



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

*SECRETARIAT: A-1-3, Block A, 8 Avenue Business Centre, Jalan Sungai Jernih 8/1, Section 8, 46050 Petaling Jaya, MALAYSIA. Tel : 03-7931 1676 HP : 011-1162 8100 Email : enquiry@napei.org.my Website : www.napei.org.my*

## **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. **Quality Assurance.** We ensure that all courses offered by member institutions are approved by relevant authorities and in compliant with the Malaysian Qualifications Agency.
2. **Accuracy in Dissemination of Information.** We 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. **Content and Pedagogy.** We provide students with objectives, content, evaluation, and methodology of programmes offered.
4. **Regulatory Measures.** We maintain facilities which comply with all civic and municipal regulations pertaining to fire, health, and safety.
5. **Resources and Technical Support.** We provide adequate and up-to-date equipment and resources to support teaching and learning.

6. **Financial Management and Sustainability.** We 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. **Students' Affairs Policy.** We ensure that member institutions have pastoral care policy which covers the following:
  - Student Affairs Services
  - Student Council
  - Career Advice Service ( where possible )
  
8. **Professionalism.** We 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. **Ethics and Integrity.** We ensure that member institutions observe etiquette in student recruitment by:
  - Refraining from recruitment promotional activities at the entrance of other member institutions.
  - Purchasing database of students currently in an institution with the motive of enticing the students to leave and join another institution.
  
10. **Reputation and Stature.** We 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.