

National College of Business Administration

Student Handbook

For Business Management and Marketing



2011 / 2012



LONDON CENTRE *of* MARKETING



National College of Business Administration



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Welcome to NCBA

At NCBA our commitment is to helping our pupils to build success into their lives through our experience by offering tuition of the highest standard delivered by quality professional staff. By making the college a place of study for eager and talented students based both locally and internationally the Director and his staff wishes to foster greater cooperation and understanding among people from all over the world. Both myself and all the staff invite you to join us and look forward to welcoming you as a student to NCBA

Dr. Séan English - Chairman

Mission Statement

Ensuring that the national workforce stays up to date with advances and developments in technology and business is fundamental to the progress and development of a country's business, technology and educational infrastructure. Students need professional and guided training to ensure their acquisition of the necessary knowledge, skills and strengths to contribute positively to their growing economies and workplace. NCBA has a vital role to play in helping students acquire this up to date technological and business knowledge and to refine the computer skills needed to participate in their country's development.

– College Administrator

Welcome to NCBA

Student handbook in brief

The purpose of this guide is to provide you with a summary of the important information that you need to know as a student at NCBA. It is your responsibility to ensure that you are familiar with the contents of this guide and all other relevant College documentation.

College Contact Details

Address:
National College of Business Administration
(NCBA)
7 Hatch Street Lower
Dublin 2

Telephone: (01) 485 2790

Website: www.ncba.ie

Email: courses@ncba.ie



Hours of Opening

The College opens from 9.00 am to 5.30 pm Monday to Thursday (9.00 am to 4.30 PM Friday, but the Administration hours are from 10.00 am to 4.00 pm Monday to Friday. If for any reason these hours change in the future, details will be posted on the College notice board.

Student Identification when on college premises

When students enrol on a course with NCBA Ireland and after full consideration of their minimum deposit fees, the student will then be issued with a College ID card. This ID card is not intended to be a legal proof of personal identification outside the college.

College Facilities

Facilities Include:

- In excess of 20 computers in fully networked laboratories, incorporating the latest Dell machines, 17" TFT screens and running on a combination of Apple and Windows software
- Classrooms equipped with desktop and overhead digital projectors.
- Free Internet Access available
- Photocopying facilities available
- Library Facilities; the College has its own Library. Students can borrow books for a 2 week period. Please talk to administration staff for details. Students will also be referred to local libraries, most of which are equipped with modern books, journals, CD-ROMs and various other publications.
- Tea, coffee and microwave facilities available to students.

Course structure

- Academic sessions at the College are semester-based and students are assessed in modules within each semester and/or across two semesters.
- Examinations take place at four times during the year. These are in March, June, September and December. Students would need to check with their Lecturer or the Director of Studies for confirmation of exact dates.
- The minimum criteria for awards are specified in the terms of entry requirements/qualifications.

College Reception and Admissions

Our reception on the ground floor and the Administration office on the ground floor will provide students with the following:

- Admission form
- Letter Request form which can be used for the following letter applications:
 - Visa extension, Bank Account, PPS number, Holiday, Re-entry Visa. Visit Visa, Reference letter, Exit.
- Student course refund/cancellation form
- Course Transfer form.
- Student Complaint form.
- Medical Insurance form

All letters have to be requested a minimum of 48 hours in advance of any expected collection unless otherwise stated. You must fill out a student request form.

Arriving at NCBA

Students should report to NCBA, 7 Lower Hatch St at 09.00 on the course commencement date stated on their enrolment letter.

Induction

Student induction will normally be carried out before the first day of term (course commencement). It is imperative that all students ensure they do not miss their induction.

Students will receive the Students Handbook, Course Syllabus and Course Timetable. Together with other valuable pieces of information geared towards ensuring a seamless transition into College life in Dublin.

Health Insurance

With health care not being free in Ireland, NCBA can arrange general Medical insurance on behalf of its students. Please ask for full details and cost at the administration office.

Hospital bills are paid direct by the Insurance above a threshold of 100 Euro. Please note: you will need to keep any invoices given by your doctor and then submit these to the Insurance Company for a refund.

About London Centre of Marketing

The Postgraduate Diploma in Business Management & Marketing course ran at NCBA is accredited by the London Centre of Marketing

The main aim of the Postgraduate Diploma is to equip future marketing managers with a sound theoretical framework and current practical knowledge to make and implement marketing decisions within the international arena. These programmes are specially designed to extend your awareness of the complex, dynamic and sometimes hostile business environment.

