Examination question papers are not permitted to be opened until instruction by the invigilator.
- XI. Candidates are not allowed to remove any pages from the examination paper.
- XII. Additional answer papers will be provided only upon request.
- XIII. Five minutes before the end of the exam, you will be reminded again to check that details of your particulars are all written on the front cover of your exam answer booklets; you will not be given extra time to write these once the time is up.
- XIV. Once the time is up, you will be asked to stop writing.
- XV. Please comply with instructions and remain seated until all examination scripts have been collected. Please note that any candidate caught writing after the time is up will have his/her name called out as a warning. A subsequent warning will mean that your name will be forwarded to the examiner at SBS Swiss Business School, RAK Campus.

### 7.5. Missing an Exam

**It is a requirement for the BBA program that you must attend examinations as required.**

**Make sure that you know when your examinations are to be held.**

A zero mark will be automatically awarded for any missed examination. However, if you miss an examination due to an exceptional circumstance (See 7.6) are eligible for a resit.

When a student misses or anticipates missing an examination/assessment for medical reasons or other good cause (usually compassionate reasons such as a family crisis or bereavement) must contact the program manager no later than 48 hours after the due date or schedule an examination to make alternative arrangements. The student must supply a doctor's note as evidence of their medical reason. In special unforeseeable circumstances, it is the student's responsibility to provide acceptable written documentation substantiating the reasons for not

meeting the deadline or attending the exam.

No deduction of points will be done for an examination retake if the reasoning is medical or reasonable personal circumstances. No additional fee will need to be paid by the student. Students with acceptable documentation.

If the student does not provide any special reasoning or a medical certificate within 48 hours after the exam has taken place, the student will be awarded a zero mark. The program manager will contact the student to provide information for the resit. There is a 20% grade penalty on all re-takes. Hence, the maximum grade which may be awarded after supplementary assessment shall be B- (80%).

The student who missed an examination will need to pay a retake fee of AED 400.

If the student fails to attend the resit, they will automatically fail the course and will need to resit the course the following year. The course will be marked as incomplete.

### **7.6. Submitting evidence of mitigating/exceptional circumstances**

Mitigating circumstances are any serious situations beyond your control, which may have unfavorably affected your academic performance.

These include but are not limited to:

- Serious or significant medical conditions or illness (including both physical and mental health problems). Documentation needs to be provided.
- Ailments such as severe colds, migraines, stomach upsets, etc., ONLY where the ailment was so severe it was impossible for you to attend an examination/complete assessment AND where notification was given in writing to the program manager, normally within 48 hours of the exam/deadline AND was followed by a certificate (or a letter on letter headed or officially stamped paper) from a doctor, normally obtained within 48 hours of the exam/deadline. If your illness occurred whilst out of Switzerland, then an appropriate letter or certificate from a fully qualified medical practitioner on appropriate notepaper will be required.
- Exceptional personal circumstances (e.g. serious illness or death of a parent or other person who brought you up, grandparent, brother or sister, spouse or partner or close friend, including participation in funeral and associated rites; family break up; being a victim of a significant crime; being in a serious car accident)

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- A significant family crisis where there is evidence of acute stress caused
- Exceptional travel disruption beyond your control, and for which you can provide independent evidence, which prevented you from attending an examination or other scheduled assessment
- Alternative arrangements for scheduling of examinations to satisfy requirements of religious observance will be considered if made in writing to the Academic Dean at the time when schedules for assessment are published.

You may bring any mitigating circumstances to our attention by submitting the Mitigating Circumstance form to your program manager. (Please refer to your SBS Swiss Business School, RAK Campus Student Handbook)

You must contact us with details of any mitigating circumstances you wish to be considered:

- within three weeks of the last exam in the session concerned
- before the submission deadline of any assessed coursework, project or dissertation.

We will not normally consider mitigating circumstances if you do not contact us within these periods.

It is important for you to provide any formal certification you may have in relation to your circumstances.

### **Outcomes**

All submissions of evidence related to mitigating circumstances are acknowledged and considered but action is not always taken.

Circumstances where action may not be taken into consideration (but are not limited to):

- Forms submitted without independent supporting evidence
- Forms which do not state clearly how your performance in your assessment has been affected
- Minor (usually seasonal) ailments such as sore throats, minor colds, headaches, hangovers etc.
- Circumstances which have already been fully catered for by the granting of a coursework extension
- Examinations on the same or consecutive days, or an inability to prioritise and schedule the completion of several pieces of work over a period of time
- Adherence to or participation in a religious or cultural observance
- An inability to adjust to life away from home
- Financial issues

- Failure, loss or theft of data, a computer or other equipment
- Death of a pet

Any significant decisions made in relation to the evidence you submit will be communicated to you in a timely manner. The decision timeline can take up to three weeks. All matters related to the submission of evidence of mitigating circumstances are treated confidentially and are reported to the SBS Swiss Business School, RAK Campus, Faculty Board.

**8. The Grading System**

All examination papers will be marked by the SBS Swiss Business School, RAK Campus, and their international associates who are aware of the need to exercise care and maintain a high degree of consistency.

**8.1. The System**

The grading system is standardized for all written examinations, and projects throughout the program as follows:

Grade	GPA	General Criteria
<b>Excellent (A)</b> <b>A+ 97-100%</b> <b>A 93-96%</b> <b>A- 90-92%</b>	<b>Excellent</b> <b>4.0</b> <b>3.8</b> <b>3.7</b>	<ul style="list-style-type: none"> <li>• An exceptional effort</li> <li>• Excellent research</li> <li>• Excellent comprehension of a full range of relevant concepts and factual material</li> <li>• Clear evidence of substantial original thought</li> <li>• Excellent logical organization</li> <li>• A clear understanding of the terms of reference</li> <li>• Excellent expression and presentation</li> </ul>
<b>Good (B)</b> <b>B+ 87-89%</b> <b>B 83-86%</b> <b>B- 80-82%</b>	<b>Good</b> <b>3.3</b> <b>3.0</b> <b>2.7</b>	<ul style="list-style-type: none"> <li>• An outstanding effort</li> <li>• Well above average research</li> <li>• Excellent comprehension of a full range of relevant concepts and factual material</li> <li>• Clear evidence of some original thought</li> <li>• Excellent logical organization</li> <li>• A clear understanding of the terms of reference</li> <li>• Clear and effective expression and presentation</li> </ul>
<b>Satisfactory (C)</b> <b>C+ 77-79%</b> <b>C 73-76%</b> <b>C- 70-72%</b>	<b>Satisfactory</b> <b>2.3</b> <b>2.0</b> <b>1.7</b>	<ul style="list-style-type: none"> <li>• Over and above normal expectations</li> <li>• Good comprehension of a full range of relevant concepts and factual material</li> <li>• Some evidence of independent thought</li> <li>• Good logical organization</li> <li>• A good level of expression and presentation</li> </ul>

