



NATIONAL ASSOCIATION OF PRIVATE EDUCATIONAL INSTITUTIONS
PERSATUAN KEBANGSAAN INSTITUSI-INSTITUSI PENDIDIKAN SWASTA

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NAPEI Code of Ethics

The **National Association of Private Education Institutions (NAPEI)**, established in 1987, seeks to promote the active involvement of the private education sector. It has seen rapid and dynamic growth of the private education infrastructure in Malaysia over the last twenty years. Throughout this period, NAPEI has served as a bridge between the Government and the member institutions and provides a platform for discussion and shaping of policies pertaining to education both in the public and private sector.

In these efforts, NAPEI strives to uphold values and ethics to protect the stake-holders in the private education industry, mainly, the government, education providers and students.

As the industry becomes increasingly competitive both nationally and internationally, NAPEI recognizes the need to put in place a code of ethics to encourage and enhance professional practice among its members.

NAPEI's CODE of ETHICS comprises the following principles:

1. Ensure that all courses offered by member institutions are approved by relevant authorities.
2. Ensure that member institutions undertake not to make any inaccurate and misleading claims in their advertising and promotional materials or through their recruitment representatives.
3. Provide students with objectives, content, evaluation, and methodology of programmes offered.
4. Maintain facilities which comply with all civic and municipal regulations pertaining to fire, health, and safety.
5. Provide adequate and up-to-date equipment and resources to support teaching and learning.
6. Ensure that member institutions demonstrate financial accountability and have a structured financial policy which includes :

- (a) Tuition fee and miscellaneous fees
 - (b) Fee payment schedules
 - (c) Tuition fee refund policy
7. Ensure that member institutions have pastoral care policy which covers the following:
- Student Affairs Service
 - Student Council
 - Career Advice Service (where possible)
8. Ensure that member institutions observe a code of conduct in the following:
- Respect intellectual property of courseware
 - Accord respect to member institutions with regard to staff recruitment by:
 - Making available staff or employee reference when requested.
 - Being sensitive to an institution's need to replace a staff leaving to join another institution in order that teaching is not disrupted during the semester.
9. Ensure that member institutions observe etiquette in student recruitment by:
- Refraining from recruitment promotional activities at the entrance of other member institutions.
 - Purchasing student data base of students currently in an institution with the motive of enticing the students to leave and join another institution.
10. Ensure that member institutions safeguard and promote the image of the Malaysian private education industry in both Malaysia and in international markets where NAPEI's member institutions may operate.