



# Marketing Institute of Singapore Business School



# STUDENT HANDBOOK

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## 1 MARKETING INSTITUTE OF SINGAPORE BUSINESS SCHOOL

### 1.1 ABOUT US

Marketing Institute of Singapore Business School (MIS Business School) is the training arm of Marketing Institute of Singapore (MIS). MIS was established in 1973 as the national membership body for sales and marketing, it has provided numerous networking opportunities for its members since inception. It is also one of the founding members of the Asia Marketing Federation (AMF), serving as the education headquarters of the AMF since 1992.

MIS Business School has trained more than 40,000 sales and marketing professionals since our inception – some of whom are industry leaders today. As a leader in marketing, management, and business education, we place strong emphasis on the quality and delivery of our academic programmes. To uphold our academic rigour, we constantly improve and update our curriculum and ensure strong academic governance so as to keep pace with current's dynamic business environment.

We are student-centric in everything we do to ensure our students have an enriching, holistic and satisfying experience studying with us.

### 1.2 VISION

Creating Marketers.

### 1.3 MISSION

Connecting a Community of Marketers & Creating Marketers through Quality Education.

### 1.4 CORE VALUES

- EXcellence

*We strive for excellence in all areas of our school from understanding our stakeholders' needs to helping them realise their goals.*

- Commitment

*We are committed to provide high quality education and a nurturing environment to our students.*

- Integrity

*We aim to create a relationship build on integrity and responsibility between our members, our students, and our staff.*

- Teamwork

*We encourage and foster teamwork across the organisation through open communication and sharing of ideas.*

- Enterprise

*We encourage innovation and learning amongst our members, our students, and our staff by exploring the frontiers of knowledge for continual progress.*

## **1.5 THE EXECUTIVE COUNCIL**

The School's Executive Council is an elected body comprising distinguished personalities from the industry and academia. The Executive Council shall hold office for two years from its institution at an Annual General Meeting and has the responsibility as the policy-making body of the School. Its role is to set the direction for the School's growth and development. The Secretariat of full-time staff assists in the daily operations of the School.

## **1.6 THE ACADEMIC AND EXAMINATION BOARDS**

### The Academic Board

Under the Private Education Act, the Board's roles and responsibilities include: -

- Developing the policies and procedures to ensure academic quality and rigour such as:
  - Ensuring that the content and duration of the modules or subjects, as well as the entry and graduation requirements of the course are appropriate; and
  - Approving the deployment of teachers based on the requirements stipulated by the CPE.
- Facilitating the PEI to implement and comply with the policies and procedures developed; and
- Reviewing, at least once a year, the academic policies, and procedures.

### The Examination Board

Under the Private Education Act, the Board's roles and responsibilities include: -

- Developing the examination and assessment procedures, such as developing and facilitating the implementation of procedures to:
  - Ensure the security of examination scripts and answer scripts;
  - Ensure the proper conduct of examinations and assessments;
  - Define and ensure the proper discharge of duties and responsibilities of invigilators and markers;
  - Conduct moderation of examination and assessment marks; and
  - Handle appeals from students with regard to examination or assessment matters.

## **1.7 PROGRAMMES OFFERED**

Refer to MIS Business School website, at <https://mis.edu.sg/> for the full list of programmes offered.

## **1.8 COMMITTEE FOR PRIVATE EDUCATION (CPE)**

Committee for Private Education (CPE), established under the Private Education Act (PE Act), is a statutory board empowered with legislative power to regulate the private education sector. In addition to its role as the sector regulator of private education institutions, the Council facilitates capability development efforts to uplifts standards in the local private education industry.

The Marketing Institute of Singapore Business School is registered as a Private Education Institution under the provisions and regulations of the Private Education Act 2009 in Singapore. The registration number: S93SS0158H, validity from 16 June 2025 to 15 June 2029.

## 1.9 EDUTRUST CERTIFICATION SCHEME (EDUTRUST)

The EduTrust Certification Scheme (EduTrust) is a quality assurance scheme administered and governed by the Committee for Private Education, SkillsFuture Singapore (SSG / CPE) for Private Education Institutions (PEIs) in Singapore. It aims to distinguish private schools that are able to consistently maintain a high standard of quality in the overall provision of education services and make continual improvements that lead to positive student outcomes.



EduTrust is a voluntary certification scheme for private education institutions (PEIs) in Singapore. This award is given to PEIs who have achieved satisfactory to commendable performance in key areas of management and the provision of educational services.

## 1.10 STANDARD PEI-STUDENT CONTRACT

It is mandatory that all students or parents / legal guardians (if the student is under the age of 18) sign the Private Education Institution (PEI)-Student Contract with the School prior to the enrolment of each programme. These contracts have included important information on course(s) enrolled, fees payable, refund and withdrawal policies. They are also available in native languages which can be retrieved from CPE website.

However, students are required to sign on the English version of the contract and will receive a copy for their reference. All PEI-Student Contracts are treated as "Private and Confidential".

Refer to CPE website at <https://www.tpgateway.gov.sg/> for details.

## 1.11 INSURANCE - FEE PROTECT SCHEME (FPS)

Fee Protection Scheme (FPS) serves to protect students' fees in the event a private education institution is unable to continue operation due to insolvency, and / or regulatory closure. FPS also protects students, if the private education institution fails to pay penalties or return fees to the students arising from judgement made against it by the Singapore courts. FPS is applicable to all students regardless of nationality and the type of passes held by the students, i.e., dependent's pass, student's pass, work permit, etc.

