



School of Management

STUDENT HANDBOOK

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ABOUT ASK SCHOOL OF MANAGEMENT**1. Our Mission**

- 1.1 ASK aims to provide quality education and training of international standards to all students through an enterprising and simulating environment, in which the students can learn, develop and realize their full potential.

2. Service Guarantees

- 2.1 We provide educational and training opportunities for all students who aspire to succeed.
- 2.2 We provide quality services to students by inculcating in our staff a culture of quality consciousness.
- 2.3 We adopt a process system that is customer driven and service oriented.
- 2.4 We adhere to full integrity and ethical behavior in all our marketing practices, keeping in mind the welfare of students as a priority above all things

3. CASE Declaration

- 3.1 ASK's average lecturer to student ratios are:
i. ASK and partner institutions academic courses: 1 to 25
- 3.2 The maximum capacity of ASK Centre at Premier Centre is 81 students.
- 3.3 We have 4 classrooms with varying sizes; ranging from classrooms for 12 to 30 students.
- 3.4 ASK has 2 full-time academic staff and 4 part-time lecturers.
- 3.5 The amount and types of fees payable can be obtained from the Front Desk.
- 3.6 We ensure that we charge our students accurately. The exact amount of tuition fees and non-tuition fees (including security deposits if any), the payment terms and policy are as stated in our ASK school of Management CASE-Approved Student Contract.

IMPORTANT INFORMATION FOR STUDENTS**1. Course Materials**

1.1 Student Manuals are issued on the first day of class in each semester.

1.2 Only students who have paid up their course fees and examination/assessment fees are issued the Student Manuals.

For those who did not collect their Student Manuals on the first day, they may do so from the Front Desk when they have paid their course fees.

2. Student Pass Renewal (Foreign students)

2.1 The school will only process the renewal application if student meet ICA's attendance requirement and are current in their payment of fees. The school will complete the necessary sections and submit the completed forms to ICA for renewal.

3. Request for Official Letters & Documents

3.1 Requests for official letters and documents such as verification of student status, provisional transcripts and report cards from the school must be submitted at least 3 days in advance.

3.2 Students are required to complete the Student Request Form and submit it to the Front Desk for processing.

4. Promotional Offers

4.1 Students will be notified of any promotional offers via the website, marketing brochures, notices put up on the respective department's notice board. The information will state clearly the period for which the promotion is valid.

5. News Update

5.1 For all important news from the school, memos will be put up on the school's notice boards.

5.2 Students must take note of all memos on the notice board and act accordingly where applicable.

6. Update of Students' Particulars

6.1 All students must provide their latest contact details (eg. telephone number, mobile phone number and residential address) to the School upon enrolment. Students are to use the Contact Update Form, obtained from the Front Desk for the updating of students' records. It is important for all students to provide the

school with their updated contact information so that the school can inform them of any changes in the class schedules as well as any important up-coming events.

7. Confidentiality of Students' Particulars and Data

7.1 ASK is committed to the security and confidentiality of student data. Students' particulars are available solely for internal use and for completing regulatory submission requirements.

8. Fee Payment

ASK does not have a semester fee payment structure. However, installment schemes are available upon request.

8.1 Payments of fees can be made through **to DBS student escrow account (STFA) by the following methods:**

- (a) DBS Internet Banking – Bill Payment
- (b) DBS / POSB ATM – Bill Payment
- (c) Cash at any DBS Branch
- (d) Cheques (including SGD Cashier's Order / SGD Bank Draft)
- (e) Telegraphic Transfers / MEPS

8.2 Students must insist that the school upon payment of fees issues official receipts. Please note that all official receipts must be kept for verification of payment status when required.

8.3 Students who are allowed to use the installment plan must make payment before the due date. (I.e. 10th of the month or the date that has been approved by the student and school upon signing up the course.

