
CODE OF ETHICS

SINGAPORE ASSOCIATION FOR PRIVATE EDUCATION

Preamble

The Singapore Association for Private Education ('the Association') is a not-for-profit association formed to promote access to, and excellence in, private higher education and to ensure the private education industry in Singapore exhibits the highest level of professional conduct and undertakes best business practices.

The Association adopted this Code of Ethics to articulate to the public, regulators, students and prospective students, the Association memberships' agreement and commitment to best practices and behaviours.

Member institutions agree to:

1. Integrity

- 1.1. Abide by the Singapore Association for Private Education (hereinafter known as the "Association") Code of Ethics as a condition of membership.
- 1.2. Adhere to the highest level of integrity when dealing with students and prospective students, employers, the Association, government agencies and other relevant stakeholders in order to maintain Association membership.
- 1.3. At all times support the activities and objectives of the Association and not to publicly criticise the Association or any of its members.
- 1.4. Maintain cordial professional relations amongst all members of the Association.
- 1.5. Ensuring the highest levels of integrity and professionalism in the services provided by members of the Association.
- 1.6. Ensuring that the conduct of their management and staff reflect a level of professionalism expected of members of this Association and understand that they are responsible for all individuals who act for or represent them and their Institution.
- 1.7. Safeguard fees paid by students in accordance with the Fee Protection Scheme (FPS) as required under the EduTrust Certification Scheme.
- 1.8. Provide students with a detailed breakdown of fees payable, including any miscellaneous fees, by the specific student and indicate to students that the fees are fully protected under the FPS scheme.

2. Accountability

- 2.1. Adhere to, and continuously strive, to attain a high level of professional standards in every aspect of their operations, including, but not limited to, safeguarding public trust by providing educational and related services in a manner that meets or exceeds the requirements as stipulated by the Private Education (PE) Act.

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- 2.2. Comply with any laws governing the private education industry and not be involved in any activities that will bring their institution or this Association into disrepute.

3. Excellence of education

- 3.1. Ensure that teachers/lectures employed have the appropriate qualification and experience which at least meet the minimum standard as stipulated by the Private Education (PE) Act.
- 3.2. Provide the highest standard of education using appropriate pedagogy relevant to their students' stage of learning.
- 3.3. Make every attempt to ensure that any external degree programs (courses) delivered has approval from the relevant local authorities of the partner institution and that accredited institutions developed the education programs.
- 3.4. Provide a quality academic experience by:
- a) maintaining strong, ethical leadership in management;
 - b) offering a conducive campus environment;
 - c) investing in learning infrastructure that will not only also help students to excel in their studies but also enhance the reputation of the private education sector in Singapore;
 - d) periodically reviewing staff, facilities, equipment, programs to account for effective delivery and relevance of academic programs; and
 - e) having resources to support the teaching process.
- 3.5. Ensuring that they adopt proper monitoring procedures to track the attendance and academic progress of their students.
- 3.6. Adhering to the provisions of the PE Act. This will include having to keep abreast of any change and amendment to the PE Act, and announcements made by the CPE and other relevant local authorities from time to time.

4. Best practices in promotion and marketing

- 4.1. Strictly adhere to the regulations of the PE Act and CPE advertising code when promoting their academic programs.
- 4.2. Provide prospective students with accurate and unambiguous information about their education programs, content, costs, duration, service and performance in a manner that:
- a) provides clear information about the academic program and the institutions accreditation that the academic program belongs to;
 - b) provides information about the institutions' refund policies; and
 - c) are accurate and factual, such information may include cost of living in Singapore, accommodation cost and options, cost of local transportation, student pass (visa) requirements and job prospects (note: students enrolled at local private education institutions {PEI} are not allowed to work part-time in Singapore and no guarantee of employment in Singapore upon graduation).

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- 4.3. Exercise a high level of prudence when recruiting students to enrol in its program. There will be no promotional activities conducted and students poached within the campus vicinity of a fellow member institution.
 - 4.4. Assume responsibility for the actions of their appointed agents and ensure that their agents adhere to all requirements of this Code of Ethics. Members are to take action against any agent who flouts this requirement.

5. Duty of care to students

- 5.1. Develop and adopt a standard of student service delivery that complies with all local regulations.
- 5.2. Organise activities and information to help all their enrolled students assimilate with their new surroundings. Such activities may include organising appropriate orientation, and, the provision of reliable assistance and information pertaining to accommodation, course enrolment and other academic matters, access to welfare facilities (eg. services for disabled students and prayer rooms), student counselling services and other basic pastoral care services where necessary.
- 5.3. Ensuring their institution and their staff are sensitive to the cultural, religious and social needs of their students, especially those that come from countries other than Singapore.
- 5.4. Ensuring that their staff will provide high ethical service standards in their dealings with students/clients.

6. Ethical compliance

- 6.1. Maintaining practices that will not bring disrepute in any way to the reputation of the education industry in Singapore.
- 6.2. Act in accordance with the PE Act and all other relevant government legislation and policy.
- 6.3. Comply with the Constitution of this Association and all instructions, verbal or written, that are issued by the President of this Association.

7. Commitment to the Association and fellow members

- 7.1. Conduct their business in a professional manner and to a standard that reflects the best interest of the Association and the Singapore education sector.
- 7.2. Not making any impression or false representation that it is representing or acting as an agent of a fellow member institution if it had not been given the authority to do so.
- 7.3. Not deliberately criticise the quality or services of fellow Association members and attempt to entice students from member institutions for enrolment in their institution.
- 7.4. Assist students of a fellow member if such a request has been made by any member institution, the authorities or any other legitimate organisation.

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- 7.5. Raise their concerns/complaints/feedback in writing about other member institutions and about representatives of the Association to the President, Vice Presidents or Secretary of the Association. All concerns/complaints/feedback will be treated with utmost confidence by the Association and any decision or response will be made known to the member who had submitted such concerns/complaints/feedback in appropriate time.
 - 7.6. Submit any request for information by the President and any member of the Management Committee of the Association if it has been the subject of a complaint by a fellow member. Such information will be treated with utmost confidence and will be used for the purpose of investigating the complaint made by the fellow member.
 - 7.7. Inform the Association if any sanction/penalty/condition has been placed upon it by the Council for Private Education (CPE) and/or any other local authorities within 48 hours of the imposition of the sanction/penalty/condition. Failure to comply with this requirement may lead to expulsion from the Association.
 - 7.8. Work together with fellow members in complying with this Code and achieving the objectives of the Association.

8. Enforcement

- 8.1. The Association Board shall remove an institution from their membership if:
 - a) the institution has had its licence to operate terminated or denied upon renewal; and
 - b) there is a complaint about the behaviour of a member or their Institution that, when reviewed, breaches this Code.
- 8.2. The Association reserves the right to report the misconduct of any member to the CPE and other relevant authorities if there is any ground to believe that the reputation of the education sector in Singapore will be put into disrepute.

Review of Code of Ethics

This Code will be reviewed on an annual basis or whenever necessary. Any amendments and/or additions to the Code must be approved by the Management Committee of the Association.

**COMPLIANCE AND ETHICAL STANDARDS SUB-COMMITTEE
SINGAPORE ASSOCIATION FOR PRIVATE EDUCATION**

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