Marketing Institute of Singapore Business School has appointed Lonpac Insurance Bhd (CPE appointed service provider) for the Industry-Wide Course Fee Protection Insurance Scheme (IWC) and Fee Protection Scheme (FPS).

For further clarification and claims, do approach the Student Administrators at the Student Service Centre.

## **1.12 PERSONAL DATA PROTECTION ACT (PDPA)**

Personal data refers to data, whether true or not, about an individual who can be identified from that data; or from that data and other information to which the School has or is likely to have access.

**Effective 01 July 2014**, personal data in Singapore is protected under the Personal Data Protection Act 2012 (PDPA).

The PDPA establishes a data protection law that comprises various rules governing the collection, use, disclosure, and care of personal data. It recognises both the rights of individuals to protect their personal data, including rights of access and correction, and the needs of Schools to collect, use or disclose personal data for legitimate and reasonable purposes.

For more information on PDPA, visit <http://www.pdpc.gov.sg>

## **1.13 CONFIDENTIALITY**

All student-related information and data obtained through means such as the application forms, NRIC, Passport, or birth certificate, etc. from the students are used for the purpose of facilitating registration progression and completion for the programme, application for the student's pass and for any other programme related needs.

MIS Business School is committed to maintaining the confidentiality of the student's personal information and undertakes not to divulge any student's personal information to any third party without the student's prior written consent.

## **1.14 FEEDBACK / DISPUTE RESOLUTION POLICY**

MIS Business School is committed to ensuring a safe and conducive environment for students. By providing a channel for student's feedback and resolve any disputes in order to meet the expectations of its student is an integral part of the work ethic of the School.

The list of (informal) Feedback Channels includes:

- Student Orientation
- Pre-course counselling
- Emails
- Personal and / or group conversations
- Surveys

The official feedback channel would be via the Feedback Form requested from Operations Department. Operations Department is to acknowledge the receipt with the person providing the Feedback within 3 working days. For any official feedback to be processed, the Feedback Form would need to be submitted. Any other feedback from other channels would be considered as informal feedback.

All official complaints must be properly recorded and / or documented. Any correspondence (including actions taken) between the School and the complainant must be annexed as evidence. This is to ensure that any staff handling the case is kept aware of the progress / outcomes.

Operations Department is to respond to respective students within 3 working days of receipt of any official complaints received. This is to ensure that students are aware that the School is aware of the Complaint received and is in the process of handling it.

All complaints must be resolved within 21 working days. In the event that the deadline is not adhered to, respective students must be notified and the reasons with regards to the delay must be made known.

In the event that the School and the student cannot come to an agreement, or the student does not accept the final decision made by the Management Team, they will be referred to Singapore Mediation Centre (SMC) or Singapore School of Arbitrators (SIArb) for mediation.

## **2 ADMISSION MATTERS**

### **2.1 PROGRAMME ADMISSION**

All students are required to sign a student contract at the point of enrolment and before the payment of course fees. Students who do not sign the contract are not permitted to attend classes for the programme enrolled.

During admission, all students go through pre-course counselling conducted by the Education Consultants. Students will be advised on the suitable programme to enrol, programme requirements, and rules and regulations while studying in the School.

### **2.2 LATE PAYMENT POLICY**

The School adopts the Late Payment Policy as per Clause 1.4 of the Student Contract as set out by CPE. All course fees must be paid before or by the scheduled due dates which are reflected in Schedule B of the Student Contract. The School considers payment made seven (7) days after the scheduled due date(s) in Schedule B (as per the Student Contract) as late.

A late payment fee of 2% of outstanding course fee per week (reflected in Schedule C) may be imposed if payment is received after the scheduled due dates. Failure to comply may lead to the student's name being removed from the class attendance list.

The School reserves the rights to make amendments to the terms and conditions of the policy. All decision of the School's Management is final.

### **2.3 COOLING-OFF PERIOD**

There is a seven (7) working days cooling off period after the signing of the student contract. If a student decides to withdraw within this period after the signing of contract, he / she is entitled for a maximum refund as stated in the refund policy.

### **2.4 CANCELLATION OR POSTPONEMENT OF PROGRAMMES**

MIS Business School reserves the right to limit the enrolment of, cancel or postpone any programmes. The School shall notify the students of the cancellation or postponement and act in accordance with the deferment, withdrawal, or refund policy, if any applies.

### **3 ACADEMIC MATTERS**

#### **3.1 MODULE EXEMPTIONS**

Module exemptions may be considered at Certificate, Diploma, Advanced Diploma, Graduate Diploma, Bachelor and Master's Degree levels. Applicants will have to apply for module exemptions when they submit their applications, with relevant supporting documents. Supporting documents may include syllabus, curriculum, certificate of registration of the institution, and other useful information.

Applications for module exemptions will not be considered once the course has commenced.

All applications for module exemptions are subject to approval by MIS Business School and its partner universities (if applicable).

#### **3.2 PROGRAMME TENURE**

Students must complete their programmes within **three (3)** years from the commencement of their programmes (proprietary and degrees).

For students who did not apply for course extension prior to the expiry of the course currency period, they will need to register again into the programme. Student will need to pay the prevailing application fees, course fees, and complete the whole programme from the first semester (without any credit transfer).