Course Structure

The Postgraduate Diploma is a recommended 1-year qualification and consists of 4 modules:

- Communications Management
- Leadership
- Marketing & Enterprise Strategy
- Corporate & Business Management

Registration

In order to set exams with London Centre of Marketing students must register with London Centre of Marketing. You only register once - so long as you keep your membership up-to-date, you remain a current member. Existing students who have been issued with an LCM membership number **must not** register again, but may be required to re-register.

Registration fees (for new members):

The fee is only paid once when you first register with LCM, and includes the first year's annual subscription.

Initial One-time fee	£400
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Examination fees
(for students sitting exams in the UK, Eire and EU)

Per Module	£75 per subject
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** All fees in UK Pounds Sterling (GBP)

Results and Grades

Results

Candidates will be notified individually of their examination results, normally about two months after the examinations. Examination results will not be issued to any candidate who owes annual subscriptions or any money to The Association. ANY outstanding monies must be paid in full.

Grades

Successful candidates will be awarded a graded pass in each subject. Credits or Distinctions will be awarded where applicable. All result slips show alphabetical grades; it is not the policy of college to disclose marks obtained.

Please see below details of the grades

70%+	Distinction
60-69%	Merit
50-59%	Pass
49% and below	Fail

Course fees

Should you decide to extend your stay with NCBA at the end of the year, as with your first year, our policy, in line with immigration requirements, requires all student fees to be paid in advance of your course starting. Awarding body and Exam fees MUST be paid direct to the College at the point of Enrolment and before Confirmation of Enrolment can be given. Receipt of payment shall be issued in the form of the Student Enrolment Letter which will clearly state "student fees paid in full". Receipts of payment for Awarding Body Registration and Exam Fees will be issued to the Student direct form the College in hand at the point of payment (Local Student) or at the earliest opportunity (International Student).

Change of address or personal information:

Students are required to advise the college administration directly and immediately of the following changes: address and / or phone numbers
Changes to your programme of study must be approved by administration office.

Refund Policy**Grounds for a refund or partial refund of fees:**

- a. Irish Study Visa extension refusal
For students who are not successful in obtaining their visa, any application for a refund would need to be made in writing and must be accompanied by both a copy of the rejection letter from the GNIB and a copy of their passport stamped. Please note: the rejection letter issued by the GNIB will be evaluated by the College in-order to assess grounds for any refund. All original letters issued by the College along with the students GNIB card must be returned to the College before any refund can be actioned.
 - b. Illness or disability suffered after the student's enrolment has been confirmed. In any such instance, a doctor's certificate would be required to confirm.
 - c. Upon arrival to Dublin, should any student be refused access into Ireland for any reason, any application for a refund would need to be made in writing and must be accompanied by both a copy of the rejection letter from the GNIB and a copy of their passport stamped. Please note: the rejection letter issued by the GNIB will be evaluated by the College in-order to assess grounds for any refund. All original letters issued by the College along with the students GNIB card must be returned to the College before any refund can be sanctioned.
1. A refund will only be granted in respect of fees which have been paid for the most recent year in which (a), (b) or (c) occurs. There is no automatic right to a refund of fees if at any time, a student changes his/her mind about studying at NCBA.
 2. Refunds will only be reimbursed to the Student's country of origin and on receipt of confirmation that the student has returned to his/her country of origin. Full instructions would be given at the time of cancellation.
 3. All refunds are subject to a 30 day refund period.
 4. All course cancellations must be made in writing using the College's "Tuition fees Refund" form.
 5. If a Student changes their course of study during their semester, no refunds would be given where the revised course involves fewer subjects.
 6. Students that are found to have provided incorrect information, resulting in their visa being refused shall be exempt from any form of refund.

7. Whilst course commencement and completion dates are not expected to change, the College reserves the right to alter any previously detailed dates in order to facilitate or improve the provision of any course and any associated examination. Those changes will in no way affect the other terms and conditions of the student's contract with the College. Should a change be necessary, the College will not be liable to provide any form of compensation or refund.
8. Should disciplinary action be taken against any student resulting in their college status being terminated, that student would not be entitled to any form of refund.
9. Please note an administration fee of €250 will be deducted from all refunds.
10. After course commencement, any student requiring refund for any reason other than those specifically detailed above (a, b or c) will be required to have achieved a minimum attendance of 80% and above in line with GNIB (student visa requirements) at the time of request. The College may give dispensation dependent upon circumstances.

