

CORPORATE RELATIONS POLICY

Al Tareeqah Management Studies FZE

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A. Introduction

Collaborations with corporates are critical drivers of the innovation and entrepreneurship. Corporate engagement provides a uniquely broad palette of opportunities to further the mission of SBS_RAK which typically includes research, teaching, and regional economic development and to access the range of ways that their faculty, staff, and research community interact with businesses. While SBS_RAK serves the best interests of its' faculty, students and communities, partnerships with corporates can help in strengthening workforces, communities and society.

B. Purpose

This policy serves as a guide for the development and management of relationships between the SBS_RAK and its Corporate Partners. SBS_RAK shall receive some benefit from an external entity, either as direct support, program sponsorships, or other collaborations

C. Guidelines for establishing Corporate relationships

SBS_RAK's Corporate Relations office is responsible for day-to-day oversight of all corporate relationships SBS_RAK shall enter into corporate relationships to strengthen its linkages with corporates and to provide meaningful and mission-oriented benefits. The policy ensures that all corporate agreements entered into by SBS_RAK facilitate in the achievement of its vision and mission. Any restrictions or requirements or gifts resulting from contracts should not deviate from these purposes. The reputation of the SBS_RAK must be preserved and considered as one of absolute integrity. SBS_RAK shall avoid entering into corporate relations that may have an adverse impact on the image of the institution. The Corporates shall not use the name of SBS_RAK to endorse any products which are instruments of destruction or known to cause harm to humans.

D. Approval of corporate partnership

Any proposed Preferred Partner relationship will be reviewed and approved by SBS_RAK Corporate Governance Committee to ensure that such arrangements are in line with the vision and mission of with SBS_RAK, do not create conflicts of interest or undermine the organization's policies, and do not affect the objectivity of the association, its members, activities, and programs. This review will include in-person meetings with corporates, who will present information about their organizations' work to verify information and determine quality of service and products offered. The terms, conditions, and purposes of the relationship shall be documented by a signed agreement between SBS_RAK and Corporate Partner.

E. Requirements for promotion and disclosure of Partnership

1. All marketing materials will be reviewed and approved by SBS_RAK prior to publication or dissemination to ensure they comply with SBS_RAK requirements.

2. SBS_RAK maintains complete control of the planning, content, speaker selection, and execution of sponsored programs/events.
3. SBS_RAK reserves the right to disclose the character of a corporate relationship, including financial benefit, to any member upon request for same. Requests for such information must be in writing, must include the identity and affiliation of the person making the request, and must be made for a proper purpose, which purpose must be set forth in the request.
4. Program materials and activities can include acknowledgments of financial and other support from organizations. Such acknowledgments may include the corporation's name, logo, slogan, locations, telephone numbers, or website addresses which will be created, or subject to prior review and approval, by SBS_RAK.

F. Evaluation of Corporate relations

SBS_RAK shall scrutinize any corporate relationship to ensure corporate provides something of value to SBS_RAK Stakeholders. The outcomes of the Corporate partnership shall be continuously monitored and regularly evaluated by SBS_RAK based on the following parameters:

1. Significant interest of SBS_RAK students or faculty or staff in engagement with specific corporate
2. Effectiveness of outcomes of the corporate partnership
3. Satisfaction with outcomes and expected level of activity
4. Lower cost and risk associated with the Partnership activities
5. Sufficient support received from Corporates to facilitate the engagement
6. Adherence to SBS_RAK policies and procedures pertaining the collaborative activities by Corporate partners
7. Effectiveness of resources and services offered by Corporate partner
8. Financial implications of this partnership
9. Demonstration of potential collaborative activities in the future