#### **3.3 CHANGES TO PROGRAMME**

MIS Business School reserves the right to vary, change and amend the programme, syllabus, curriculum, and any other academic contents at any time prior to and during the course of study. The School shall notify the students of the change(s).

#### **3.4 ACADEMIC ASSISTANCE**

Students can approach the Operations Department / lecturers on any academic queries during their course of studies.

#### **3.5 COPYRIGHT ISSUES**

In compliance with copyright laws, students who are recording lectures in session using any recording device must seek prior written permission from the School and lecturer concerned.

Students must refrain from bringing any photocopied books to the MIS Business School. Students who are caught doing so will have their photocopied books confiscated and will face the necessary action taken by the School.

### **3.6 COURSE DELIVERY**

The lecturer prepares and delivers the lesson to the class according to the approved Module Outline and Lesson Plan using different methods such as direct teaching, students' cooperative and collaboration learning, etc and deploy different tools such as Power Point Presentation, Instructional Video (HS Talks), Quiz etc.

Lessons include live interactions between lecturers and students through the discussion of case studies (e.g. Instructional Videos (HS Talks) / Papers). Lecturers will provide these case studies either during class or prior to lessons for students to review before discussion.

Class participation in discussions may also include breaking out into groups. After which, each group will present their case and the other groups, including their lecturer, will share their opinions and questions.

The lecturer may then wrap up the lesson with a question and answer segment to get students to do critical thinking on the real life examples / case studies.

For students on virtual learning, the lesson will be conducted via Online Learning Platform. The lecturer will follow the same procedure mentioned above with following exceptions:

Sharing of case studies may either be in the form of the online learning platform or Powerpoint presentation.

Class participation will be measured in terms of the quality of individual's contribution to the lesson instead of group discussions.

### **3.7 STUDENT ACADEMIC HONESTY POLICY**

Students must fulfil the attendance requirement and financial obligations to the School in order to be eligible to sit for the examination. Students are only eligible to sit for the end-of-semester examinations if they have achieved a minimum in-class attendance of 75% for local students and 90% for international students on student pass for each course and there are no outstanding fees with the School.

Academic offences are viewed very seriously by the School. If a student has been identified as committing this offence intentionally or unintentionally, he / she will be called for an investigation.

Academic misconduct can be broken down into the five categories below:

#### **1. Plagiarism**

Plagiarism is the presentation of the thoughts or work of another as one's own. Examples include:

- the unacknowledged incorporation in a student's work of material derived from the work (published or unpublished) of another.
- the inclusion in a student's work of more than a single phrase from another person's work without the use of quotation marks and acknowledgement of the sources.
- the summarising of another person's work by simply changing a few words or altering the order of presentation, without acknowledgement.
- the use of the ideas of another person without acknowledgement of the source.
- the unacknowledged use of images (digital or otherwise) music, patents, or other creative material either in the entirety or in the creation of a derivative work.
- copying the work of another student, with or without their knowledge or agreement. Refer to Collusion.
- the unacknowledged re-submission of work the student had previously submitted to gain academic credit at School or elsewhere.
- Please refer to the Policy Paper on Plagiarism and the use of Generative Artificial intelligence in

Examinations, Assignments, Case Studies Discussions, and Project Reports. Request the booklet separately, as it will be issued on its own.

## **2. Falsification**

Examples of falsification include:

- the falsification of data. The presentation of data in laboratory reports, projects or other forms of assessment based on experimental or other work falsely purported to have been carried out by the student or obtained by unfair means.
- the falsification of references, including the invention of references and/or false claims.

## **3. Collusion**

Collusion exists where a student:

- submits as entirely his / her own with intention to gain unfair advantage the work done in collaboration with another person.
- collaborates with another student in the completion of work which is intended to be submitted as that other student's own unaided work.
- knowingly permits another student to copy all or part of his / her own work and to submit it as that student's own unaided work.

## **4. Ghosting**

Ghosting exists where:

- a student submits as their own, work which has been produced in whole or part by another person on their behalf, e.g., the use of a 'ghost writing' service or similar.
- a student will also be guilty of academic misconduct if he / she deliberately makes available or seeks to make available material to another student (of this university or elsewhere) whether in exchange for financial gain or otherwise with the intention that the material is to be used by the other student to commit academic misconduct.

## **5. Cheating**

Cheating in an examination is a serious offence and may lead to expulsion. If a student is caught during the examination with evidence, he/she needs to stop the examination.

- Communicating with or copying from any other student during an examination except insofar as the examination regulations may specifically permit this, e.g., group assessments.
- Communicating during an examination with any person other than a properly authorised Invigilator or another authorised member of staff.
- Introducing any written or printed materials into the examination room unless expressly permitted by the examination or programme regulations.
- Introducing any electronically stored information into the examination room, unless expressly permitted by the examination or programme regulations.
- Gaining access to any unauthorised material relating to an assessment.

## 4 ASSESSMENTS AND EXAMINATION MATTERS

### 4.1 ASSESSMENTS

There may be class participation, individual / group assignments, class tests or class presentation that will constitute between 30% to 60% of the overall assessment in a module. For modules with 100% assignment based without examination, the overall assessment for that particular module would be 100% assignment based.

These assessments are compulsory, and the performance will count towards the overall marks as assigned by the respective lecturer. Students should refer to the individual module outline and assessment brief for details of the assessment components.