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<b>Passing (D)</b> <b>D+ 64-69%</b> <b>D 56-63%</b> <b>D- 50-55%</b>	<b>Poor</b>  <b>1.3</b>  <b>1.0</b>  <b>0.7</b>	<ul style="list-style-type: none"> <li>• A solid pass (meeting all learning objectives)</li> <li>• Fulfilling normal expectations</li> </ul>
<b>Failure (F)</b> <b>Less than 50%</b>	-	<ul style="list-style-type: none"> <li>• Serious conceptual or factual mistakes and inadequacies</li> <li>• Missing many of the major points</li> <li>• Illogical arguments and unsubstantiated statements with inadequate referencing</li> </ul>
		<ul style="list-style-type: none"> <li>• Irrelevant material or material that shows a totally unacceptable level of understanding of relevant material</li> </ul>
<b>Withdraw officially (W)</b>	-	<ul style="list-style-type: none"> <li>• Not included in the GPA calculation</li> <li>• Must be submitted in writing</li> </ul>
<b>Incomplete (I)</b>	-	<ul style="list-style-type: none"> <li>• The course is not completed, therefore, could not be assigned a final mark/grade</li> </ul>

**Note: All grades are ad interim and subject to final checking, Academic review and quality assurance until official transcripts are distributed. SBS Swiss Business School, RAK Campus will not be held liable in relation to school grades, examinations and courses.**

Your GPA is the indicator of your performance at SBS Swiss Business School, RAK Campus. It ranges from a 0.0 (if you've failed every course) to a 4.0 (if you've got an A+ in every course). The calculation is as follows:

$$\text{GPA} = \frac{\text{sum of (grade point value} \times \text{units of course weight)}}{\text{sum of units of course weight}}$$

*The GPA rounding method: The GPA score is rounded to one decimal point using the round-half-even algorithm.*

The minimum pass mark is 50% for undergraduate programs (passing, satisfactory, good, and excellent). Marks are determined according to academic merit and are not distributed on a proportional basis. The distribution of any grade is not restricted to a specific percentage of the class. Bachelor students need to have an overall GPA of 2.0/4.0 in order to continue with the next Semester and/or get awarded with the degree of Bachelor of Business Administration

Note: Examinations will include a class participation component. Where a course includes both group and individual assessments, you will be required to pass the individual assessment in order to pass the course as a whole.

All results will be released to program participants on an intake basis via email. At the end of the program, each successful program participant will receive an individual official transcript listing all their grades. If a course has been attempted twice, the final grade will be shown.

While awaiting award conferral at a graduation ceremony, a program participant may also request, in writing, a copy of the interim transcript of his/her grades from SBS Swiss Business School, RAK Campus. This will serve as a certification of the program participant's results before the actual official transcript is issued.

## **8.2. Principal Considerations**

In marking the examination papers, the SBS Swiss Business School, RAK Campus faculty will take into consideration the following:

- Critical use and interpretation of course materials and examples based on a program participant's own experience will be valued more than a straight recapitulation of notes.
- Length of an examination is less important than evidence of clear understanding, and a focused and analytical response that is well organized.
- Originality of thought and critical analysis is more important than a catalog of facts. This is what distinguishes a grade A from a B.
- Structure and content of the submission are more important than an excellent usage of the English Language, though clearly a poor standard of English will hinder the intelligibility of the paper, thus affecting the grade.

## **8.3. Compensation principles**

- A student who marginally failed a course may be eligible for compensation and the award of credits for that course. A marginal fail for a course is one where the mark is in the range from 59-55, or 49-45, depending on the educational level of the program.
- Compensation will be applied systematically based on a student's overall profile.
- A marginal fail in a thesis/dissertation is not eligible for compensation
- Compensation decisions are subject to the Faculty Academic Board.

#### 8.4. Progression principles

- A student must meet the minimum GPA of 2.0 or 3.0, depending on the level of study program.
- If the student has not passed at least half of the credits in any year of study, SBS Swiss Business School, RAK Campus is likely to terminate studies.

#### 8.5. Grade “F” (Supplementary Assessment Allowed)

In order to pass the course, the mark for the final exam and overall mark should be 50% or more in the undergraduate programs. Program participants with a grade of F (0-49%) for the final exam or for the overall course will be required to sit an additional written exam. Program participants should be advised that the nature and requirements of the supplementary assessment or exam are determined by the convening lecturer.

There is a 20% grade penalty on all re-takes. Hence, the maximum grade which may be awarded after supplementary assessment shall be B- (80%). If the supplementary assessment is failed, the grade will be recorded as F (the original fail grade), and the course will have to be repeated. Extra assignments cannot be substituted for a re-take exam. No re-take exams are given on a mid-term.

Supplementary assessment is not available if a program participant.

- has previously failed the course.
- has failed to attend the examination.
- has mistaken the due date for an assignment or project/exam.

#### 8.6. Grade “F” (Failing the Supplementary Assignment/Exam)

Program participants who obtain grade F in their overall assessment will be required to repeat the relevant course. Only one repetition of a course will be allowed. Program participants can choose to repeat the course the next time it is offered, before the Thesis Project.

Where a Fail grade is recorded on repetition of a given course, the program participant may be precluded from continuing the program. Such cases will be referred to the Faculty Academic Board for decision.

Note: It is the responsibility of the program participant to check the schedule with SBS Swiss Business School, RAK Campus and according to his/her own priority and requirements, to decide when to repeat the failed course. Program participants will have to indicate their decision to SBS Swiss Business School, RAK Campus, in writing, at least one month before retaking the course.

### **8.7. Repeat and Resit Courses**

All program participants are registered with SBS Swiss Business School, RAK Campus for a period of three years from the start date of their program. You will be allowed a total of 2 attempts for each failed course (including the first sitting). In other words, program participants will be permitted to repeat or re-sit a course on one occasion only. No re-sit attempts will be allowed for passed courses.