Non-arrival of students

If any student does not contact the College within four weeks of their course commencing, giving good reason for their non arrival, their enrolment will be cancelled without further warning, and the GNIB will be informed of their non-arrival. In this instance you will not be entitled to a refund

Management of lectures and maintenance of student's records

The management of lectures is facilitated by the Academic Director. The College maintains both hard and soft copies of student records. The bespoke software used administratively at NCBA also enables the management to keep and maintain a student database which includes but is not limited to, admission details, class attendance, performance records, financial transactions, statistical reports etc.

Disability

All students are required to inform the College of any disability or medical condition that may require special provisions to be provided by the College.

Timetables

Student timetable information is advised during your Induction Day and will also be displayed on the notice board leading up to course commencement. You can also re-clarify this information with the Director.

Please be aware that the college reserves the right to alter timetables (including lecture times and dates) where necessary. The NCBA shall endeavour to make sure any changes minimise inconvenience to learners.

Please check the notice boards from time to time to make yourself aware of any changes. All changes where possible would be advised well in advance.

Attendance Policy

1. Attendance is a provision of the student's visa and non-attendance may result in loss of a Student's permission to study and work in Ireland. Your attendance/non-attendance will be monitored continuously throughout the year. If your attendance is deemed to be unsatisfactory or coming towards satisfactory levels at any time College staff will discuss this with you and you will be asked for an explanation.
2. NCBA utilises bespoke software to record Student Attendance on a daily basis. Please note: Should a Students attendance fall below the requirement laid down by the GNIB and the College at any time, disciplinary action will be taken against them which could result in them having their Enrolment with the College Terminated.
3. In the event that a Student is unable to attend their class for any reason, written confirmation giving reason for non-attendance is required and should be given to the College at the Students earliest opportunity. This requirement is mandatory for International students in order to comply with both the College and GNIB regulations. Please note: non-attendance certificates or letters can not and will not replace actual attendance of a student. At the end of each semester, a Students attendance will be submitted to the GNIB for review along with any letters or certificates provided to the College by the Students. It will then be the role of the GNIB and not the College to assess the Validity of the Students reasons for non-attendance and decide whether a Students visa will be extended.
4. As well as the bespoke software utilised to record Student Attendance, Students will note that a daily register will be taken manually by the lecturer. During this process, Students found falsifying attendance in anyway on behalf of another Student will lose their own attendance for that day. They will also receive a warning which will remain on their file for the remainder of that term. Students found repeating this will have their enrolment at the College immediately terminated and will be reported to the GNIB.
5. Please be advised the minimum attendance required by GNIB is 80%. And above.
6. If the Student needs to return to his/her country during their course, they are required to notify the College in writing stating their reasons for doing so. In the event that a Student does not comply with this term, Disciplinary action may be taken against the Student by the College without further warning which could result in Termination of the Students Enrolment with the College.

7. All the attendance in the NCBA premises is recorded biometrically. For any further information please contact the administration staff.

It is College policy that students found falsifying attendance in any way on behalf of another student will lose their own attendance for that day. They will also receive a warning which will remain on their file for the remainder of that term. Students found repeating this will be immediately expelled from the college and reported to the GNIB.

Classes:

In the interest of all students:

Students are required to turn off mobile phones during their classes and not to use them again until after class finishes or unless they are on an official class break. Students are expected to respect both their lecturers and their fellow class mates during their classes at all times. Any student found being disrespectful during class may be asked to leave the class and if so would lose their attendance for that day. All episodes of this nature will be reported to administration and would be kept on the students file for the remainder of term. Students continuously found to be disruptive or abusive in class could ultimately find themselves being expelled from the college and reported to GNIB.

Description of the pattern of delivery

The College uses a diversity of delivery methods. This consists of:

1. Lectures

Lectures will introduce topics and concepts to the students, making use of presentation and graphics and other teaching aids.