#### Individual / Group Assignments and Projects

There shall be no extension of deadline for submission of individual / group assignments and projects. For late submissions, the following deduction to the overall marks will be done:

- Within 24 hours after the submission deadline, 5% of the total marks of the assignment or project will be deducted
- After 24 hours but before 48 hours after the submission deadline, 10% of the total marks of the assignment or project will be deducted
- After 48 hours but before 72 hours after the submission deadline, 15% of the total marks of the assignment or project will be deducted
- No submission is accepted after 72 hours of the submission deadline and a zero mark will be awarded.
- For students with prior written approval of special provisions of extension of submission dates, the deduction will follow based on the approved submission dates.

#### Presentation

Students who are absent from individual presentations, with or without reasons, will be awarded a zero mark. The non-oral component of assessment is not affected by this decision.

For group presentation, non-participation of presentation by the student must be approved by their group. However, the student must be present to be awarded the marks. The non-oral component of assessment is not affected by this decision.

### 4.2 EXAMINATIONS

The examinations are held at the end of each module of the programme. The examination schedule is available on the Lesson Plan, which will be provided upon commencement of course and via Examination Timetable.

The code of conduct and assessment policies of all examinations will be in accordance with the MIS Business School Rules of the Examination, which will be emailed to the students at the end of each semester.

#### 4.2.1 MAIN EXAMINATION

All students must sit for a written examination at the end of each semester, unless otherwise stated. Unless there are term tests, assignments, projects, and class presentations (weightage up to 60%), all examinations will constitute 100%.

Students who miss the main examination of a module without any valid reasons will not be eligible to sit for the supplementary examination and will have to repeat that particular module.

#### 4.2.2 SUPPLEMENTARY EXAMINATION

This is applicable to candidates who are unsuccessful (failed) or absent with valid reason in their main examination. Refer to Absence from Examination below.

Student must pay the supplementary examination fee before he / she can sit for the supplementary examination.

Students who have failed supplementary examinations will have to retake and attend classes for the particular module again. Such students will need to pay the prevailing course fees before repeating the failed module. The School reserves the right to bar students from repeating a module if no payment is made.

Students who failed the main examination but pass the module during the supplementary examination attempt will only be given a “Pass (P)” grade. Assignments, projects, class tests and / or class presentation results will not be included in the supplementary examination results.

A student who is absent from the main examination with valid reasons approved by the School and passes a module during the supplementary examination will be graded according to the grading scheme.

There is no further supplementary examination if the student fails at this attempt.

#### 4.2.3 MAXIMUM NUMBER OF EXAMINATION SITTINGS PER MODULE

Each student is allowed a maximum of **two (2)** sittings (inclusive of supplementary examination) for any one module per semester. No third attempt will be granted to any candidate who is repeatedly absent from further examinations in the same module.

### 4.3 OTHER SPECIAL PROVISIONS ON ASSESSMENTS / EXAMINATIONS

Special provision may be made in cases of disability, chronic and temporary illness, or any other major disruptions to study which would affect a student’s ability to submit an assignment task or sit for an examination.

Special provisions may include:

- Extension of submission date
- Special examination arrangements
- Re-sitting and/or deferred sitting of examination

Students may submit a request for special provision to the School, together with any supporting documents for their consideration.

This is applicable to students who are unsuccessful (failed) or absent with valid reason in their main examination. Refer to Absence from Examination below. Student must pay the supplementary examination fee before he / she can sit for the supplementary examination.

Each student is allowed a maximum of two (2) sittings (inclusive of supplementary examination) for any one module per semester. No third attempt will be granted to any candidate who is repeatedly absent from further examinations in the same module.

For any extensions of assignment submission dates and / or any special examination arrangements, students may submit a request for special provision together with any supporting documents to the Operations Department.

Additionally, for e-learning courses with online assessment, the following will be done:

- Verification of Student Identity
- Assessment Structure to evaluate students' understanding and application of their learning

#### **4.4 DEFERRED SITTING OF EXAMINATIONS**

Students are to submit a request for deferred sitting of examinations to the Operations Department together with any supporting documents to support their case. The Academic Director will review the request and make the decision to allow or disallow the student to defer his/her examination.

For deferred exams, the process outlined for assessments will be followed.

For courses with External Academic Partners, the decision to allow deference of examination lies with them and the Academic Department would need to seek their approval.

#### **4.5 EXAMINATIONS ELIGIBILITY**

Students must fulfil the attendance requirement and financial obligations to the School in order to be eligible to sit for the examination. Students are only eligible to sit for the end-of-semester examinations if they have achieved a minimum in-class attendance of 75% for local students and 90% for international students on student pass for each course and there are no outstanding fees with the School.

MIS Business School reserves the right to bar students from taking any examination if they do not fulfil these requirements.

#### **4.6 ABSENCE FROM EXAMINATIONS**

If a student is unable to sit for any examination due to unforeseen circumstances, he / she must submit the absence documentation **within ten (10) working days** from the day of examination. If no document is received after ten (10) working days of absence, the candidate is deemed to have failed the examination.

For medical reasons, the School accepts medical certificates from any **Singapore registered medical practitioners**, to verify their absence from the examination. The medical certificate produced must be dated on the day of the examination.

The medical certificate or absence document, together with the Absence from Exam Application Form, must be submitted to the Operation Department **within ten (10) working days** from the day of examination.

Medical certificates issued by **registered** traditional medical practitioners (TCM) can be accepted.

Other valid reasons include:

- **Overseas Business Trip (only applicable to part-time students)**

An official letter from the company certifying the business trip and travel documents (e.g., air tickets, e-ticket, travel confirmation, passport page, etc.) must be submitted to Operation Department within **three (3) working days** after the examination.

- Reservist In-camp training (ICT)

A copy of the “Order to Report for Reservist” has to be submitted to the School **within 3 working days** after the examination.

- Compassionate Leave

To provide death certificate and birth certificate / marriage cert to show proof of relationship. Meant for immediate family (parent / spouse / children only).

*If no document is received after ten (10) working days of absence, the candidate is deemed to have failed the examination.*

#### **ABSENCE FROM EXAMINATION WITHOUT NOTICE WILL BE TREATED AS FAILURE.**

#### **4.7 RETAKE FAILED MODULE(S)**

Students who have failed supplementary examinations will have to retake and attend classes for the particular module again. Such students will need to pay the prevailing course fees before repeating the failed module. The School reserves the right to bar students from repeating a module if no payment is made.

Students are given a **maximum of twice (2) times** to study or repeat a module / level. The School reserves the right to direct the student to a new related course / module if the School no longer offer the course or module.

#### **4.8 PROGRESSION TO THE NEXT SEMESTER**

Students need not pass all modules in a semester before they move on to the next semester. However, candidates must pass all the modules in a programme in order to graduate from the programme.

Students are required to settle all outstanding financial obligations before they can move on to the next semester.

#### **4.9 EXAMINATION RESULTS**

Results will be moderated and approved by the Examination Board before they are released to students. Students will be informed via email on the result release and should not solicit any information before the release date from MIS Business School lecturers or the staff.

#### **4.10 APPEAL OF EXAMINATION / ASSESSMENT RESULTS**

Upon release of results, students who are dissatisfied with the outcome may submit an Appeal Form to the Operations Department. All appeals are to be submitted in writing, within 7 working days from the release of examination / assessment results.

There should not be any communication between the student and the marker upon the student’s intention to submit an Appeal Form until the outcome of the appeal is known.

No appeal will be accepted for the re-grading of a paper in which the student has passed.

Only one appeal per assessment is allowed.

- Review of Scripts: Applicable to students who are enrolled in the MIS Business School’s proprietary programmes. A review fee per module is applicable.

**THE REVIEW OF THE EXAMINATION SCRIPT DOES NOT ALLOW EXAMINATION SCRIPTS TO BE VIEWED OR RETURNED TO THE STUDENT.**

All appeals will be managed in a fair and impartial manner, without any discriminatory practices.

The Academic Director is to review the appeal request and decide if it is a valid appeal. The appeal request must be justifiable with substantiating evidence by the student to be approved.

If the request qualifies for an appeal, the Academic Director may appoint the original marker to review or appoint a different marker to reassess the student's examination script.

If the appeal is found to not be justifiable, allegations made by the student may warrant a disciplinary action, including expulsion.

Comments in relation to the re-mark must be stated in the Appeal Form, which would then be circulated to the Examination Board for review and approval.

For results / awards that are from courses with any External Academic Partners, the School will need to adhere to their appeal process and any decision made by the External Academic Partners will be final.

The Examination Board will need to review and approve any changes to any Examination Results and / or Awards upon the completion of the Appeal Process. This would be documented in the Appeal Form.

Results of the appeals are to be made known to the students within 4 weeks. Following the review, the decision of the Examination Board will be irrevocable, and no further queries will be entertained on such matters.

#### **4.11 GRADING SCHEME**

The following grading scheme applies to the MIS Business School proprietary programmes.

<b>Grading Scheme</b>			<b>Explanation of Grading Structure</b>
<b>A</b>	Distinction	80% - 100%	Demonstrated exceptional ability and superior grasp for the module
<b>B</b>	Higher Credit	70% - 79%	Displays good understanding of the subject matter and commendable analytical
<b>C</b>	Credit	60% - 69%	Displays above average understanding and knowledge of the subject matter
<b>D</b>	Pass	50% - 59%	Achieves the level of understanding set by the examiner to pass this component
<b>F</b>	Fail	0% - 49%	Did not achieve a passing grade

#### **4.12 GRADUATION**

A graduation ceremony may be organised for students who have successfully completed their programme in MIS Business School.

#### **4.13 REPRINT OF TRANSCRIPT AND CERTIFICATE**

Students may request for a reprint of their academic certificate or transcript to the Operations Department by emailing. Respective reprinting fees, Re-printing of Certificate (per copy) and Re-printing of Transcript (per copy), will be incurred.

## 5 ADMINISTRATIVE MATTERS

### 5.1 COURSE TRANSFER, WITHDRAWAL AND DEFERMENT POLICY

The maximum processing time from students request of any transfer, withdrawal, and deferment to notifying students of the outcome in writing should not exceed 4 weeks.

The School will base the student requests on the following definitions: -

- Course Transfer: Student changes the course or period of study (from full-time to part-time or vice versa) but remains as a student of the school
- Course Withdrawal: Student discontinues all courses with the PEI
- Deferment: Student delays or postpones the course (or modules)

#### Conditions for granting Course Transfer:

- All outstanding fees must be settled prior to approval of request.
- Student must fulfil the admission criteria of the new course and will be subjected to the School's student selection and admission procedures.
- ICA will be informed by the School through the cancellation of the student pass (for student pass holders) for students who have withdrew from the School.

#### Conditions for granting Course Deferment:

- Deferment is subjected to the availability of courses and modules offered. The school reserves the right to offer similar courses and modules in replacement of discontinued courses or modules.
- The maximum period of deferment that is allowed will be 12 months (i.e., Student will need to commence the Course within this maximum period). Requests for extension can be considered on a case-by-case basis.
- Students are to note that they will need to apply for a new student pass when re-joining the School and this is subjected to ICA's approval.

A new student contract and / or a student contract addendum is to be signed when a course transfer or deferment has been approved by the School.

For any Course Transfers, Withdrawal or Deferment, the School would need to obtain the student's parent / legal guardian's written consent if they are under 18 years of age.

#### Withdrawal During Cooling-Off Period:

The School will provide the student with a cooling-off period of seven (7) working days after the date that the PEI-Student Contract has been signed by both parties. Should the student wish to withdraw during this period, the student needs to submit a written notice of withdrawal to the School, regardless of whether the student has started the course or not.

## 5.2 REFUND POLICY

The maximum processing time from students request of withdrawal (with refunds) to the issuance of the qualified refund amount should not exceed 7 working days and the Operations Department would need to inform students on how the refund amounts are being computed.

As the Student Contract can differ based on which periods that they are signed, and that each Student Contract is a legally binding document, reference should be made to each Student Contract that is signed with the School with regards to the refund terms and conditions for

### Withdrawal due to non-delivery of course

The School will notify the Student within three (3) working days upon knowledge of any of the following:

- It does not commence the Course on the Course Commencement Date;
- It terminates the Course before the Course Commencement Date;
- It does not complete the Course by the Course Completion Date;
- It terminates the Course before the Course Completion Date;
- It has not ensured that the Student meets the course entry or matriculation requirement as set by the School stated in Schedule A of the Student Contract within any stipulated timeline set by CPE.

The Student should be informed in writing of alternative study arrangements (if any), and also be entitled to a refund of the entire Course Fees and Miscellaneous Fees already paid should the Student decide to withdraw, within seven (7) working days of the above notice.

### Withdrawal due to other reasons

If the Student withdraws from the Course for any reason other than those stated in Clause 2.1 of the Student Contract, the School will, within seven (7) working days of receiving the Student's written notice of withdrawal, refund to the Student an amount based on the table in Schedule D of the Student Contract.

### Withdrawals made during the cooling off period

The School will provide the Student with a cooling-off period of seven (7) working days after the date that the Contract has been signed by both parties. The Student will be refunded the highest percentage (stated in Schedule D) of the fees already paid if the Student submits a written notice of withdrawal to the School within the cooling-off period, regardless of whether the Student has started the course or not.

As the refund table can differ based on which periods that they are signed, and that each Student Contract is a legally binding document, reference should be made to each Student Contract that is signed with the School with regards to the % of refunds as stated in the Refund Table (Schedule D of the Student Contract).

The School adopts the Refund Policy per Clause 2 of the Student Contract as set out by the Committee for Private Education (CPE). Any request for a refund of course fees paid before/after commencement of the course shall be made as per the following refund policy:

% of [the amount of fees paid under Schedules B and C]	If Student's written notice of withdrawal is received:
[100%]	more than [30] days before the Course Commencement Date
[50%]	before, but not more than [30] days before the Course Commencement Date
[10%]	after, but not more than [10] days after the Course Commencement Date
[0%]	more than [10] days after the Course Commencement Date

All non-refundable amounts in the Student Contract are to be highlighted. As a guide of reference for internal employees who are preparing the Student Contract, the following are references for non-refundable fees: -

- Application Fees

### 5.3 STUDENT ATTENDANCE POLICY

The School requires all students to be regular and punctual for their lessons. Students who do not meet the minimum required attendance standards set may affect their course of studies such as not eligible to sit for the examinations.

Lecturers will be taking attendance of the students via the attendance list and sign off on it each day.

Class attendance is to be taken at the start, after lunch break and at the end of each class. Students that enter the class within 15 minutes of the lesson time will be considered late, while students that arrive 15 minutes after the lesson time or leave 15 minutes before lesson's ending time will be marked as absent.

For e-learning courses, synchronous sessions are conducted via Google Meets or other online assessment platform, which is accessed via Learning Management System. Students are required to log into their MIS issued accounts to access and to keep their cameras turned on throughout the session, except during break time. Each session is recorded, and a screenshot of the students will be taken within the first 30 minutes of the class. Additionally, lecturers are required to take attendance on the attendance list.

The minimum attendance requirements and leave application policy guidelines are as follow:

- International Students on Student Pass – minimum 90% per month
- All Non-Student Pass holders – minimum 75% per module
- Immigration and Checkpoints Authority of Singapore (ICA) will be notified by the school whenever an International Students on Student Pass has a monthly attendance of less than 90%.
- Student Pass Holders who miss 7 consecutive days of class will be liable to have their student pass be cancelled with effect from the 8<sup>th</sup> day and the letter of cancellation will be sent to student's place of residence in Singapore as registered with the School.
- Any student leave should be supported by Medical Certificates or justifications that need to be approved by the School. These should be submitted via the Student Leave Application Form to the Operations Department.

Any students whose modular or overall attendance falls close to below the minimum attendance requirements in the Student Attendance Policy will receive warning letter from Operations Department. Students with persistent low attendance will be called in for counselling as part of early intervention measures.