Program participants who attend more than 80% of the seminar sessions, submit the required examination, and sit for the examination as required by the course, but fail the course, will be allowed to repeat/re-sit the failed exam on a free-of-charge basis.

Program participants who fail the re-take exam are required to repeat the entire course and will need to pay the retake fees per course, depending on the semester.

Program participants are not allowed to retake mid-term exams.

### **8.8. Unsatisfactory Progress**

Students whose attitude, behavior and progress is regarded as unsatisfactory will be referred to the Faculty Academic Board for decision. Unsatisfactory progress which may result in disqualification of a program participant from continuing in the program.

- If it becomes evident that the participant will not be able to complete the program within the maximum period.
- If fail (F) grades have occurred in 3 courses per semester.
- If a course is failed (F) for the second time (i.e. failing the repeat/resit).
- If a student is deemed to be a negative influence on the SBS Swiss Business School, RAK Campus environment as determined by the Faculty Academic Board.

### **8.9. Satisfactory Progress for Participants Admitted to the BBA on a Provisional Basis**

Satisfactory progress is regarded as achievement of a C grade average with no more than one fail in the first semester of the program. The decision on continuation in the program will be made by the Academic Review Committee.

Students may not re-take courses that they have already passed (with an overall grade above 50%)

Students may fail, and be allowed to re-take a maximum of 2 courses per semester. If a student fails more than 2 courses per semester, they will forfeit the semester and have will have to retake

all the courses in the semester.

### **9. Academic Freedom Policy**

Academic freedom and its corresponding responsibility are characteristics of an environment of learning and knowledge formation, especially at higher levels of education; SBS Swiss Business School, RAK Campus endorses academic freedom and responsibility which are essential to academic progress. SBS Swiss Business School, RAK Campus depends upon you, the faculty, to judiciously exercise your rights, and also to fully satisfy your obligations, as professionals.

For faculty members, the core elements of academic freedom include:

1. The right, as teachers, to discuss in the classroom any material which has a significant relationship to the subject matter as defined in the approved course description.
2. The right to provide input and recommendation on course content, grading, and classroom procedures in the courses they teach, in consultation with the Department Heads.
3. The right to conduct research and to engage in creative endeavors.

The responsibilities associated with this academic freedom include:

1. The responsibility to carry out assigned teaching duties in a professional manner and in keeping with SBS Swiss Business School, RAK Campus, policies.
2. The responsibility, as teachers, to refrain from introducing matters which are not consistent with their teaching duties and professional competence and which have no significant bearing on the subject matter of the course as approved under SBS Swiss Business School, RAK Campus procedures.
3. The responsibility to pursue excellence and intellectual honesty in teaching, research, other endeavors and in public service activities, and in publishing or presenting research findings and creative works.
4. The responsibility to encourage students and colleagues to engage in free discussion and enquiry, and to evaluate student and colleague performance on a scholarly basis.
5. The responsibility to work in a collegial manner with appropriate individuals and bodies to encourage the search for knowledge.

### 9.1. Academic Integrity policy

SBS Swiss Business School, RAK Campus requires that all students maintain integrity and honesty in their academic work. Students who are found to be dishonest or lacking in integrity in their academic work will have their work subject to failure and may face academic dismissal. Acts of academic dishonesty may include, but are not limited to, cheating and plagiarism.

Plagiarism is defined as providing material from an uncredited source, or without the acknowledgement of the original author. The difference between plagiarism and the correct use of information, in the academic context, is proper referencing.

Close paraphrasing may blur the line between plagiarism and poor academic writing, so care must be taken by the student to avoid crossing that line. Failure to acknowledge a source of information for an idea may be a form of plagiarism, even if a student “puts it into their own words,” if the source is not indicated and properly cited.

Plagiarism may have many forms, including but not limited to:

- Outright copying another author’s work without acknowledgment
- Cut and paste without the correct citation and acknowledgment
- Copying keywords but changing the sentence structure without crediting the original source
- Copying the sentence structure but changing some words without crediting the original source
- Following the structure or organization of another author’s work, or the order of presentation of ideas
- Submitting work that was created by an unacknowledged third party (i.e. writing service, or another student)
- Copying from published authorities without acknowledgment
- Failure to correctly use quotation marks when expressing another author’s idea
- Incorrect or improper use of in-text citation and referencing
- Missing or incorrectly presented bibliography or reference list
- Pretending ownership of another author’s ideas
- Making work available to another person for copying
- Falsifying results

## 9.2. Thesis Turnitin Check

The student will be required to submit their thesis for a plagiarism check. The student is not permitted to have a score higher than 5%. A score higher than 8% means the student will not be able to submit their thesis.

## 10. Program Management

A team of lecturers at SBS Swiss Business School, RAK Campus is responsible for supporting the BBA program. Their responsibilities include the following:

### 1. Provision of the academic support:

- Nominate one primary textbook title per course,
- Provide one syllabus and course description per course and update these on a regular basis,
- Select and recommend current articles and reference materials for all courses,
- Conduct the courses, including marking and grading of the written examinations,
- Set and mark all examination scripts,
- Provide feedback to SBS Swiss Business School, RAK Campus on the overall results, no later than 14 days after the last examination

### 10.1. Grievance Policy

In case of a grievance against a student, staff or faculty member in the SBS Swiss Business School, RAK Campus organization, the following steps should be taken and escalated accordingly:

**Step 1 Talk it out:** We encourage students, when possible, to initially address the situation or cause of the grievance with the individual(s) directly. If a resolution and agreement can be found then no further escalation is necessary. However, if speaking directly to the other involved parties is not an option and immediate action is needed you may either speak to your instructor (Step 2) or bring the matter up with the Program Manager (Step 3) as appropriate. In any case, all conversation and interaction should remain civil and respectful.

**Step 2 Your Instructor:** Your instructor will often have the authority and the ability to make a decision on matters that demand immediate attention and action, provided that they do not significantly interfere with your program of studies. Your instructor will often be the closest

authority whom you can call on for in-class assistance and support. If the grievance is directed against the instructor(s), the student may bring that issue directly to the Program Manager.

