



UK INSTITUTIONS

Code of Ethics and Practice



COMMITMENT TO QUALITY
For Educational Excellence.

ASIC Code of Ethics and Practice

FOR UK INSTITUTIONS

Every educational institution has a duty of care; to their students, staff, and the academic process.

At ASIC, we believe that a successful quality culture is dependent on the commitment, professionalism, and personal responsibility of leadership and every member of academic, administrative, and support staff.

Nurturing and facilitating this culture at every level delivers quality educational experiences
- improving outcomes for students and, cyclically, the institution.

Objectives of the ASIC Code of Ethics and Practice:

It is a condition of our accreditation that institutions agree to adhere to the ASIC Code of Ethics and Practice in their operation - which exists to:

- Protect students and staff from the insidious harm caused by a lack of commitment to, and leading to the eventual erosion of, a quality culture.
- Safeguard against acts which undermine the institution's commitment to quality and damage its reputation.
- Uphold the values and standards which make the UK an attractive and safe place for international students to undertake their studies, ensuring that students are protected and that the UK's reputation in the sector remains world-leading.

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ASIC Institutions agree to:

- Strive for excellence and conduct themselves ethically within all areas, departments, and functions of the institution - to maintain the function and image of a reliable, trustworthy provider of high-quality education and/or training.
- Continue to operate within all applicable UK laws/regulations.
- Recognise their duty of care and ongoing responsibilities for the education and welfare of all their students concerning the academic programmes, support services, and learning environment offered.
- Be inclusive as both an education provider and employer and promote a positive attitude of belonging toward the institution by students and staff, taking particular care to integrate international students into the institution's community.
- Provide prospective students with accurate and comprehensive information concerning admission requirements and procedures, the courses available, tuition and living costs, living conditions, accommodation, and other services.
- Use suitable student recruitment criteria to maintain academic standards and encourage high success rates.
- Promote themselves ethically, ensuring that all marketing activities reflect best practices; all advertisements of programmes must be accurate regarding quality, standing, award recognition, and availability.
- Work with other institutions, countries, and professional colleagues respectfully and professionally.
- Ensure fairness in all promotion of their educational services at home and overseas, and operate within the bounds of fair competition concerning all competitors. (Differences between institutions should be stated accurately and without malice, with no false or misleading comparisons/statements made.)
- Support, through effective learning environments and operational processes, education and practices for sustainable development and global citizenship in line with Sustainable Development Goal 4 and its targets.