2. Seminars/labs

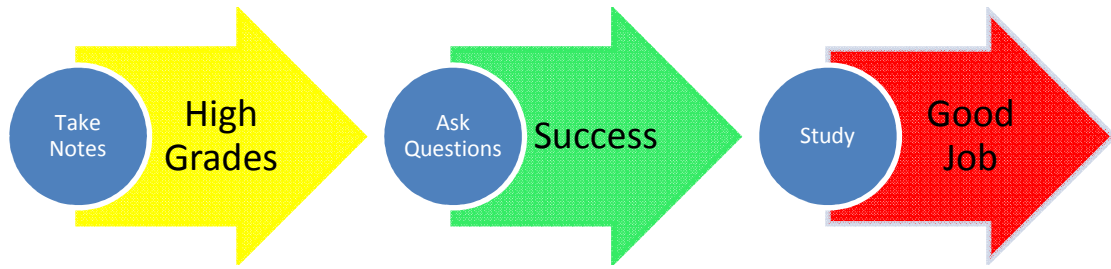
The seminars will place strong emphasis on student-led activities: group discussion of topics, individual and group presentations of solutions to case studies, critiques of relevant academic papers, partial design solutions etc.

3. Practical classes

Many practical classes will be oriented towards exercises and tutorial work with the aim of establishing skills with various software tools and applications. Case studies will be used heavily in this area.

4. Assignments

In addition to the above, students will be expected to carry out a significant amount of directed and self-directed work. Students will be expected to complete two assignments in each module. Also students will be required to take mock exams relating to each module studied.



Tips for Writing Assignments

1. Develop your topic
2. Identify your audience
3. Research
4. Organize and prewrite
5. Draft/write
6. Revise
7. Proofread



Appeals Procedure in Relation to the Assessment of Assignments

Students may appeal to the College for their work to be re-checked and/or reviewed. Please note that any request for an appeal must be made in writing to your tutor and signed by you in order for it to be given consideration.

- RE-CHECK means the administrative operation of checking the recording and the addition of marks.
- REVIEW means the re-consideration in detail of all or part of the existing assignment and examination material where feasible by the internal and/or external examiner(s).

The following steps apply to either of the above procedures.

1) The grounds for re-checking and reviewing must be specified under the following three headings:

- The assessment/examination procedures of the College have not been properly implemented.
- The procedures do not adequately cover the student's individual requirements

- Compassionate circumstances related to the students assignment /examination situation were made known to the College by the student, prior or during the course of the assignment /examination concerned of which the External Examiners were unaware.

2) The written submission for an appeal must identify the elements of the assignment or examination for which the re-check or review is being sought. It must also specify the grounds on which the recheck/ review is sought and must contain all the information that the student requires to have taken into account in the recheck or review.

Guidelines for terminating your studies

If you are unable to complete your studies in the current academic year, for whatever reason then you need to inform the college immediately. A course of action will then be advised.

Withdrawal of Student Status

- If you intend to withdraw from the course then you are strongly advised to seek advice before doing so. If you are studying in Ireland on a student visa, then you are strongly advised to consult student services through the college administration.
- In all cases you must complete a student cancellation form and return it to administration.
- If you wish to change your course then you need to ensure that a course transfer form is completed; these are available from the college reception. Please note an administration fee is chargeable in relation to all transfers.

Student Responsibilities

Below are reminders of some of your key responsibilities. It is your responsibility to:

- Maintain your attendance at the college.
- Find out information regarding timetables.
- Find out examination dates and locations and arrive on time for the exam.
- Submit your coursework on time.

- Make sure that you find out your results and details of how to retrieve failed courses.
- Attend classes and examinations.
- Advise administration of any changes to your contact information immediately.

Accident reporting

All accidents must be reported to administration so that the causes can be identified and action taken to prevent a recurrence. Don't delay in reporting accidents, however trivial they may seem at the time.

Complaints

NCBA takes all complaints made against its staff or facilities very seriously. Should you have any problems or complaints, please speak to the following member of staff:

- College Administrator
- Head of Student Affairs
- Academic Director

If you do not know who these people are then please ask at the College reception. Formal complaints need to be submitted in writing and will be dealt with ultimately by the Principal and or the Board of Directors. Student Complaint forms can be obtained from College administration.

Emergency situations

In emergency situations, should it become necessary to evacuate the building, the alarm will sound. It is then necessary for all students to leave the building quickly and quietly following the instructions of the Fire Officer/Marshal. DO NOT waste time in collecting personal belongings.

When the emergency situation is over, the Fire Officer along with their Fire Marshall's will supervise the student's re-entry into the college premises. This is to ensure that theft does not occur to student's belongings.

Health and Safety

- Do not bring food or drink into the classrooms.
- Smoking is not allowed in any part of the College.
- Mobile telephones must be switched off as this will disrupt the Lecturer and fellow students whilst lectures are in progress.
- Keep bags, coats etc. away from the aisles and escape routes.

