

Code of Practice: Advisers

1. The Adviser shall at all times conduct itself with integrity and in a manner that will reflect positively on its image and that of the ULES as a reliable and trustworthy provider of high-quality education and training. This standard of conduct underpins the others that follow and encompasses all aspects of the Adviser's activities.

2. The Adviser shall promote itself and the ULES in a professional and ethical manner and shall ensure that its business activities reflect best practice.

2.1 This standard of conduct refers both to ethical behaviour (doing the right thing) and to standards of professionalism (doing it well). Best practice means that the Adviser's business activities should not be of a kind that might bring discredit on the ULES.

3. The Adviser shall be honest in communicating information about itself, the ULES and its students (registered or potential) in published, oral or any other form. It shall not knowingly or by a failure of professional standards provide or disseminate false, incomplete or misleading information.

3.1 This standard of conduct is closely related to 5 below and refers to any information released by the Adviser on behalf of the ULES about facilities, entry requirements, admissions processes, course content, fees or any other matter. All claims made by the Adviser about itself, the ULES or its students shall be capable of being substantiated. This standard of conduct applies equally to information provided about potential students in applications to the ULES.

3.2 In particular, information provided to potential students shall be sufficient to enable them to make an informed judgement. The inclusion of the word 'incomplete' in this standard is especially important: The Adviser shall not in published or orally delivered information omit any fact which may reasonably be of material relevance to a student, where an omission might be construed as being misleading.

3.3 The accidental production or dissemination of incorrect or incomplete information is likely to be viewed in itself as evidence of a failure to adhere to professional standards, except where there is compelling evidence to suggest otherwise.

3.4 In summary, this standard requires the Adviser to provide full, honest and accurate information about the ULES and the courses, services and facilities it offers.

4. The Adviser shall promote itself and the ULES fairly and without recourse to unfavourable or negative comparisons with other individuals, firms or institutions, or otherwise employ unfair or unprofessional practice to damage the interests of other individuals, firms or institutions.

4.1 This standard of conduct refers to any attempt by the Adviser to gain advantage by using information about other individuals, firms or institutions negatively. Using verifiable data to show the standing of the ULES in relation to others is acceptable, but this practice shall not be executed in such a manner as to discredit other individuals, firms or institutions. This means the Adviser should promote courses by focusing on the strengths and achievements of the ULES rather than by making unfavourable comments about competitors.

5. The Adviser shall act at all times in the best interests of students or prospective students as well as the ULES. It shall offer advice and provide information to students, and where appropriate their parents, in a manner consistent with this principle.

5.1 This standard of conduct is fundamental to good practice in education marketing and student recruitment. It refers not only to truthfulness and accuracy, but also to appropriateness. An example of inappropriate advice would be encouragement of a student to enter a course of study for which the student was inadequately prepared in terms of language proficiency or academic attainment. The standard also includes advice or information given to sponsors of students and other such bodies or persons as well as directly to students. Again, the omission of salient information in an effort to secure the placement of a student is likely to be judged as a breach of this standard.

6. The Adviser shall conduct itself with due regard to the regulatory conditions in the market(s) in which it operates. It shall comply with all applicable national laws, regulations and official policies.

7. The Adviser shall conduct itself with due regard to the need for transparency and openness in all its dealings with the ULES.