8.4 All fees are subject to changes without prior notice.

8.5 There will be a late payment charge of \$20 for any overdue fee payment 10th of the month.

9. Registration

9.1 Student must arrive no later than 3 days before the start of class and to report to the school for formal enrolment. Kindly note that a student is required to complete his/her course within a maximum duration of 3 years.

9.2 Students applying for deferment must fill in a Student Request Form at the Front Desk. You will be directed to your respective personnel in charge within the next 48 hours. The personnel in charge will help you with any study-related difficulties and advise you appropriately.

10. Course Induction (Student Administration)

10.1 When the student has been accepted by the School, he/she will receive the Letter of Offer, within which contains details on the course, such as, the commencement date, the duration, the name of the college, institute or university awarding the qualification, etc.

10.2 In the event where changes are made to matters related to the course, notices will be put up on the respective department's notice board and memos will be given to the students to inform them of the changes before implementation.

11. Mode of Notification or changes

11.1 In any event of any changes that will affect the students, ASK will inform the students in writing.

12. Modes of Communication

Student can get in touch with the School via the following ways:

Mail: ASK School of Management
103 Beach Road,
#07-01, Premier Centre
Singapore 189704

Telephone: (+65) 6338 8662
(+65) 6339 9204

Fax: (+65) 6338 7686

Email: info@askedu.com.sg

SCHOOL ATTIRE**1. Uniform**

1.1 Students are required to wear the prescribe school uniform and modification to the uniform is strictly **NOT** allowed.

1.2 Students should, with the exception of Friday, be in formal uniform whenever they are in the school.

1.3 Friday attire

- ASK's T-Shirt with black/blue jeans.
(i.e. NO Bermudas or shorts)
- Appropriate footwear refers to covered shoed, sneakers or track shoes.
(i.e. NO slippers)

1.4 Girls' attire (formal)

- White long sleeves blouse that should be long enough to tuck in. (i.e. NO logo)
- Plain Black A-line skirt with slit behind (i.e. No pleats, No buckles)
Skirts should be at most be 2 inches above the knees.
- Plain black long pants. (i.e. NO strip pants, NO baggy pants, NO black jeans)
- ASK Tie
- Black Jacket / Cardigan / Pullover (Optional)

1.5 Guy's Attire (formal)

- White plain long sleeve shirts with pocket (i.e. NO logo)
- Plain black long pants (i.e. NO strip pants, No baggy pants)
- Black Leather Belts (optional)
- ASK Tie

1.6 Jackets (optional)

Jackets or cardigan should be black. No other colours are allowed.

2. Shoes

2.1 Only black leather covered formal shoes are allowed for formal wear:

- For girls
Black court shoes, heels should be no higher than 1 inch. (i.e. NO buckles, NO strap etc.)
- For guys
Black formal Shoes (i.e. laced shoes, buckled shoes and slip-on)

2.2 For guys:

Socks worn should be black and be above the ankles. (i.e. NO trimming)

2.3 For girls:

Skin colour stockings (optional)

3. Hair

3.1 For girls:

- Hair that touches the collar or below should be neatly tied up or braided.

ATTENDANCE, PUNCTUALITY AND ABSENTEEISM

1. Attendance in school is compulsory.
2. A medical certificate is required for absence from school.
3. Any student who wishes to leave during school hours should inform the lecturer-in-charge and gain permission. Failure to do so will result in the student marked absent for the day.
4. All students should be punctual when reporting to school or any other school activities. Should the student arrive for lessons 15 minutes after class has started, they will be deemed to be late and marks will be deducted from their class attendance.
5. **Students should understand that failure to attain at least 80% attendance would result them barred from the relevant examinations. Medical and Hospitalization leave without doctor's certification are not considered as part of the 80% attendance.**

In cases where a student failed to attain at least 80% of the attendance, a retake exam (\$80) will be scheduled one week later. Failing which; the following penalty will be imposed in addition to the S\$80.00 retake exam fee:

2nd to 3rd month : S\$20.00

3rd to 4th month : S\$50.00

After 4 month : Not eligible and you have to redo the course

Please take note for foreign student: As per policy, you are required to obtain 90% attendance in order to renew your student pass.