- In the event of a fire or fire alarm being sounded follow the displayed evacuation procedures,
- Be careful with your belongings - there may be thieves about!
- Keep the College premises tidy at all times.
- Please note personal belongings are the sole responsibility of the student at all times. The College cannot be held responsible for any items reported lost or missing; however students are still required to report all incidents to their Lecturers as soon as discovered.

Computer Laboratory "Computing Codes of Practice"

- By enrolling with NCBA you agree to be bound by the conditions of the College's computing Code of Practice.
- Do not attempt to breach the security of any of the computer systems unless it is part of coursework. ANY attempt to breach such security will be treated very seriously by the college.
- Any attempt to breach the security of the main College network will be a breach of the Student Charter and dealt with seriously.
- You must only use the information systems or parts of the information system that you have been authorised to use and only for the purpose for which the authorisation was given.
- You must not allow any other person to use your access for any reason and must take all reasonable precautions, including password maintenance and file protection measures, to prevent unauthorised access. You must not attempt to discover any other user's password.
- You must not use the information systems for profit making or commercial activity unless you have prior written approval from the director.
- Do not copy software from the college computers. Do not copy data or programs belonging to other students.
- You must know and observe the terms of the relevant software licensing agreements and copyright laws.
- Your use of external networks connected to the College information systems must comply with the policies of the organisations responsible for those networks.
- You must not install and/or run any software on the network that can be accessed either internally or externally without permission
- You must not offend, harass or threaten another person, nor store or transmit material designed or likely to do so.
- You must not attempt to repair or interfere with any component of the information system.
- You must obey all instructions given to you by any member of academic or technical staff. Refrain from making excessive noise.
- If you are using a computer that has been booked for class use, please leave it as soon as you are requested to do so by the computing staff/lecturer.

- At busy times the computer laboratory staff may logout unattended computers after 15 minutes to free them for other users.
- Games must not be played on the computers; peer to peer file sharing programs (e.g. Livewire, Napster) must not be downloaded or installed.
- Do not interfere or attempt to interfere with any aspect of the operation of the computer systems.
- Contact the computer laboratory staff if your files are reported as having viruses. The computers virus application software will try to automatically detect viruses before they damage your work.

Software and Data

- The College has an extensive range of software and data, most of which is available for anyone to use, though the total number of concurrent users may be limited.
- Do not bring software or data into the College unless you can prove that it can be legally used in this way and that its installation will not affect the College's computing facilities. Remove such software after use. Do not use the College software or data for any non-educational or non-research purposes without first consulting a member of staff. Most of our licenses prohibit commercial and consultancy work, or require a supplementary fee to be paid.
- Do not copy, or attempt to copy, the College software or data from the computers or networks without authorisation.
- Do not interfere with the files, user areas, printed output, etc belonging to other users.

Computer Misuse Act 1990

This Act makes it a criminal offence to attempt to access, use or alter any computer data, programs or services to which you have not been granted authorised access. The attempt does not have to be successful for an offence to be committed

Copyright, Designs and Patents Act 1988

This Act makes the unauthorised copying, reverse engineering, amending etc of software illegal. In addition users must comply with the terms of the software licenses. You must not make copies of software (including CD duplication) without first proving that you have a right to do so.

You may only scan small proportions of copyright text or images for 'private study and research' - these can be placed in your own computer area or on floppy disks, but must not be used in WWW pages.

Disciplinary Procedures

Failure to comply with the rules governing the use of the College's computing facilities may result in the temporary or permanent withdrawal of access to the facilities, and/or a recommendation to proceed through the College's disciplinary processes. Contravention of any of the Acts mentioned earlier is a legal offence, which may also lead to expulsion from the College. Failure to comply with the rules of NCBA's student handbook will result in disciplinary actions being taken.

CLASS REPS

Student Class Representative

Each class should elect a Student Class rep who will act as a liaison between the students and the college. Responsibilities of the class rep:

- Let everyone know you are their class rep once elected
- Attend student rep meetings
- Put up list of events and course review meetings
- Arrange a social event for your course

Why Become a Student Rep?

- Make a difference
- Enhance your CV
- Receive valuable training
- Develop your communication, negotiation, problem-solving and time management skills
- Make friends across the College



Student Acknowledgement Form

I have read, understand and agree to abide by the terms set forth in the National College of Business Administration Student handbook.

Name (please print):

Signature: _____

Date: _____

Teacher:

Please return this page to your teacher within 7 days of starting your course.

Thank you.