- Disciplinary actions and the Student Disciplinary Policy would apply (for repeated offences)
- As attendance is monitored and tracked by the School's Attendance System, Warning Letters and Counselling would be issued based on the following operational guidelines:

**International Student on Student Pass:**

Attendance Rate (monthly)	Action to be Taken
Below 90% (1 <sup>st</sup> Offence)	Attendance Reminder Letter/Email
Below 85% (2 <sup>nd</sup> Offence)	Warning Letter and Counselling *Include notification of ICA and Cancellation of Student Pass reminder for attendance <85%
No improvement in attendance following Warning Letter	Final Expulsion Letter *Include Cancellation of Student Pass

**Non-Student Pass Holders:**

Attendance Rate (per module)	Action to be Taken
Below 75% (1 <sup>st</sup> offence)	Attendance Reminder Letter/Email
Below 70% (2 <sup>nd</sup> offence)	Warning Letter and Counselling
No improvement in attendance following Warning Letter	Final expulsion

**Lateness:**

Number of Times Late	Action to be Taken
Late for 3 times per module	Counselling
Late for more than 3 times per module	Warning Letter

**5.4 CLASS SCHEDULE**

Students will be informed of the Academic Calendar and their Individual Course Timetable upon signing the Student Contract. Lesson plan will be provided prior to class commence.

**5.5 CHANGES TO CLASS SCHEDULES**

MIS Business School reserves the right to vary, change and amend the class schedule, lecturer, schedule, venue, and any other matters at any time **prior** to and during the course of study. The School shall notify the students of the change(s).

## **5.6 STUDENT SURVEYS**

As part of MIS Business School's commitment in maintaining and improving the learning experience, the School will conduct surveys, in a fair and impartial manner, throughout the course of study to obtain feedback from the students in matters pertaining to:

- Overall student satisfaction level
- Quality of student support services
- Physical facilities and infrastructure to support learning
- Effectiveness of communication
- Students' satisfaction with recruitment agents (if applicable)
- Adequacy, accessibility and quality of teaching-learning resources and the school environment
- Academic staff performance i.e., quality of teaching
- Pre-course counselling experience of students
- Assessment methods and frequency

The feedback collected will be treated in full confidentiality and will be used by the School for further improvements.

## **5.7 CHANGE OF PERSONAL PARTICULARS**

Students must keep the School updated of any change in their personal details such as residential address (in Singapore and / or home country, if applicable), contact numbers (in Singapore and/or home country) or email addresses.

Students may contact the School via email to update the change. This will facilitate the School to contact the student in the event of any announcements or emergencies and to ensure that all communications will be conveyed to the students.

## 6 STUDENT SUPPORT

### 6.1 STUDENT SUPPORT SERVICES

The Operations Department would be responsible for ensuring the provision of a range of diverse student support services in meeting student needs and a good educational experience.

The comprehensive list of student support services and programmes that is provided by the School to meet the needs of students and enhance overall educational experience is as follow: -

#### For New Students

- Provide assistance for Student Accommodation
- Provide assistance for arrangement for Medical Screening
- Assist for arrangement of Bank Account Opening
- Visa / Student Pass Application
- Student Orientation Programme

#### For Current Students

- Fee Protection Scheme
- Student Counselling (Intervention for Academic and Discipline issues)
- Dispute resolution process
- Feedback mechanism and channels
- Students' Outings and Activities
- Educational Tour
- Result Reporting
- Reprint of student's academic certificate or transcript

#### For Graduated Students

- Membership to Marketing Institute of Singapore association to enhance employability.
- Access to a network of sales and marketing professionals for career guidance and coaching.
- Lifelong learning with MIS executive development courses.

This comprehensive list of student support services is not meant to be exhaustive. The School undertakes the responsibility to continually improve on ensuring that all students' welfare and needs are well taken care of and will do so by school-student engagements through the various student touch points.

## 6.2 COUNSELLING SERVICES

The counsellor (counsellor can be lecturer or an assigned therapist) provides emotional and social support to students who are experiencing difficulties in coping with academic work. The counsellor works with the lecturers, administrators, and the management to address both the developmental and academic needs of the students.

The School provides a safe and confidential environment where students can discuss and navigate various challenges they may face during their school years. Whether dealing with academic stress, personal issues, or emotional concerns, our counsellors are here to assist and guide them.

The counselling session can be done individually or as a group and all counselling are treated with confidentiality. Students may write in to [students@mis.edu.sg](mailto:students@mis.edu.sg) for assistance.

**7.1 GENERAL CODE OF CONDUCT**

The School takes student disciplinary issues very seriously and the following, which are not exhaustive in scope, would constitute student misconduct:

- Improper attire
- Disruptive phone usage during lessons / examinations
- Consumption of food and drinks in classrooms
- Frequent lateness for classes / leaving class early / absent from class without valid reasons
- Smoking on campus grounds
- Consumption or selling of alcohol within campus premises
- Any criminal offences, including but not limited to fights, possession of dangerous weapons, theft, and drug consumption
- Gambling including all forms of activities that has obvious associations with gambling
- Vandalism or mishandling of office premises / assets / properties
- Foul / abusive language / rumours mongering / slanderous allegations directed at fellow students / staff / office bearers / business associates with the School
- Disruptive behaviour / mischief during lessons
- Bringing the image of the School into disrepute
- Falsification of information with regards to information given to the school and / or any authorities
- Cheating, colluding, engaging in ghost writing and plagiarism (for any assessments, examinations, and assignments)
- Students caught signing / marking attendance for friends
- Students caught recording lectures without permission in session or bringing in photocopied books
- Working while on student pass (for international students)
- Infringement of any school policies or procedures, including the Student Academic Honesty Policy

Depending on the severity and at the absolute discretion of the School, actions can and will be taken against students with misconduct and in violation of the Student Disciplinary Policy.