6. **Medical Certificates**

When a student is absent from class due to medical reasons, he/she is required to submit the original copy of the Medical Certificate, at the Front Desk. No penalty marks for valid reasons (e.g. M.C, NS duties, compassionate grounds)

Only medical certificates issued by registered clinics, polyclinics or hospitals will be accepted by the school.

7. Absence from school

Student will be treated as having voluntary withdrawn from school if he is absent for more than 3 consecutive days without any valid reasons or informing the school. He will be liable for dismissal and required to write an appeal letter to show cause or reason for a grant of acquittal from dismissal. The final decision rests with the School

(* The school reserves the right to revise the fees at any point of time.

CLASSROOM CONDUCT

1. No food and drinks of any kind (except plain water) is to be consumed in the classroom.
2. All acts of thefts, vandalism and willful destruction or damage to the school's property, etc. are deemed as serious offence. Action will be taken against those involved.
3. Common courtesy and mutual respect for one another requires all students to switch their handphones and pagers to silent mode during class sessions.

GENERAL CONDUCT

1. Smoking and gambling is forbidden in the school premises.
2. Students are not permitted to bring alcohol into school premises.

ASSESSMENT

1. All assessment is based on clearly documented criteria, and is undertaken through appropriate assessment methods, which will ensure that accurate judgment can be made as to the standards achieved.
2. **Assessment Criteria (vary with module)**

Components of Assessment	Percentage
Class Participation/Assignments	20%
Practical/Role-play/Case Studies	40%
Theory Examination	40%

3. Assessment Grades

Requirements	Grade
91% - 100%	Distinction
81% - 90%	Credit
60% - 80%	Pass
Less than 60%	Unsatisfactory

4. Reassessment

The student is required to have obtained at least a pass in all modules to be considered for graduation from the course. Thus, students who have obtained unsatisfactory module grade are required to apply for reassessment upon the release of their result. The reassessment is only applicable for the practical and theory component and a reasonable fee of S\$80.00 is chargeable.

* Please take note: Reassessment exam has to be taken **ONE** month from the date of the result letter, failing which; the following penalty will be imposed in addition to the S\$80.00 reassessment exam fee:

2nd to 3rd month : S\$20.00

3rd to 4th month : S\$50.00

After 4 month : Not eligible and you have to redo the course

ACADEMIC INTEGRITY

- Cheating in any form (i.e. deceptive fabrication, plagiarism etc.) is deemed as a serious offence and action will taken against those involved.

CIRCUMSTANCES GIVING RISE TO DISCIPLINARY PROCEEDINGS

- Any students who has alleged to have committed any of the following:
 - Contravention of the rules and regulation or procedures as may from time to time be prescribed by the School;
 - An offence involving or resulting in criminal activity;
 - Theft, fraud, misapplication in connection with the school property of any kind;

- (d) Damage or defacement of any property of the School or any employee or student of the School;
- (e) Falsification or misuse of the School's documents or records, including (without prejudice to the generality of the foregoing) certificates in connection with the School;
- (f) Fraud, dishonesty, any act of bad faith;
- (g) Defamation of or assault against any employee or student of the School.
- (h) Sexual, racial, or other kind of harassment of any employee or student of the School;
- (i) Maliciously and without reasonable cause laying a complaint against any employee or student of the School;
- (j) Plagiarism, giving or receiving unauthorized assistance in academic work, or other forms of dishonesty;
- (k) Disruption or improper interface with: (i) the academic activities or administration of the School; or (ii) the performance of duties by any employee of the School;
- (l) Refusal or failure to appear in person, answer questions fully, or produce any documents as may be required at or during the course of any disciplinary investigation or proceedings, or making false testimony;
- (m) Failure to comply with any disciplinary sanction or other requirement imposed on such student; or
- (n) Acting in a manner, which is or may be detrimental to the reputation, dignity, interest, or welfare of the School.

DISCIPLINARY POWERS

Any of the following disciplinary powers may be exercised against a person in respect of any matter, which may be subject of disciplinary proceedings:

- (a) Issuance of an order including, as appropriate, a requirement to comply with specified conditions and a statement of sanctions to be applied if the conditions are not met;
- (b) Issuance of a reprimand that shall form part of such person's official record;
- (c) Imposition of a fine not exceeding ten thousand dollars (\$10,000);
- (d) Withdrawal and/or suspension of the right to follow courses of instruction or attend examinations;
- (e) Expulsion from the School; and
- (f) Deprivation of any advanced diploma, diploma, certificate or any other academic distinction to be conferred or previously conferred.

APPEAL

1. A student may appeal against a disciplinary action by forwarding a written notice of appeal to the Principal within 7 days of the notice of the disciplinary action;
2. The notice must state the grounds on which the student relies in seeking the appeal;
3. The Principal shall have full authority:
 - (a) Make enquiries relating to the matter in concern as he or she thinks fit;
 - (b) Give the student the opportunity to be heard by oral or written submission;
 - (c) Consider the appeal to the student within 3 weeks of the receipt of the notification of appeal or further time may be reasonably necessary to complete his or her determination.
4. The Principal shall have full authority to either:
 - (a) Dismiss the appeal;
 - (b) Uphold the appeal.

A notice detailing the decision and reasons for the decision will be made available to the student.

FEEDBACK/ COMPLAINT SUBMISSION

At ASK, we are committed to providing students with high quality lifelong learning experience. We do realize that at any point of time students may encounter academic or service related issues. In such situations, we encourage students to raise feedback and concerns at an early stage, so that they can be dealt with effectively and efficiently. A comprehensive and concerted effort will be taken to resolve all issues.

Feedback and concerns can be submitted in writing or in person. In order to resolve issues in a systematic and holistic manner we request students to follow the feedback process given below.

Procedures in feedback submission:

1. Fill up the Student Complaint/ Feedback Form available at the front desk.
2. Submit completed form to the officer at the front desk
3. The officer will forward the complaint/ feedback form to the Principal for further investigation.
4. The school personnel handling the complaint/ feedback may need to speak to you
5. Upon resolution of your complaint/ feedback, you will be given a copy of the complaint/ feedback resolution
6. The school will resolve complaints within a maximum of 21 days upon receipt of complaint
7. If your complaint/ feedback cannot be resolved within the school, you will be advised to seek alternative redress with Singapore Mediation Centre (SMC) or Singapore Institute of Arbitrators (SIArb) through the CPE Student Services Centre. The school personnel will inform you about the Singapore Mediation Centre (SMC) or Singapore Institute of Arbitrators (SIArb).

WITHDRAWAL OF COURSE

1. In an event that the student wishes to terminate the course, a notice of intention should be given to the School in written form 1 month in advance. Students are required to complete the "Withdrawal Form" which is available from the School and submit it to the Principal. A letter confirming your withdrawal from the School will be sent to you within 3 weeks from the receipt of your withdrawal request.

Students holding the Student Pass issued by the Immigration & Checkpoint Authority (ICA) must surrender it within 7 days upon the termination of their study.

2. All outstanding payments (course fee, additional charges) should be settled immediately.
3. All fees paid (i.e. course fee, additional charges, material fee) are non-refundable after course commencement.
Request for partial payment will not be considered.
4. Students should return all items on loan from the school immediately (e.g. reference books, CDs, Videos, practical equipments etc.)
5. Applicants under SDF who did not complete the course, SDF will not disburse the claims therefore the sponsoring company or individual are liable to pay the supported grant amount.

REFUND

All application, enrollment, visa application fee and charges, medical, insurance and sponsorship fees paid to ASK are non-refundable. Only the course fees and the examination/ assessment fees are refundable based on the following conditions:

- Student pass application is rejected by immigration but fees have already been paid;
 - ASK fails, for any reasons, to start the course on the commencement date;
- ASK fails, for any reason, to complete the course by the completion date;
- ASK terminates the course for any reason prior to the completion of the course;
- ASK is in material breach of its obligations under this Agreement.

ASK will refund to the student within 30 days after receiving the student's notice of transfer/withdrawal:

- the entire amount of the tuition fees and deposit;
- the non-tuition fees and/or additional fees.

If you withdraw more than 30 days before the start of class and for any reason other than those set out above, ASK will refund to the student a sum of 70% (less any applicable bank administrative charges) within 30 days after receiving the student's notice of transfer/withdrawal.

If you withdraw less than 30 days before the start of class and for any other reason than those set out above, ASK will refund to the student a sum of 50% (less any applicable bank administrative charges) within 30 days after receiving the student's notice of transfer/withdrawal.

If you withdraw less than 7 days before the start of class and for any other reason than those set out above, ASK will refund to the student a sum of 20% (less any applicable bank administrative charges) within 30 days after receiving the student's notice of transfer/withdrawal.

If you withdraw on or after the start of class, there will be no refund.

The refund procedure is as follows:

- Complete the Withdrawal Form at the Front Desk.
- You will be given an appointment with the personnel in charge within the next 48 hours. The personnel in charge will help to resolve your difficulties.
- If you still wish to proceed with the transfer/withdrawal, the School will work out your refund amount based on the refund conditions, and obtain your bank account and other related information to process the refund.
- If you are returning to your home country, please complete the Student Pass Cancellation Form and submit it together with your student pass, return air ticket and passport to the Front Desk.
- Refund will be paid to you in person if you are leaving Singapore. If you are leaving earlier, the refund will be remitted to your account in your home country via telegraphic transfer (TT). All charges related to the TT will be borne by you.

TERMS AND HOLIDAYS

1. The Principal shall have all the power to fix the dates for the opening and closing of the academic term.
2. Public holiday is regard as a school holiday.
3. The Principal shall have the power to declare any occasion a holiday for the whole or part of the School.

HOSPITALISATION

1. For foreign students only:
During the academic term, only students who purchase the insurance plan, are automatically insured (according to the insurance plan) for hospitalization, and for accident both on and off the school premises in Singapore.

All hospitalization bills have to be paid first by students and passed to the school to be claimed from the insurance company. Dental care is not covered.

For the benefit of insurance claim; students should seek to be hospitalized at public hospitals (e.g. Alexandra hospital, Tan Tick Send hospital etc.)

It is advisable for foreign students to have medical plan due to the high medical charges in Singapore. For more information, please approach our front desk.

TERMS AND CONDITIONS FOR INDUSTRIAL ATTACHMENT (IA)

ASK' s full-time students (foreign and local) who enrolled into the study of Certificate in Hospitality, International Diploma in Hotel Management and the International Advanced Diploma in Hotel Management will have to go through the 6-months industrial attachment in the sequence as per the enclosed list.

The students will be attached to various hospitality establishments i.e. hotels, restaurants, country and town clubs, service apartments, cruise etc.

1. Students cannot state their choices (hospitality establishments / departments) for the industrial attachment. The school will at its best discretion allocate students to the various hospitality establishments in accordance to the establishment's requirements and the student's capabilities. IA can be either done in Singapore or overseas. In the event of IA done overseas (subject to visa requirements), students are responsible for the lodging and airfare expenses.
2. Students must show positive attitude during the interview.
3. Students to be properly attired for the interview (e.g long sleeves shirt with tie and black pants for guys and long sleeves blouse with tie and black skirt for ladies)
4. Students are to abide by the rules and regulations as stated by the hospitality establishment they are attached to.
5. **Students must complete the 6 months industrial attachment in order to be considered for graduation.**
6. The school will attempt to place every student for IA. However, ASK will not be responsible for reasons, which are foreseen e.g.
 - Training work pass not granted by Ministry Of Manpower (*)
 - Change of government regulations in regards to industrial training (*)
 - Economic downturn or SARS period

- Student's bad conduct and attitude (e.g punctuality, misconduct, non-compliance to school rules)
- Student physical disability, (i.e. cannot stand too long). In this case a letter from the doctor is required to certify that the student is not able to perform the function.
- Student with health condition.
- Student with unsatisfactory attendance records. (i.e. failure to achieve 80%)
- Student who still have outstanding school fees.

(*) If foreign students encounter situation whereby Ministry Of Manpower is not able to grant training work pass due to some known or unknown reasons, students are allowed to do their industrial attachment in their country of origin. In such case, the following procedures will takes place:

1.1 ASK will give letter of consent and task list to student for attachment.

1.2 Student upon securing the attachment will ask the hotel to send ASK a letter through fax or email that he / she is accepted to do the industrial attachment at the hotel, stating the duration (start and end dates) and position.

1.3 Upon completion of the industrial attachment, supervisor of trainee will fill up the performance evaluation form which ASK will send to them.

1.4 ASK will issue the certificate or Diploma after verifying the performance evaluation form.

PROCEDURES AND PREPARATION FOR INDUSTRIAL ATTACHMENT

1. Two months before the start of the IA, students will be scheduled for interview sessions with the School and the Hospitality Establishments.
2. The 1st round of interview will be done by the school, with regards to the determining of the student's suitability for the establishments. Factors taken into consideration will include their attitudes, results, ability to conserve etc. Students will go through role-play during the human resource management course to prepare them for the actual interview. Students are encouraged to participate actively and to take a serious approach during such role-play.
3. Successful students will be sent to the respective hospitality establishment for their interview.

4. Students will be informed of the results of the interview within 2 weeks.
5. After 2 weeks, if there is no result of the interview, the school will arrange for the next interview with another establishment.
6. Students who have failed in their first attempt will only be allowed another attempt after all the students have gone through their first interview. This is to avoid anti-selection and to ensure that every student has a fair chance.
7. ASK shall not be held responsible should in the event the student still fail to get an attachment after **2** attempts.
8. Students going on Industrial Attachments are required to complete the 'Application form for crediting of IA allowances'. This form will facilitate the crediting of IA allowances to the student's bank account.

DURING THE INDUSTRIAL ATTACHMENT

1. Students must show positive attitude at all times.
2. Abide the rules and regulations of the hospitality establishments.
3. Be hardworking and diligent and perform their best.
4. Crediting of monthly allowance is dependent on the procedures adopted by the hospitality establishment.
5. The lecturer will be visiting the student during this period to check on the performance of the student.
6. Hospitality Establishment will also keep the School updated of the student's performance.

UNSUCCESSFUL INDUSTRIAL ATTACHMENT

Unsuccessful industrial attachment can result from the followings:

1. Student not able to get the IA due to negative attitude shown during interview (school and hospitality establishment).
2. Student displaying attitude problems resulting in termination by the employer.

In the event of (1) the student pass (foreign student) will be cancelled and the School will not arrange for another attachment for the student.

In the event of (2) the training permit will be cancelled immediately and the student will be repatriated from Singapore to their home country within ONE week. The school will not arrange another IA for the student as the same problem may arise.

The followings are deemed as unacceptable reasons for request for another IA.

- Negative mindset (e.g no passion, no interest in manual work, unchallenging tasks)
- Bad attitude
- Theft or misconduct in the working place
- Distance
- Low alliance
- Uncooperative colleagues
- Unfriendly staff / supervisor
- Punctuality problem
- Did not report for work without a valid reason

AFTER INDUSTRIAL ATTACHMENT

1. After successfully completed the attachment, the students taking certificate in Hospitality and Diploma in International Hotel Management will be considered for Graduation and will graduate with their respective Certificate or Diploma.
2. Students progressing on to the Advanced Diploma will continue on with 6 months full-time study at the School.