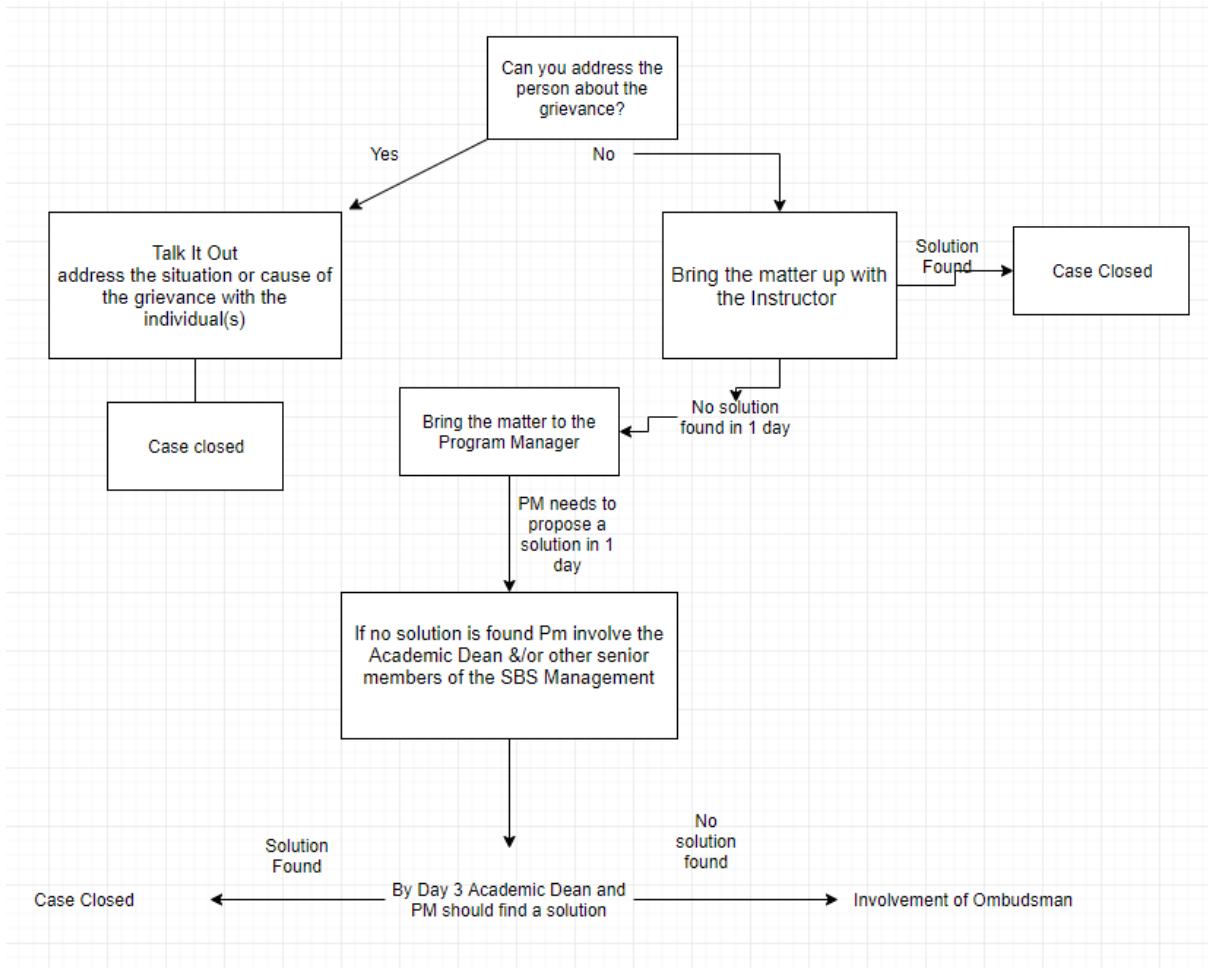
**Step 3 The Program Manager:** Your Program Manager is responsible for your study program and, after your own personal accountability to your studies, is in charge of your progress. If a mutually-agreeable solution cannot be found for a specific grievance then your case should be brought to the Program Manager. As above, if your grievance is directed against an instructor and you do not feel comfortable speaking to them about it, then you should approach your Program Manager with the issue.

If the grievance is not of an individual nature, but rather a group concern, then the Class Representative will bring this matter directly to the Program Manager. The program manager will serve as a mediator between the class and the individual(s) concerned.

**Step 4 The Academic Dean / Faculty Academic Board:** In the unusual case that the Program Manager is not able to propose a solution to a grievance, they may involve the Academic Dean &/or other senior members of the SBS Swiss Business School, RAK Campus Faculty Academic Board team for guidance and decision.

If the grievance is directed against the Program Manager, and you do not feel comfortable speaking to them about it, or if you are not satisfied with the action taken by the Program Manager, then you should approach the Academic Dean with the issue. The Academic Dean will examine the case after receiving your request in writing. Please be prepared to provide documentary support for your grievance, if requested.

If your grievance is directed against the Academic Dean or another senior member of SBS Swiss Business School, RAK Campus Management, then you may bring your grievance to the Vice President or another senior member of the SBS Swiss Business School, RAK Campus Management Board, who will examine the case after receiving your request in writing. Please be prepared to provide documentary support for your grievance, if requested.



### 11. Academic Support via Email

It is essential that all program participants have access to a personal email account. With the exception of certain documents, most of the information and developments (e.g. updates of documents) will be communicated to all program participants via email. Benefits include increased efficiency and direct communication with the lecturers.

Email addresses of the lecturers of the courses (where available) will be provided after the start of the program. SBS Swiss Business School, RAK Campus email address is [studentsupport@sbs-uae.org](mailto:studentsupport@sbs-uae.org).

Program participants are required to notify SBS Swiss Business School, RAK Campus of their email addresses within one week prior to the start of the program. In addition, please note:

- All administration matters will be handled by SBS Swiss Business School, RAK Campus only,

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- Program participants are advised to mail a copy of their queries concerning a lecturer to the SBS Swiss Business School, RAK Campus for monitoring purposes.
- SBS Swiss Business School, RAK Campus will not be responsible for any non-response by the lecturer if program participants do not copy their mail to SBS Swiss Business School, RAK Campus for its record.
- SBS Swiss Business School, RAK Campus will not be responsible for any transaction done or for any matters arising due to inaccuracy, error, or omission of any transmitted/received information through email.

### **12. Libraries**

The course booklets, textbooks and selected reading materials combine to provide program participants with a comprehensive and complete program. However, SBS Swiss Business School, RAK Campus encourages program participants to supplement their study by undertaking research on recommended references and additional source materials.

