

 <p>S P Jain School of Global Management DUBAI • MUMBAI • SINGAPORE • SYDNEY</p>	<h2>Education Agent Policy and Procedures</h2>
Document Type	Policy and Procedures
Administering Entity	Registrar, Chief Marketing Officer, Regional Heads – Student Recruitment, Heads of Campus
Latest <b>Approval/</b> Amendment Date	August 09, 2018
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Indicative time of Review	August 08, 2020

### 1. Purpose

- a. This document details the policy and procedures for appointment and management of education agents (referred also to as representatives) for S P Jain School of Global Management (S P Jain) towards ensuring that education agents recruited are competent and knowledgeable about the needs of the prospective students in the region they operate in, the Australian International Education Industry, ESOS framework and demonstrate the required integrity and honesty to represent S P Jain.
- b. These policies and procedures will apply to all education agents appointed by the School and should be made available to and adhered by the S P Jain staff involved in appointment and management of education agents.

### 2. Education Agent Application and Selection

- a. The President has delegated the responsibility of oversight of education agents to the Chief Marketing Officer (CMO), Registrar and the regional marketing/admissions heads.
- b. All education agents interested in representing S P Jain will submit a completed S P Jain Education Agent Application Form (Attachment 1a) to the regional marketing heads who will review and assess the application, whether the education agent is considered suitable, conduct reference checks and site visits if deemed necessary.
- c. A staff of S P Jain nominated by the regional marketing head will complete the S P Jain Education Agent Site Visit Report (Attachment 1b) recording his /her final recommendation based on the site visit.

- d. The regional marketing heads will also conduct interviews with the owners/directors and/or main managers of the educational agent firm and based on his/her assessment prepare a final review and approval report.

### **3. Appointment of Education Agent**

- a. For all successful applications, S P Jain will enter into written agreements with the education agents detailing the courses and area jurisdictions in which the education agent can represent the school.
- b. All the written agreements will be as per the standard draft agreement and will be signed between the legal entity, S P Jain Education FZ LLC on behalf of S P Jain School of Global Management Pty Ltd, and the education agent.
- c. The written agreements will outline:
  - i. the responsibilities of S P Jain (and its Partners), including that the registered provider is responsible at all times for compliance with the ESOS Framework;
  - ii. S P Jain's processes for monitoring the activities of the education agent in representing the provider, and ensuring the education agent is giving students accurate and up-to-date information on the registered provider's services;
  - iii. the corrective action that may be taken by S P Jain if the education agent does not comply with its obligations under the written agreement;
  - iv. S P Jain's grounds for termination of the registered provider's written agreement with the education agent, including providing for termination in the circumstances outlined in Standard 4.5 of the National Code 2018; and
  - v. the circumstances under which information about the education agent may be disclosed by S Jain to the Commonwealth or state or territory agencies.
- d. The education agents will also provide a standard declaration in writing that they will:
  - i. take reasonable steps to avoid conflicts of interests with its duties as an education agent for S P Jain;
  - ii. observe appropriate levels of confidentiality and transparency in their dealings with overseas students or intending overseas students;
  - iii. act honestly and in good faith, and in the best interests of the student; and
  - iv. have appropriate knowledge and understanding of the international education system in Australia, including the Australian International Education and Training Agent Code of Ethics.
- e. Any deviations from the standard agreement will need to be justified and recommended by the CMO to the Registrar who if deems that the deviation is justified and meets regularity requirements may further recommend to the President for deviation approval.

#### **4. Education Agent Certificate**

- a. On appointment, education agents will be issued a standard certificate as an authorised education agent of S P Jain for student recruitment.
- b. The S P Jain education agent certificate will detail the education agent 's legal name and the regions in which he/she can operate, applicable courses, period of representation.

#### **5. Education Agent Training and Information**

- a. S P Jain's regional marketing heads will ensure that:
  - i. education agents have access to accurate and updated marketing material and information for student recruitment for all the applicable courses; and
  - ii. are knowledgeable about the ESOS Framework and National Code 2018.
- b. The education agents will also be provided with regular updates, briefings and training on the admission requirements, course structure and student services by S P Jain.
- c. All education agents will need to provide the names of their staff members who will be involved in the counselling of prospective students of S P Jain and ensure that adequate training is provided to them.

#### **6. Monitoring of Education Agents**

The performance of education agents will be monitored by regional marketing heads on an ongoing basis based on various factors including:

- i. Quality and completeness of student applications submitted;
- ii. Formal and informal feedback from students and their parents on their services;
- iii. Initiatives and activities undertaken by the education agent in the promotion of S P Jain courses; and
- iv. Adherence to ethical code of conduct and accurate distribution of marketing material and information.

