



## **Admissions Policy**

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| Person Responsible:      | Admissions Manager                           |
| Approved By:             | Governing Board                              |
| For Information to:      | Admissions Dept, Registrar, Student Services |

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## **INDEX**

1. Scope
2. Roles and Responsibilities
3. Published Information and Admissions Management
4. Admissions Principles
5. Access and Participation
6. Application Assessment
7. Applicant Assessment
8. Contextual Admissions
9. Application Process
10. Initial Interview
11. Minimum Entry Requirement
12. English Language Requirement
13. Recognition of Prior Learning
14. Applicants with Specific Learning Difficulties, Disabilities and Long-term Health Conditions
15. Applicants with Criminal Convictions
16. Applicants Under the Age of 18
17. Fraudulent Applications
18. Unsuccessful Applications
19. Deferral of Studies
20. Tuition Fees and Deposits
21. Complaints and Appeals
22. Data Protection
23. Policy Review

## **1. Scope**

- 1.1. ISBM University [India] London is committed to widening participation, fair access, supporting diversity and ensuring equality of opportunity for all applicants.
- 1.2. The Admissions Policy sets out the University's principles, procedures, and processes to select and admit students to programmes, in keeping with the wider commitment to diversity and inclusion as detailed in the University's Strategic Aims, Mission and Values.
- 1.3. This policy abides by the Competition and Marketing Authority's (CMA) guidance to UK higher education institutes to help them understand their responsibilities under the Consumer Rights Act 2015. This applies to the relationship between the higher education provider and prospective and current students. The guidance covers three main areas:
  - a. Information provided to prospective and current students should be upfront, clear, timely, accurate and comprehensive.
  - b. Terms and conditions for students should be fair.
  - c. Complaint handling processes and practices should be accessible, clear and fair.
- 1.4. This Policy aligns with the *UK Quality Code for Higher Education: Principle 9 - Recruiting, Selecting and Admitting Students*:

*"Providers operate recruitment, selection and admissions processes that are transparent, fair and inclusive. Providers maintain and publish accurate, relevant and accessible information about their provision, enabling students to make informed choices about their studies and future aspirations."*

### *Key Practices:*

- a. *Policies and procedures for application, recruitment, selection and admission to programmes are reliable, fair, transparent and accessible, including processes for the recognition of prior learning. Similar and proportionate arrangements are in place for modules and other units of study.*
- b. *Providers offer information that supports prospective students, and their advisors for recruitment and widening access purposes, in making informed decisions. Providers meet their legal and regulatory obligations in relation to the information presented about themselves and their provision or any changes they make to programmes and modules.*
- c. *Staff, student representatives and external partners engaged in the delivery of recruitment, selection, admissions and widening access processes are appropriately trained and resourced.*
- d. *All teams involved in the application, selection and admissions processes ensure information about the applicant journey is consistent and clear. Specific elements of the selection process are clearly defined and any programme or module changes that can impact decision making are communicated swiftly and consistently to enable all parties to exercise informed choice."*

## **2. Roles and Responsibilities**

- 2.1. The Admissions Manager is responsible for the implementation and operation of the Admissions Policy and associated procedures.
- 2.2. Admissions Staff are responsible for:
  - a. Providing professional advice and information to applicants and support staff about the admissions procedures and policies, progress of individual applications, external constraints, and other relevant issues.
  - b. Timely processing of applications and communicating decisions to applicants.
  - c. Ensuring that admissions processes are in line with relevant compliance requirements.

- d. Providing supporting correspondence required by applicants, such as for student loan application purposes.
- e. Providing information required to assist selectors in monitoring intake.
- f. Providing data required to review intake, equality assessment and other management information.

2.3. Marketing and Recruitment Staff are responsible for:

- a. Promoting the University and its programmes through a range of promotional activities.
- b. Providing information, advice and guidance to prospective applicants.
- c. Ensuring that information is accurate and up-to-date and in line with the Competition and Marketing Authority's (CMA) Guidance to the UK Higher Education institutes.

2.4. Applicants are responsible for:

- a. Providing correct information against all relevant data fields of their application.
- b. Responding promptly to any additional requests for information required to support or assess their application.
- c. Informing the University Admissions Team of any changes to their contact details or personal circumstances.
- d. Supplying evidence of qualifications certificated or the attainment of other conditions of offer promptly.