#### **12.1. SBS Swiss Business School, RAK Campus's Special Reference Centre, Library**

The Special Reference Centre at SBS Swiss Business School, RAK Campus, will cater especially for BBA program participants' needs. These references will be on loan to the program participants on a first-come, first-served basis. They can, however, also be acquired from local bookshops or borrowed from local public libraries.

Program participants are encouraged to use these facilities as frequently as possible. There are, however some simple rules to note:

- Books will be on loan for a maximum period of 7 days only (weekends and public holidays included). Extension for a further 3 days is possible, if the book is not reserved.
- To ensure that all program participants have a fair share of the facility, overdue books are subject to a surcharge of AED 15 per day, counting from day 10 onwards. Program participants with overdue books will have their borrowing privileges temporarily suspended.
- A maximum of two (2) reference books can be borrowed at one time. This is to allow all program participants equal access to the reference materials available at the Special Reference Centre.
- Reservation of reference materials by phone is permitted. However, the reserved and available books/materials must be collected within 3 hours. If the reserved books/materials are not collected within the stipulated time, e.g. the participant concerned cannot be contacted, the reserved materials will be allocated to participants on the waiting

While professional service is our hallmark, please note that it is not possible for the SBS Swiss Business School, RAK Campus, staff to deliver and/or bind books and materials.

## 12.2. Libraries

The local major libraries where program participants may wish to do further research and reading are:

- **Emerald Insight**
- **EBSCO**

Program participants are required to abide by the various regulations as stipulated by these respective libraries.

## 13. Miscellaneous

### 13.1. Textbooks

SBS Swiss Business School, RAK Campus has a policy of holding physical textbook copies in the library for reference purpose, and the e-books are also made available by providing access to:

- **Emerald Insights**
- **EBSCO**

At the time of Enrollment, username and password is shared with the student.

EBSCO and Emerald Insights have thousands of study materials including textbooks, which have recency and currency for the students to refer and enhance their learning.

Textbooks are the most familiar medium through which we acquire information and knowledge.

Program participants are provided with one textbook per course.

Generally, textbooks cover a wide range of topics and demand a substantial amount of time from the program participants. Participants are therefore, advised to first concentrate on the topics recommended in the syllabus. However, they are always encouraged to expand the scope of their study to a greater depth.

Note: In case a textbook gets lost the student is responsible paying the replacement cost.

### 13.2. Syllabus / Course Outline

A comprehensive Syllabus is provided for each course. These syllabi are prepared SBS Swiss

syllabus in the area change. They are the "road maps" for your BBA journey and cover:

- Course description
- CLOs and Mapping with PLOs
- Elaboration of topic areas
- Schedule of classes and topics
- Assessment breakdown and percentages
- Primary textbook title

Most importantly, these syllabi integrate contemporary knowledge and practice in the area being studied. However, program participants should remember that these are just guides.

### **13.3. Attendance Policy**

SBS Swiss Business School – RAK Campus is committed to maintaining high academic standards and ensuring that students actively participate in their learning process. Regular attendance is a key component of academic success, contributing to knowledge acquisition, skill development, and overall student performance.

The purpose of this policy is to establish clear expectations regarding student attendance, ensure fairness and consistency in attendance requirements, promote student accountability and engagement, and define eligibility criteria for final assessments based on attendance.

#### **13.4. Attendance at Course Sessions**

Course sessions are provided and conducted by SBS Swiss Business School, RAK Campus, in accordance with the program timetable. SBS Swiss Business School, RAK Campus, prides itself on being an institution that offers high-quality programs, and part of its success is due to the way in which it has been structured. The program has been designed to facilitate the best possible learning experiences for program participants.

Session attendance is essential for you to complete the course requirements and to gain full benefit from the knowledge and experience that each of you brings to the program. You will learn a lot from each other as well as the information gained from your textbooks and referred material. Program participants must plan ahead and work towards achieving program requirements. Where three sessions in a course are missed for a justifiable reason, the lecturer may set additional assignment work. Please note that program participants will not be entitled to a replacement or fee refund.

If you are unable to attend a whole course session for justifiable reasons, you will be asked to apply for deferment. (Please see Deferment Policy).

Students who do not attend classes for more than one year will be expelled from the Program.

- Students are required to attend 70% to qualify for the examination.

#### **13.4 Quality Control and Feedback**

Program participants will be required to give their feedback and evaluate the following program parameters regularly and as appropriate, through formal course evaluation forms:

- Course description, syllabus and textbook
- Course sessions
- Program management of the SBS Swiss Business School, RAK Campus encourage

constructive comments so that we can continuously improve all aspects of the Program. Your feedback remains anonymous unless you give your permission for the Program Executive to contact you about your responses. Individual lecturers do not receive your individual responses and do not have access to the original feedback forms. They receive feedback in a general aggregated format (typed) and therefore cannot identify your comments.

### **13.5. Equal Opportunity Educational Provider**

SBS Swiss Business School, RAK Campus is an equal opportunity provider, committed to the idea of fairness and non-discrimination based on religion, race, disability, gender, marital status, sexual orientation or age. As such we are opposed to all forms of unfair and/or unlawful discrimination. All members of the SBS Swiss Business School, RAK Campus organization are responsible for upholding and defending the basic human rights of all who are connected with SBS Swiss Business School, RAK Campus and in society at large. All members of SBS Swiss Business School, RAK Campus are further responsible for compliance with this policy. Concerns regarding the violation of this policy should be directed to the Faculty Academic Board and/or Program Manager, so that appropriate action can be taken after due investigation.

### **13.6. Language**

The language of instruction for the BBA programs is English. Thus, all sessions, presentations, discussions and written work will be conducted in English.

It is assumed that you have English capabilities equivalent to a TOEFL (Test of English as a Foreign Language) IBT score of 90 or better. Program administrative staff at SBS Swiss Business School, RAK Campus will have gauged your English capabilities before recommending entry to the Program. However, if you are encountering difficulties, you may need further English tuition in order to maximise your performance in the BBA courses.

### **13.7. Foreign Language**

Arabic language classes are offered by SBS Swiss Business School, RAK Campus, as part of your course, under FRL 100, FRL 205, FRL 310, FRL 105, FRL 210, and FRL 320.

### 13.8. General opening hours

For all consultations about academic and registration matters, and any further student questions, the offices at SBS are open according to the following schedule:

Monday to Friday: 9:00am to 6:00pm

### 13.9. People of Determination

SBS Swiss Business School, RAK Campus is committed to providing an inclusive and accessible learning environment for all participants, including people of determination (individuals with disabilities or special educational needs).