#### **7. Dishonest or Unethical Conduct**

- a. Dishonest or unethical behaviour may include, but is not limited to:
  - i. a deliberate attempt to recruit a student who has been studying with another provider for less than six months;
  - ii. facilitating the recruitment of a student who will not be able to comply with the conditions of his/her visa;

- iii. creating a Confirmation of Enrolment, or causing one to be created by S P Jain, for anyone other than a bone fide student;
  - iv. deliberately providing information to a potential student, or to S P Jain, which is incorrect or fraudulent;
  - v. acting in a manner which is negligent, careless or incompetent;
  - vi. providing unauthorised immigration advice.
- b. If S P Jain discovers an agent to have engaged in dishonest or unethical conduct, it will take immediate preventative and/or corrective action appropriate to the nature of the conduct. This could include:
- i. terminating the agreement with the education agent;
  - ii. not accepting students recruited by the education agent; and/or
  - iii. alerting relevant Australian authorities of the situation.

## **8. Education Agent agreement renewal**

Education agent agreement will be renewed based on successful annual reviews and also post ensuring that there are no dishonest or unethical conduct and /or misinformation to the students or to S P Jain.

## **9. Termination of Education Agent Agreement**

- a. The education agent agreement will automatically cease on the date of expiry unless renewed through re-appointment.
- b. The education agent agreement may also be prematurely terminated before expiry in cases of any breach of agreement by the education agent as detailed in the written agreement and/or dishonest or unethical conduct.
- c. Upon termination, the education agent will return all the marketing and promotional material provided by S P Jain and also handover any pending student applications to S P Jain in order to ensure that students are not disadvantaged.

## **10. Education Agent Information Database**

The regional marketing head maintains and updates a database of education agents at all times and the same will be displayed on the S P Jain website.

## **Related Documents**

- a. ESOS Act 2000
- b. National Code of Practice for Providers of Education and Training to Overseas Students 2018
- c. S P Jain School of Global Management Partner Agreement



**S P Jain Representative (Education Agent) Application Form**

**S P Jain School of Global Management** ensures the integrity and practices of its approved representatives. By regulating the conduct of its appointed representatives, the School provides students with honest and professional representation.

The application process includes:

- f Acceptance of application and business profile
- f Application processing
- f Approval
- f References from education institutes represented by your agency

**A representation is approved by S P Jain only when the above has been completed and the representative is deemed suitable.**

**1. Company Details**

Company Name: .....

Address: .....

.....

Contact Name: .....

Position: .....

Email Address: .....

Phone Number: .....

Facsimile: .....

Website: .....

**2. Business Profile**

You can attach your business profile

Years in education consultation: .....

.....

Services provided to students: .....

Countries represented: .....

No. of staff and their profiles: .....

**3. References**

**Referee 1**

Contact Name: .....

Position: .....

Email: .....

Phone Number: .....

Website: .....

**Referee 2**

Contact Name: .....

Position: .....

Email: .....

Phone Number: .....

Website: .....

If your application is successful how many students

would you expect to enroll in your first year of representation?

- For the Global MBA course
- For the UG courses
- For MGB course

Please share the most effective marketing strategy you would apply in your market for the above courses.

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5. Three reasons why you would choose to represent **S P Jain School of Global Management.**

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**Declaration**

I am interested in representing **S P Jain School of Global Management** as an education agent and I agree to do so in an honest and professional manner.

I understand that the information provided in this application is true and accurate.

Signature: .....

Date: .....

Name: .....

Position: .....

S P Jain Approval: .....

Signature: .....

**S P Jain Education FZ LLC , Block 5, Dubai International Academic City, P O Box 502345, UAE  
on behalf of S P Jain School of Global Management (87 136 711 567)**

**Attachment 1 b**

**Representative (Education Agent) Site Visit Report**

Name and Address of the Education Agent:

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Name of contact person: .....

Contact No: .....

Date and Time of Visit .....

Name of S P Jain Staff visiting: -----

**Review remarks**

Office Location (accessibility and overall appearance)

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.....

Office Size .....

Staff Numbers .....

Promotional Items on Display .....

Any Customers /Students Present .....

Infrastructure and ICT Facilities .....

Other General Observations

Follow up (if any) needed

.....

Signature

Name and Designation of S P Jain Staff

Date: