

Public Information, Policy and Procedures

1 Policy Statement

This policy refers to all information about IBCM which is in the public domain. This policy aims to ensure that

- a) all information complies with legislative, regulatory and organisational requirements
- b) All information is accurate, impartial, objective, and readily available to current and potential students and to all interested parties
- c) Information will allow external audiences to gain an accurate impression of IBCM and will allow students and other stakeholders to make appropriately informed decisions

2 Scope

This policy applies to all IBCM operations and covers information both in printed and electronic formats. This includes brochures and prospectus, along with the IBCM website (<http://www.internationalbusinesscollege.co.uk>) and the student portal.

The policy relates to information about programmes offered at IBCM including course content, learning outcomes and learning opportunities for students. The information may also include the views and opinions of both past and present students. Information relating to accreditation status and external audits/awards is also covered by this policy.

Published information will provide students with full details of the programmes of study, including structure and timetable, assessment arrangements, all course fees and any regulations which apply. Potential students will also be able to access clear guidance on how to apply for their chosen programme, along with all relevant terms and conditions.

3 Responsibilities

Overall responsibility for all public information rests with the Principal/Managing Director. Day to day responsibility is shared between the Principal, Business Development Manager, Quality Manager and Programme Leads as follows:

- **Programme Lead:** Responsible for checking the website and any printed materials on a regular basis to ensure up to date and accurate information in relation to their programme is provided. Programme Leads must ensure that they keep up to date with all relevant awarding body requirements and incorporate these into programme information. IBCM staff meetings provide

the regular mechanism for sharing such information with other members of staff (standard agenda item).

- **Quality Manager:** Responsible for liaising with programme leaders in respect of the above and for ensuring that any specific requirements and updates are added to the website/passed on to the Principal and that IBCM policies and procedures are updated accordingly.
- **Business Development Manager:** Responsible for regular review of the website and marketing information including printed brochures and prospectus; responsible for monitoring the enquiry process and application forms.
- **Principal/Managing Director:** Overall responsibility for the above and for ensuring that all published information complies with current legislation and regulatory requirements. The MD will involve external experts as and when necessary if specific guidance is required.

4 Procedures

The following procedures are in place to ensure compliance and best practice in relation to all information which is in the public domain.

- Programme Leaders to review areas of responsibility and report changes/updates at IBCM staff meetings
- Public information to reviewed at each quarterly management meeting/Governing Body meeting
- All new information must be made available to the Principal/QM/BDM for checking prior to being published
- Annual reviews of policies and procedures will include all those made available in the public domain

5 Communications with the Press and Media

Any official communication with the press and media are handled by the Marketing Team and approved by the Principal. Press releases may only be issued on the authority of the Principal. Individual staff however may respond to legitimate external information requests relating to their areas of academic or professional expertise, but they are strongly advised to seek guidance from a member of the management team before doing so.