## 7.2 SINGAPORE LAW AND ORDER

The following is a non-exhaustive list of Singapore's authorities and relating laws that you need to be aware to prevent any violation:

National Environment Agency (NEA)

- <http://app2.nea.gov.sg>
- Ensuring a quality living environment
- Example: Pollution control such as smoking prohibition, etc.

Central Narcotic Bureau (CNB)

- <http://www.cnb.gov.sg>
- Coordinating all matters pertaining to drug eradication
- Example: Drug Prevention for narcotic drugs and psychotropic substances

Health Sciences Authority (HSA)

- <http://www.hsa.gov.sg>
- Protecting and advancing national health and safety.
- Example: Ensuring that health products are safe, of good quality and efficacious such as medicines and supplements.

Agri-Food and Veterinary Authority (AVA)

- <http://www.ava.gov.sg>
- Import and sale of food products into Singapore
- Example: Chewing Gum, Seafood, Meat, Vegetables, etc.

Singapore Police Force (SPF)

- <http://www.spf.gov.sg>
- Crime prevention and deterrence, public order, terrorism, etc.

Infocomm Media Development Authority (IMDA)

- <https://www.imda.gov.sg>
- Import and censorship of magazines, films, videos, etc

### **7.3 CONDUCT AND DISCIPLINE**

Student conduct related policies, including the Student Disciplinary Policy, Attendance Policy and Student Academic Honesty Policy are communicated to students via the Student Handbook.

It is necessary to ensure fairness and consistency when handling violations and breaches in conduct and discipline. Disciplinary offences are ranging from violating the School's norm to Singapore's law and order.

All staff in the School is empowered to enforce discipline. When any staff encounters an offence committed, they have the authority to:

- Reprimand the student for the offence
- Report the offence to the Academic Director for follow-up actions.

The Academic Director will conduct an investigation and to verify the allegations made against the student. Depending on the severity of the situation, actions taken against the student may include, but is not limited to the following:

- Student Counselling Sessions as part of early intervention measures
- Verbal warnings
- Official warning letters
- Immediate expulsion
- Reporting of the matter to local authorities

### **7.4 EXPULSION**

In more serious instances, disciplinary actions with possible expulsion will also be taken on students who are found guilty of, but not limited to, the following:

- False allegations made by the student during Examination Appeal process
- Unrepentant behaviour after first counselling
- Student with repeated poor academic performances and unresponsive to academic assistance and counselling offered by the School
- Action or behaviour which is threatening, abusive or likely to cause alarm, harassment or distress
- Violation of the Singapore Law or Criminal offences

Student will be notified of the reason(s) for the expulsion. The student may appeal to the School within seven (7) days from the date of notification of the expulsion. The appeal will be reviewed by the management team. The decision of the panel shall be final. If students do not accept the outcomes, they are to go through the School's dispute resolution process.

## 8 MEMBERSHIP SERVICES

### 8.1 AFFILIATE MEMBERSHIP

Our community of more than 1,000 corporate and individual members enjoy these special benefits & privileges. MIS is the one place that connects you to the largest fraternity of sales & marketing professionals. Whether you are an individual looking to expand your network of like-minded peers or a School keen to build your employees' knowledge in the dynamic field of marketing, we have the connections to steer you and your School in the right direction.

A registered student of the School is conferred the status of an Affiliate Member of the Marketing Institute of Singapore. Upon graduation, the student of the School is granted a waiver of the prevailing membership entrance fee for one year.

Affiliate Members do not enjoy voting rights at the School's Annual General Meetings.

### 8.2 MEMBERSHIP CARD

A membership card will be issued by the School to all students who have paid their course fees. All students are encouraged to bring along their membership cards with them at all functions organised by the School. For any enquiries pertaining to your membership cards, please call Student Service Centre.

### 8.3 MEMBERSHIP PRIVILEGES & BENEFITS

The MIS Membership Office is located at:

229 Mountbatten Road, #03-02, Mountbatten Square  
Singapore 398007

Opening Hours: Monday to Friday 9.00 am – 6.00 pm

The full benefits and services that are open to MIS members can be found at: <http://www.mis.org.sg/membership/privileges>

#### Discounts on Selected MIS Executive Development Programmes

MIS offers short courses relating to Sales, Marketing, Communications, Service Excellence, Event Management, Business Management, Leadership, Human Capital Management and Personal Effectiveness. Student members of MIS Business School will enjoy up to 20% discount when they register for selected courses.

#### Regular Membership Activities, Talks & Networking Events at Preferential Rates

Participate in programme such as Marketing Guru Talks, Marketers' Networking Night, Interest Groups Talks, National Sales & Marketing Congress, seminar conference and many more. These events are often conducted by industry experts and provide a good opportunity for learning and networking. Some of the signature events include the Marketers' Night and the National Sales and Marketing Congress.

#### Complimentary Publications

All members of MIS receive complimentary issues of MIS publications. They will feature insightful articles and exclusive interviews with business personalities to give readers the latest perspectives on innovative marketing strategies, ideas and concepts.

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