#### Facilities and Accessibility

- **Ramps and Entrances:** All campus buildings have ramps and step-free entrances to ensure ease of access for wheelchair users.
- **Accessible Parking:** Designated parking spaces close to building entrances are reserved for people of determination.
- **Accessible Toilets:** Washrooms equipped with accessibility features, including wider doors and grab bars, are available in all main buildings.
- **Classrooms and Examination Halls:** Selected rooms are fully accessible, with sufficient space for wheelchairs and adaptive furniture where needed.
- **Quiet Zones and Support Areas:** Dedicated areas are available for students requiring a quieter environment or additional support during examinations or study sessions.

### 13.10. Disclaimer

SBS Swiss Business School, RAK Campus is not responsible for loss or damage of personal items which may occur on the school premises.

### 13.11. Grade Contestation Policy

SBS Swiss Business School RAK Campus does not accept any legal cases or proceedings related to grade contestation or curriculum changes under any circumstances.

### 13.12. Notarization Policy

In case the student needs a stamp of the Embassy, we accept only notarization completed by SBS Swiss Business School, Zurich, Switzerland. In case the student wants to use another notary or lawyer, SBS Zurich is legally not allowed to further process the degree.

### 13.13. Anti-Radicalization Policy

SBS Swiss Business School, RAK Campus supports the rule of law, individual liberty, democracy, and respectful tolerance of different faiths or beliefs. We do not tolerate any views which encourage radicalization or extremism. Radicalization is the act or process of making a person more radical or favoring extreme or fundamental changes in political, economic, or social conditions, institutions, or habits of the mind. Extremism means holding extreme political or religious views that may deny rights to any group or individual such as racism, homophobia, right-wing ideology, and religious extremism. Any form of radicalization or extremism witnessed by a student needs to report this to the program manager immediately.

### 13.14. Health & Safety Policy

SBS Swiss Business School, RAK Campus is committed to providing a safe and healthy environment for students, faculty, staff, and visitors. The institution recognizes its responsibility to ensure that all reasonable measures are taken to prevent accidents, injuries, and health hazards within the school premises and during any institutional activities.

#### Objectives

- To create and maintain a safe and healthy educational environment.
- To comply with relevant health and safety legislation and guidelines.
- To raise awareness among students and staff about health and safety practices.
- To ensure effective procedures are in place for emergencies, including fire, first aid, and lockdowns.

This policy applies to all students of SBS Swiss Business School, RAK Campus, as well as during any institution-sanctioned activities off-campus.

**13.15. Reasonable Adjustment Policy**

SBS Swiss Business School, RAK Campus is committed to providing equal opportunities and ensuring that all students, staff, and stakeholders can access our facilities, programs, and services. This policy outlines the institution's commitment to making reasonable adjustments to accommodate individuals with special needs, medical conditions, or other specific needs, ensuring inclusivity and support in line with applicable laws and institutional values.

This policy applies to all students of SBS Swiss Business School, RAK Campus. It includes provisions for reasonable adjustments in academic settings, and access to facilities to support individuals with diverse needs.

SBS Swiss Business School, RAK Campus recognizes its duty to provide reasonable adjustments to remove or minimize disadvantages faced by individuals with disabilities or specific needs. Adjustments will be made where they are reasonable, practical, and proportionate to ensure an inclusive and supportive environment for everyone.

**13.16. Diversity and Equality Policy**

The Diversity & Equality Policy outlines SBS Swiss Business School, RAK Campus 's commitment to fostering a respectful, inclusive, and equitable learning environment. This policy aims to ensure that everyone at ABS, regardless of background, experiences, fair treatment, equal opportunities, and support in reaching their potential.

This policy applies to all students covering all aspects of academic life and support services.

SBS Swiss Business School, RAK Campus is committed to creating an inclusive community where diversity is celebrated and equality is promoted. We aim to cultivate a supportive environment that values and respects individual differences, free from discrimination, harassment, or prejudice.

### 13.17. Blended and Distance Education (BDL) Policy

This policy outlines the principles and framework for Blended and Distance Learning (BDL) at SBS Swiss Business School, RAK Campus. The objective is to ensure a flexible, accessible, and high-quality educational experience for all students, whether participating in face-to-face, fully online, or hybrid learning environments. It supports students in achieving academic success while accommodating diverse learning needs.

This policy applies to all students enrolled in courses and programs at SBS Swiss Business School, RAK Campus that utilize blended or distance learning modalities, including but not limited to degree programs, professional certifications, and short courses.

### 13.18. Data Protection and GDPR Policy

This policy outlines the commitment of SBS Swiss Business School, RAK Campus to safeguard personal data and ensure compliance with the General Data Protection Regulation (GDPR) and applicable data protection laws. It establishes procedures for the lawful collection, processing, storage, and sharing of data to protect the privacy of students.

The Data Protection and GDPR Policy applies to all students SBS Swiss Business School, RAK Campus who handle or access personal data in any capacity. It covers all operations, both on- campus and online, ensuring that personal information is treated securely and transparently.

SBS Swiss Business School, RAK Campus is committed to protecting personal data and respecting the rights of individuals as outlined in GDPR and relevant data protection legislation.

### 13.19. Grievance Policy

In case of a grievance against a student, staff, or faculty member in the SBS Swiss Business School, RAK Campus organization, the following steps should be taken and escalated accordingly:

**Step 1 Talk it out:** We encourage students, when possible, to initially address the situation or cause of the grievance with the individual(s) directly. If a resolution and agreement can be found, then no further escalation is necessary. However, if speaking directly to the other involved parties is not an option and immediate action is needed you may either speak to your instructor (Step 2) or bring the matter up with the Program Manager (Step 3) as appropriate. In any case, all conversation and interaction should remain civil and respectful.

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**Step 2 Your Instructor:** Your instructor will often have the authority and the ability to decide on matters that demand immediate attention and action if they do not significantly interfere with your program of studies. Your instructor will often be the closest authority whom you can call on for in-class assistance and support. If the grievance is directed against the instructor(s), the student may bring that issue directly to the Program Manager.

**Step 3 The Program Manager:** Your Program Manager is responsible for your study program and, after your own personal accountability to your studies, oversees your progress. If a mutually agreeable solution cannot be found for a specific grievance, then your case should be brought to the Program Manager. As above, if your grievance is directed against an instructor and you do not feel comfortable speaking to them about it, then you should approach your Program Manager with the issue.

If the grievance is not of an individual nature, but rather a group concern, then the Class Representative will bring this matter directly to the Program Manager. The program manager will serve as a mediator between the class and the individual(s) concerned.

**Step 4 The Academic Dean / Faculty Academic Board (FAB):** In the unusual case that the Program Manager is not able to propose a solution to a grievance, they may involve the Academic Dean and/or other senior members of the SBS Swiss Business School, RAK Campus, Management team for guidance and decision. The contact person for the FAB is the Head of Faculty.

If the grievance is directed against the Program Manager, and you do not feel comfortable speaking to them about it, or if you are not satisfied with the action taken by the Program Manager, then you should approach the Academic Dean with the issue. The Academic Dean will examine the case after receiving your request in writing. Please be prepared to provide documentary support for your grievance, if requested.

If your grievance is directed against the Academic Dean or another senior member of SBS Swiss Business School, RAK Campus Management, then you may bring your grievance to the Vice President of Business Development or another senior member of the SBS Swiss Business School, RAK Campus, Supervisory Board, who will examine the case after receiving your request in writing. Please be prepared to provide documentary support for your grievance, if requested.

If you feel that your complaint is not heard or taken seriously, you have the right to make a complaint by the respective accreditation bodies of SBS Swiss Business School, RAK Campus.

### 13.20. Emergency Management and Evacuation Policy

This policy outlines the procedures and protocols to effectively manage emergencies, minimize risks, and ensure continuity of operations. It reflects the institution's proactive approach in maintaining a safe learning and working environment while complying with all regulatory requirements applicable to International Branch Campuses (IBCs) in the Emirate of Ras Al Khaimah.

The purpose of this policy is to ensure that SBS Swiss Business School, RAK Campus maintains effective emergency Management and Evacuation procedures to safeguard the safety and well-being of all stakeholders.

It also aims to:

- Establish clear emergency preparedness measures.
- Define evacuation procedures and crisis response protocols.
- Ensure effective coordination with government authorities.
- Provide clear communication channels during emergencies.
- Ensure timely incident reporting to RAK DOK.
- Maintain operational continuity through contingency planning.

### 13.21. Student Code of Conduct Policy

As per RAK DOK and SBS Swiss Business School, RAK Campus Students are expected to follow the Below Guidelines:

1. Demonstrate academic honesty and integrity.
2. Treat peers, faculty, and staff with respect and professionalism.
3. Follow institutional regulations, including classroom decorum and ethical research practices.
4. Take responsibility for personal learning and academic success.
5. Refrain from engaging in disruptive behavior or misconduct.

### 13.22. Cultural Consideration Policy

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

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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.

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.
- 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.

### **13.23. Transportation Policy**

SBS Swiss Business School RAK Campus provides transportation services exclusively for students to ensure safe, reliable, and efficient travel to and from the campus, as well as to off-campus activities. This policy is designed to set clear guidelines for the operation of student transportation services, ensuring compliance with safety standards and regulatory requirements.

The purpose of this policy is to ensure that SBS Swiss Business School, RAK Campus provides safe and reliable transportation services that comply with local laws and regulations. It outlines operational standards, promotes student safety, and ensures transparency and accountability in all transportation activities.

### **13.24. Student Enrolment and Admission Policy**

This policy establishes the framework for the enrollment and admission process at SBS Swiss Business School, RAK Campus, ensuring compliance with main campus admission requirements. It aims to maintain transparency, fairness, and academic integrity while aligning with the admission requirements of the main campus.

The purpose of this policy is to:

- Ensure adherence to the main campus's admission guidelines for all academic programs.
- Maintain high academic standards, including compliance with program-specific entry requirements.
- Provide a transparent and equitable admissions process.
- Ensure compliance with RAK DOK regulations and SBS Swiss Business School's quality

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assurance standards.

### 13.25. Official Photographs & Flag Policy

SBS Swiss Business School, RAK Campus, is committed to maintaining the highest standards of respect and compliance regarding the display and usage of national symbols within the RAK Campus. This policy ensures that the UAE flag and official portraits of the UAE leadership are presented in a dignified and consistent manner, in accordance with the cultural and regulatory frameworks established by the UAE Government and RAK - Department of Knowledge (DOK).

The primary objectives of this policy are to:

- Guarantee the respectful and appropriate display of the UAE flag and official portraits within SBS Swiss Business School, RAK Campus.
- Establish clear standards and procedures for positioning, maintenance, and representation of national symbols.
- Promote awareness among students, faculty, and staff regarding the significance of national symbols and their correct usage.

### 13.26. Student Wellbeing Policy

SBS Swiss Business School, RAK Campus, is committed to providing a safe, supportive, and enriching environment for all students. This policy ensures that student wellbeing is a top priority and aligns with the regulatory requirements set by the Main Campus. It provides a structured framework to maintain high-quality education while promoting mental, physical, and social wellbeing within the academic community.

The primary goal of this policy is to enhance student wellbeing by:

- Establishing a wellbeing Strategy that aligns with Main Campus and RAK DOK guidelines.
- Raising awareness about mental and physical health initiatives within the campus community through regular interactive sessions.
- Creating a culture of care and support to promote academic success and personal development.

## 14. Sustainability

SBS Swiss Business School, RAK Campus, has subscribed to the 17 Sustainable Development Goals (SDG), issued by the United Nations. We consider all of them equally important. As a student, you will play a sustainable game during your studies, to increase your awareness and develop a critical mind about the further development of planet Earth. We also attach immediate importance to the following aspects:

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- We recycle PET bottles; there are separate garbage boxes for that on campus.
- We separate paper and garbage in the classroom and offices
- We try to limit the use of plastics as much as possible
- We do not like food waste. All necessary measures should be taken to avoid the waste of food.
- We value health and safety. We have a non-smoking policy inside the SBS Swiss Business School, RAK Campus. Smoking can be done outside. Please drop your ashes in the ashtrays and not on the ground.

More details can be found in the SBS Swiss Business School, RAK Campus Sustainability Handbook. Ask your Program Manager for the details.

### 15. Quality assurance and enhancement

SBS is committed to ensuring excellence in its educational programs. The aim is that these programs should attain excellent standards in research-lead education linking applied research and education in creative ways. Each educational program has direct and indirect quality assurance measurements. They are collected during the program and reviewed on a yearly basis by the program manager (yearly program review) and the Faculty Academic Board (FAB). Based on the data collection, measures are taken to enhance the outcomes and improve the results.

For the BBA Program, apply the following summarised policies:

Criteria	Academic Standard	Quality assurance	Quality Enhanceme
Academic governance framework	X		
Program standards	X	X	X
Annual program review and action planning	X	X	X
External examiners	X	X	X
Student participation quality management		X	X
Faculty involvement in quality management			X

## BBA 3 Year - Academic Calendar 2025 – 2026

<b>Start Date of Semester I, III &amp; V</b>	September 08 <sup>th</sup> 2025
<b>Orientation Session</b>	September 08 <sup>th</sup> 2025
<b>Student Council Election</b>	October 2 <sup>nd</sup> , 2025
<b>Fresher's Day</b>	October 16 <sup>th</sup> , 2025
<b>Company Visits</b>	October 10 <sup>th</sup> , 2025/ November 26 <sup>th</sup> 2025
<b>Revision Week- Mid-Term</b>	October 13 <sup>th</sup> – 16 <sup>th</sup> 2025
<b>Mid-Term Examinations</b>	October 22 <sup>nd</sup> – November 4 <sup>th</sup> 2025
<b>Class Commencement after Mid-Term Exams</b>	November 9 <sup>th</sup> 2025
<b>Field Trip</b>	November 2025 (Tentative)
<b>Commemoration Day</b>	<b>November 30<sup>th</sup>, 2025</b>
<b>UAE National Day</b>	<b>December 2<sup>nd</sup>, 3<sup>rd</sup> 2025</b>
<b>Winter Break</b>	December 12 <sup>th</sup> 2025 - January 4 <sup>th</sup> 2026
<b>New Year's Day</b>	<b>January 1<sup>st</sup>, 2026</b>
<b>Class Commencement after Winter Break</b>	January 5 <sup>th</sup> 2026
<b>Rescheduled Midterm Examinations</b>	January 12 <sup>th</sup> -15 <sup>th</sup> 2026
Leilat Al-Meiraj	January 16 <sup>th</sup> , 2026
<b>Revision Week- Final Exam</b>	January 12 <sup>th</sup> 2026 - 15 <sup>th</sup> 2026
<b>Final Semester Examinations</b>	January 19 <sup>th</sup> 2026 – February 4 <sup>th</sup> 2026
<b>Rescheduled Final Examinations</b>	February 23 <sup>rd</sup> – 26 <sup>th</sup> 2026 (Tentative)
<b><i>End of Semester I</i></b>	
<b>Start Date of Semester II, IV &amp; VI</b>	February 9 <sup>th</sup> 2026

<b>Orientation Session</b>	February 9 <sup>th</sup> 2026
<b>Sports Day</b>	February 11 <sup>th</sup> & 12 <sup>th</sup> 2026
<b>Ramadan Start</b>	February 18 <sup>th</sup> , 2026
<b>Eid Al Fitr - Holidays</b>	<b>March 19<sup>th</sup>, 20<sup>th</sup>, 21<sup>st</sup>, 22<sup>nd</sup> 2026</b>
<b>Spring Semester Break</b>	March 9 <sup>th</sup> – 22 <sup>nd</sup> 2026
<b>Revision Week- Mid-Term</b>	March 30 <sup>th</sup> 2026 – April 2 <sup>nd</sup> 2026
<b>Mid-Term Examination</b>	April 6 <sup>th</sup> – 16 <sup>th</sup> 2026
<b>Class commences after Midterm Exams</b>	April 20 <sup>th</sup> 2026
<b>Company Visit</b>	May 2026 (Tentative)
<b>Rescheduled Midterm Examinations</b>	May 4 <sup>th</sup> – 7 <sup>th</sup> 2026
<b>Hajj season begins</b>	May 18 <sup>th</sup> , 2026
<b>Eid Al Adha – Holidays</b>	<b>May 27<sup>th</sup>, 28<sup>th</sup>, 29<sup>th</sup> 2026</b> (*Subject to confirmation by the UAE Ministry)
<b>Ethnic Day</b>	June 1 <sup>st</sup> 2026
<b>Revision Week- Final Examination</b>	June 8 <sup>th</sup> – 11 <sup>th</sup> 2026
<b>Final Semester Examinations</b>	June 15 <sup>th</sup> – July 2 <sup>nd</sup> 2026
<b>Al-Hijri (Islamic New Year)</b>	<b>June 16<sup>th</sup> 2026</b> (*Subject to confirmation by the UAE Ministry)
<b>Rescheduled Final Examinations</b>	July 20 <sup>th</sup> – 23 <sup>rd</sup> 2026
<b>Prophet Muhammad's Birthday</b>	<b>August 25<sup>th</sup>, 2026</b>
<b>Mouloud</b>	August 26 <sup>th</sup> , 2026
<b>Commemoration Day</b>	<b>December 1<sup>st</sup>, 2026</b>
<b>National Day</b>	<b>December 2<sup>nd</sup>, 3<sup>rd</sup> 2026</b>
<b>New Year's Eve</b>	31 <sup>st</sup> December 2026

<b>Class Hours</b>	Monday to Thursday 09:30 am to 01:00 pm
<b>Case Studies, Presentation, and Group Discussion</b>	Fridays
<b>Library Hours</b>	Monday to Friday 09:00 am - 06:00 pm
<b>Computer Lab Hours</b>	Monday to Friday 09:00 am - 06:00 pm
<b>Extracurricular activities or a Sports session</b>	Monday to Thursday 11:00 am - 11:30 am
<b>Public Holidays</b>	December 1 <sup>st</sup> - 3 <sup>rd</sup> 2025 (Commemoration Day/ UAE National Day) January 1 <sup>st</sup> , 2026 (New Year) March 19 <sup>th</sup> - 22 <sup>nd</sup> 2026 (Eid Al Fitr) May 27 <sup>th</sup> - 29 <sup>th</sup> 2026 (Eid Al Adha) June 16 <sup>th</sup> , 2026 (Al Hijri) August 25 <sup>th</sup> , 2026 (Prophet Muhammad's Birthday) December 1 <sup>st</sup> - 3 <sup>rd</sup> 2026 (Commemoration Day/ UAE National Day)  (*Subject to confirmation by the UAE Ministry)
<b>Internship &amp; Company Visit Reports</b>	All internship and company visit reports must be submitted as per the submission date given. Any late submissions will incur an academic penalty, and any further delay will lead to a capped score.







