

 S P Jain London School of Management	Education Agent Policy and Procedures
Document Type	Policy and Procedures
Administering Entity	Chief Operating Officer, Registrar, General Manager – Business Development, Marketing Managers
Latest Approval/ Amendment Date	
Last Approval/ Amendment Date	May 2023
Approval Authority	Board of Directors
Indicative time of Review	May 2028

1. Purpose

- a. This document details the policy and procedures for appointment and management of education agents for S P Jain London School of Management (the School). It aims to ensure that education agents recruited are competent, ethical and uphold the reputation of the School and the education systems in which it operates and protects the interests of prospective students.
- b. This policy requires that all agents recruited by the School understand and acknowledge their responsibilities and obligations to ensure that all students are credible and genuine and meet the entrance requirements of the School. They also need to ensure that staff have had appropriate training for their role.
- c. 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. All education agents interested in representing the School will submit a completed S P Jain London School of Management Education Agent Application Form to the General Manager – Business Development who will review and assess the application, whether the education agent is considered suitable and conduct reference checks.

- b. The General Manager – Business Development will also conduct interviews with the owners/directors and/or main managers of the educational agent and prepare a final review and approval report to be considered by the Chief Operating Officer and Registrar.

3. Appointment of Education Agent

- a. For all successful applications, the School will enter into written agreements with the education agent 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 S P Jain London School of Management and the education agent.
- c. The written agreements will outline:
 - i. the responsibilities of the School;
 - ii. The School's processes for monitoring and review of the activities of the education agent in representing the provider, and ensuring the education agent is giving students approved, accurate and up-to-date information;
 - iii. the corrective action that may be taken by the School if the education agent does not comply with its obligations under the written agreement;
 - iv. The School's grounds for termination of the registered provider's written agreement with the education agent; and
 - v. the circumstances under which information about the education agent may be disclosed by the School to the UKVI.
- 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 the School;
 - 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 the UK.

4. Education Agent Training and Information

- a. The School's General Manager - Business Development 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 any legal/regulatory requirements including those of the UKVI.

- b. The education agents will also be provided with regular updates, briefings and training on the admission requirements, course structure and student services by the School.
- c. All education agents will need to provide the names of their staff members who will be involved in the advising prospective students of S P Jain and ensure that adequate training is provided to them.

5. Monitoring of Education Agents

- a. The School will regularly monitor the agent's performance through regular communication and meetings with the agents.
- b. The performance of education agents will also be monitored by the General Manager – Business Development on an ongoing basis on various factors including:
 - i Quality and completeness of student applications submitted;
 - ii Formal and informal feedback from students on their services;
 - iii Initiatives and activities undertaken by the education agent in the promotion of the School';
and
 - iv Adherence to ethical code of conduct and accurate distribution of marketing material and information.

6. Education Agent Review

- a. The School will conduct an annual review of the performance, operations, procedures and practices followed by the education agents. This will include:
 - i the number of applications;
 - ii the conversion of these applicants to students;
 - iii the number of visa refusals;
 - iv the number of non enrolments following the issue of CAS;
 - v the number of withdrawals following enrolment.
- b. The School may also do additional ad hoc reviews of the education agents' performance through ongoing monitoring of applications or in the event of the School becoming aware of any known or suspected case of unprofessional and unethical behaviour on the part of the education agent, or in the event of receiving an applicant or student complaint.

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 the student visa;
 - iii. deliberately providing information to a potential student, or to the School, which is incorrect or fraudulent;
 - iv. acting in a manner which is negligent, careless or incompetent;
 - v. providing unauthorised immigration advice
 - vi. undertaking any activity that is incompatible with anti-bribery laws.
- b. If The School 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 will include:
- i. terminating the agreement with the education agent;
 - ii. not accepting students recruited by the education agent; and/or
 - iii. alerting relevant authorities of the situation.

8. Education Agent agreement renewal

- a. Education agent agreements will be renewed based on successful annual reviews and including checks that there are no dishonest or unethical conduct and/or misinformation to the students or to the School.

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, poor performance and/or dishonest or unethical conduct.
- c. Upon termination, the education agent will return all the marketing and promotional material provided by The school and also handover any pending student applications to the School in order to ensure that applicants are not disadvantaged.

10. Education Agent Information Database

- a. The General Manager – Business Development maintains an updated database of education agents at all times.

- b. The School ensures that the UKVI is advised of all agents used by the School and that the UKVI is kept up to date as agents are appointed or not renewed.

11. Related Documents

Education Agent Agreement standard template

Education Agent Application Form