### **3. Published Information and Admissions Management**

- 3.1. Applicants can expect all published programme information to be current and accurate, helping them make an informed decision when applying for a place.
- 3.2. Application submission deadlines for programmes will be published annually, providing clarity for pre-entry support and induction. However, applications will continue to be considered up until the start of the programme if spaces are available.
- 3.3. Any staff member with a personal or professional interest in the application of an individual or group of applicants will be excluded from involvement in the recruitment, admissions, enrolment, and assessment processes for those applicants.
- 3.4. The University's Executive Board is responsible for determining the number of students to be admitted each year, in alignment with the University's mission, strategic aims, and annual planning cycle.
- 3.5. The University will communicate the assessment criteria and requirements for each course to applicants throughout the admissions process.

### **4. Admissions Principles**

- 4.1. The University will admit students to its programmes in line with the following principles:
  - a. Admissions processes are underpinned by fairness and integrity, ensuring that all applicants are treated equitably. Selection criteria are applied consistently, and decisions are free from bias or discrimination.
  - b. The University has a well-founded belief that the applicant possesses the potential to meet the programme objectives and attain the academic standards necessary to successfully achieve the qualification.
  - c. All applications submitted within the specified timeframe will be given equal consideration. If a programme reaches its capacity, eligible applicants may be offered a place in an alternative programme or the opportunity to defer their admission to the next available intake.

- d. Programme admissions aim to provide all candidates who meet the relevant entry criteria with opportunities for progression, personal and professional growth, and lifelong learning.
- e. The University is committed to ensuring equality of opportunity for all applicants and students, fostering a supportive, stimulating learning, and working environment rooted in mutual respect and trust.

## **5. Access and Participation**

- 5.1. The University is dedicated to fostering an inclusive environment that empowers all students, widens participation, and supports underrepresented groups. In alignment with the Access and Participation Plan, recruitment and admissions activities actively encourage applications from students in low-participation areas, low-income households, mature learners, care-experienced and disabled students, and minority ethnic communities, ensuring fair consideration and appropriate support throughout the applicant journey.
- 5.2. The University is committed to supporting students who face significant barriers to accessing Higher Education (HE), including financial constraints, limited exposure, and systemic challenges. This includes individuals from lower socio-economic backgrounds, disabled learners, mature students, and those from Black or Minority Ethnic (BME) backgrounds who might encounter obstacles such as inadequate support, balancing commitments, and unrecognised prior learning/qualifications.

## **6. Application Assessment**

- 6.1. When considering an application, the University will look at:
  - a. Meeting, or the potential to meet, the programme entry requirements.
  - b. Subjects and grades attained in previous qualifications.
  - c. Applicant's personal statement as evidence of commitment to the programme and associated career.
  - d. Applicant's personal statement for evidence of skills, aptitude and knowledge derived from experiences, which demonstrate the student's ability to succeed in the chosen field.
  - e. Performance at interview or other form of assessment.
  - f. Any additional factors which support the University's commitment to widening access.

## **7. Applicant Assessment**

- 7.1. The University is committed to making sure that all applicants, regardless of background, social and personal circumstances are given an equal opportunity to demonstrate their skills, potential and achievements, and to using methods of assessment that are fair and valid, are applied consistently, and are regularly reviewed.
- 7.2. Assessment methods may include:
  - a. Information provided in the application form.
  - b. Interview.
  - c. Portfolio of work.
  - d. Sample of written work.
  - e. Admission tests.
  - f. Work experience where applicable.

The requirements for each programme will be set out in the programme specification and listed on the website.

- 7.3. Where required, reasonable adjustments to the assessment methods will be made to ensure the provision of equal opportunities for applicants with disabilities.
- 7.4. All applicants will have an interview to ensure that they are genuine applicants and meet the required English language requirements.

## **8. Contextual Admissions**

- 8.1. We will use contextual information as part of our commitment to widening access, considering the context in which an applicant has achieved, or will be able to achieve their qualifications, to provide a greater understanding of their potential to study with us. Contextual information includes information that puts an applicant's attainment in the context of the circumstances in which it was obtained, for example, socio-economic background, the school or college they attended, and any personal challenges they may have faced, such as caring responsibilities, disability, or financial hardship.

## **9. Application Process**

- 9.1. The Admissions Office is responsible for processing applications. When an application is submitted, we aim to ensure that the admissions process is both fair and inclusive, considering not only academic performance but also the broader context in which each applicant has achieved their qualifications. It supports the University's commitment to widening participation and ensuring that all students, regardless of background, have an opportunity to succeed in their academic and personal development.
- 9.2. Applicants begin by submitting their application through the University's designated platform. This platform will outline the required documents and application forms, as well as provide clear instructions on deadlines and eligibility criteria. These criteria typically include academic qualifications, such as required grades or subjects, and other relevant factors like work experience or personal achievements, depending on the programme. If all requested data is not provided by the deadline, this may lead to a delay in the application process.
- 9.3. Applications must be submitted by the published closing dates to guarantee consideration, although late applications may be considered at the University's discretion.
- 9.4. All applications submitted are acknowledged by email, to validate the contact details and to inform the applicant of the next stages. There is an expectation that applicants at this stage will attend a virtual or face-to-face "Initial Interview".
- 9.5. The Admissions Office assesses applications in accordance with the published criteria in the programme specifications and on our website. When assessing an application, we consider whether the applicant's academic potential is such that it is likely that they would be a successful candidate for the programme (this also includes factoring in any support services that may be provided).
- 9.6. All applications received take into consideration information provided at the application stage. Normally, all admission decisions, including where there are deviations from the standard entry criteria, are made by the Admissions Office in consultation with academic staff where appropriate.
- 9.7. Once all evaluations have been completed, applicants will receive either a conditional or unconditional offer letter. A conditional offer is typically based on the applicant meeting specific academic requirements, such as achieving certain grades in line with the programme requirements. An unconditional offer is given when the applicant has already met the entry requirements, or when the offer is not dependent on further academic qualifications. In both cases, the University may provide additional support to underrepresented applicants to ease their transition into higher education. This support could include academic mentoring, pre-academic preparation programmes, financial aid, or guidance on navigating academic life, all of which are designed to enhance their chances of success.

## **10. Initial Interview**

- 10.1. Upon submitting their application, applicants are invited to an "Initial Interview". This process is designed to ensure the following:
- a. Identity Verification: Confirm that the applicant is who they claim to be.
  - b. Application Ownership: Verify that the applicant has personally submitted their application and fully understands what they are applying for.
  - c. Financial Awareness: Ensure the applicant is aware of the course fees, available payment options, and, where applicable, the repayment requirements for loans.
  - d. Language Proficiency: Confirm that the applicant's language skills are sufficient to comprehend the course content and successfully complete the qualification.
  - e. Attendance and Commitment: Allow the applicant to disclose any potential barriers to attendance or programme completion while ensuring they understand the expectations placed on them.
  - f. Support Needs: Provide the opportunity for the applicant to disclose any disability, learning difficulty, or long-term health condition requiring additional support or reasonable adjustments to facilitate their learning and assessment.

## **11. Minimum Entry Requirement**

- 11.1. There is a minimum entry requirement for all programmes as published in the individual programme specifications and on the University website.
- 11.2. In addition to the minimum entry requirement, the following may be requested depending on the programme applied for:
- a. Aptitude/entrance test.
  - b. Interview.
  - c. Work experience in a relevant role.

## **12. English Language Requirement**

- 12.1. All programmes are taught and assessed in English. If English is not an applicant's first language, they will be required to show proof of English ability prior to enrolment. The University's website details which English language qualifications are accepted. Individual programme specifications will detail any specific requirements.
- 12.2. Applicants who do not meet the English language requirement will be offered a pre-session English language course, for which they may be required to pay an additional course fee.

## **13. Recognition of Prior Learning**

The University accepts and considers applications for credit or recognition of prior learning (RPL) in accordance with the Recognition of Prior Learning Policy and Procedure.

## **14. Applicants with Specific Learning Difficulties, Disabilities and Long-term Health Conditions**

- 14.1. The University welcomes applications from all disabled applicants, including those with Specific Learning Difficulties (such as Dyslexia, Dyspraxia, and ADHD), as well as those with long-term medical conditions.

- 14.2. While applicants are not required to disclose learning difficulties, disabilities, or long-term health conditions during the application process, they are encouraged to share any specific needs at this stage. This allows the University sufficient time to make reasonable adjustments and ensure appropriate support is in place when studies begin.
- 14.3. Applicants can also disclose any such conditions during the initial stage of the Admissions process, where they can request reasonable adjustments. If disclosed, applicants will be referred to the Student Services Manager for ongoing support, guidance, and advice.

## **15. Applicants with Criminal Convictions**

- 15.1. The University is committed to ensuring that individuals with criminal records are not automatically excluded from the opportunities offered by higher education. In general, a criminal record will not be seen as a barrier to studying at the University. However, the University acknowledges its responsibility to protect both the University community and the wider public and may need to consider information regarding criminal convictions when determining whether an individual can begin or continue their studies.
- 15.2. Offer-holders will be required to disclose any relevant unspent criminal convictions upon accepting their offer.
- 15.3. For programmes that may involve working with children or vulnerable adults, applicants must disclose all convictions, including cautions, reprimands, final warnings, bind-over orders, and even spent convictions.
- 15.4. Applicants who are currently on licence are expected to inform the University of any licence conditions that may affect their ability to fully engage in their studies. Where possible, the University will make reasonable adjustments to support their inclusion.

## **16. Applicants Under the Age of 18**

- 16.1. All applications are assessed based on individual merit. However, the University does not currently admit students who will be under the age of 18 as of 1<sup>st</sup> December in their first year of study.
- 16.2. Applicants under the age of 18 will be directed to appropriate alternative educational provisions.

## **17. Fraudulent Application and Plagiarism**

- 17.1. Applicants must provide the University with accurate, complete, and truthful information throughout the application and admissions process. They are also responsible for submitting additional details if requested.
- 17.2. Any applicant suspected of submitting false, incomplete, or misleading information during this process will be subject to investigation. To ensure a thorough evaluation, the University may request further clarification or documentation. At any point during the admissions cycle, the University reserves the right to withdraw or cancel an application or admission offer if evidence of false, misleading, incomplete, or fraudulent information is found. This policy also extends to cancelling enrolment if the applicant has already been admitted to a programme.

## **18. Unsuccessful Applications**

- 18.1. Where an applicant has submitted insufficient or inaccurate information as part of their application, the admissions team reserve the right to reject the application.
- 18.2. In cases where an applicant is not offered a place on the programme for which they have applied, the member of staff who rejects the application should record the reasons for their decision to provide applicant feedback on request, and to facilitate annual audit and analysis of marketing and admissions data.



- 18.3. Unsuccessful applicants will receive notification of the admissions decision via email. Full feedback on the decision can be requested from the Programme Administrator, contact details for which are found in all correspondence.
- 18.4. Students who have been excluded on academic grounds may not normally be admitted to a related programme or pathway.
- 18.5. If the University has reason to believe that an individual or any person acting on their behalf has provided false information, omitted relevant information, made any misrepresentation and/or provided forged or counterfeit documents, an investigation will be conducted and the application in question may be cancelled and any relating offer of a place on a programme or funding award may be rescinded.
- 18.6. If an applicant feels that their application has been refused unfairly, they have the right to complain under the complaints' procedure.

## **19. Deferral of Studies**

- 19.1. All students who have been issued an Offer Letter confirming admission onto a programme can apply for deferral for up to one calendar year.

## **20. Tuition Fees and Deposits**

- 20.1. The Tuition Fee Policy provides detailed information about:
  - a. The way in which the University sets tuition fees for programmes.
  - b. How and when students, including those whose fees are paid by a Government or other organisation, are expected to pay tuition fees.
  - c. Any fees charged in addition to tuition fees, in a small number of applicable cases.
  - d. The implications on tuition fees when repeating, transferring, withdrawing from, and taking time out of studies.
  - e. Rules in relation to the refunding of tuition fees.
  - f. Implications of non-payment of tuition fees.

## **21. Complaints and Appeals**

- 21.1. A complaint is when an applicant is unhappy with the service received from the Admissions Office. Those who file a complaint will not be subjected to bias or discrimination. The University will make certain that every complaint is taken seriously, and handled quickly, fairly, and consistently.
- 21.2. Applicants who believe they meet the criteria for an appeal may request a second review of their application. The University ensures that no discrimination or prejudice will occur against any applicant who submits an appeal.
- 21.3. Complaints and Appeals will only be accepted directly from the applicant and not through third-party representatives such as parents, agents, or school officials, unless the University determines that such representation constitutes a "reasonable adjustment" under the provisions of the Equality Act 2010.
- 21.4. The University is committed to handling all complaints and appeals promptly, fairly, and consistently. If a complaint or appeal is upheld, the University will take appropriate action or provide a suitable remedy without delay. If a complaint or appeal is not upheld, the applicant will be informed of the reasons for the decision.

## **22. Data Protection**

- 22.1. The University is committed to safeguarding the privacy of all individuals and ensuring their data is used solely for specified and legitimate purposes. All personal data provided

by applicants is classified as personal and sensitive data and is managed in strict compliance with the University's Data Protection Policy.

- 22.2. All data will be handled with the utmost care and stored securely within robust record systems designed to maintain confidentiality and protect against unauthorised access. Staff and authorised personnel responsible for managing this data are required to adhere to the University's strict confidentiality protocols, always ensuring compliance with data protection regulations.
- 22.3. Data related to applications, programme offers, acceptances, enrolments, and progressions is systematically collected and securely maintained to facilitate detailed analysis and uphold the integrity of statutory reporting. Such data collection ensures the University can assess, improve, and enhance its processes while contributing to evidence-based decision making and policy development. Additionally, this data supports the University's commitment to promoting equity, access, and transparency in educational opportunities through accurate and reliable reporting.

### **23. Policy Review**

- 23.1. The Admissions Policy is reviewed annually by the Registrar and approved by the Admissions Committee, which sits under and reports to the Academic Board.