



# STUDENT HANDBOOK

2026 - 2027

## ABSTRACT

Welcome to the ASBM Student Handbook. This handbook is designed to guide students through their academic journey, providing essential information on programmes, policies, student support services, and resources.

**AMERICAN SCHOOL OF  
BUSINESS AND  
MANAGEMENT (ASBM)**

## Contents

<b>MESSAGE FROM THE PRESIDENT</b> .....	2
<b>MESSAGE FROM THE DIRECTOR OF ACADEMIC AND STUDENT AFFAIRS</b> .....	2
<b>MISSION STATEMENT</b> .....	3
<b>VISION STATEMENT</b> .....	4
<b>CORE VALUES</b> .....	4
<b>INTEGRITY</b> .....	4
<b>EXCELLENCE</b> .....	4
<b>INNOVATION</b> .....	5
<b>INCLUSIVITY</b> .....	5
<b>RESPECT</b> .....	5
<b>CODE OF CONDUCT</b> .....	5
<b>ACADEMIC INTEGRITY</b> .....	6
<b>RESPECT FOR INDIVIDUALS</b> .....	7
<b>ENGAGEMENT IN ONLINE CLASSES AND ACTIVITIES</b> .....	8
<b>RESPONSIBLE USE OF SCHOOL RESOURCES</b> .....	8
<b>ZERO TOLERANCE FOR HARASSMENT, BULLYING, AND DISCRIMINATION</b> .....	9
<b>INSTITUTIONAL GOVERNANCE FRAMEWORK</b> .....	10
<b>DOCUMENTS FOR REGISTRATION</b> .....	11
<b>CERTIFICATE / SHORT COURSES</b> .....	11
<b>DIPLOMA PROGRAMMES</b> .....	11
<b>TYPE OF ASSESSMENTS AND GRADING SYSTEM</b> .....	11
<b>STUDENT SUPPORT SERVICES CONTACT DETAILS</b> .....	12
<b>CERTIFICATE COURSE FEES</b> .....	13
<b>REFUND POLICY</b> .....	14
<b>COMPLIANCE WITH FERPA</b> .....	14
<b>DISCLOSURE OF INFORMATION</b> .....	14
<b>AWARDING OF CERTIFICATES</b> .....	15
<b>STUDENT REFERRAL PROGRAM - GIVING BACK TO OUR STUDENTS</b> .....	15

## **MESSAGE FROM THE PRESIDENT**

Dear Students

Welcome to the American School of Business and Management (ASBM), where we believe in practical education that delivers real-world results.

As a registered training provider, ASBM is dedicated to equipping learners with the skills, knowledge, and confidence needed to succeed in today's fast-moving job market. Through our certificate and diploma programs, such as Supervisory Management, Business Management and many more. We focus on what matters most: relevant, accessible, and career-driven learning.

We are proud to be a fully online institution, serving learners from all walks of life across Jamaica and beyond. Whether you're upskilling, retooling, or preparing for new leadership roles, ASBM is here to support your journey, anytime, anywhere.

Our programs are designed with flexibility and affordability in mind, without compromising on quality. Most importantly, we operate with core values that reflect who we are: Integrity, Excellence, Innovation, Inclusivity, Respect, and Accountability.

As President, I am honored to lead this mission and invite you to be a part of a learning community that is committed to helping you unlock your potential and ignite your success.

Thank you for choosing ASBM. Let's grow together.

Warm Welcome,

**President**

**American School of Business and Management (ASBM)**

## **MESSAGE FROM THE DIRECTOR OF ACADEMIC AND STUDENT AFFAIRS**

A historic and heartfelt welcome to you, our trailblazing students! At the American School of Business and Management, you are part of a remarkable and transformative beginning. It is with great pride that we welcome you to this prestigious institution.

You have made a bold and visionary decision to begin your education with us. As pioneers of

this institution, your journey will shape the traditions, values, and standards of excellence that future generations will follow. We are honored to walk this path with you.

The American School of Business and Management is founded on a commitment to excellence, innovation, and ethical leadership. Our vision is solid, where we take pride in becoming a leading global institution recognized for advancing educational equity, nurturing leadership, and shaping the future of Business, Leadership, Management, Information Technology, and Education, and across all other industries. We envision a world where anyone, regardless of location or financial circumstance, can access a prestigious, accredited education and transform their potential into lasting achievement and positive societal impact.

As you step into this new chapter, know that you are not alone. Our dedicated academic and administrative team stands ready to support, guide, and inspire you as you navigate your studies and develop your professional identity. The knowledge and skills you gain here will prepare you to thrive in a dynamic and ever-evolving global environment.

It is my honor to serve as the Director of Academic and Student Affairs. I look forward to partnering with you on your academic journey. In return, we ask that you remain committed, strive for excellence, and uphold the values of professionalism and ethical conduct.

**Warm regards,**

**Director of Academic and Student Affairs**

**American School of Business and Management (ASBM)**

## **MISSION STATEMENT**

At the American School of Business and Management, our mission is to provide high-quality, accessible, and globally relevant education that empowers individuals to become innovative, ethical, and impactful leaders in business and management. We are committed to fostering academic excellence, critical thinking, and lifelong learning through inclusive, student-centered programs that reflect real-world business challenges and opportunities. Through a dedication to integrity, innovation, and global engagement, we strive to transform lives and communities by unlocking potential and igniting success for a better future.

## **VISION STATEMENT**

At the American School of Business and Management, we envision a world where high-quality business education is not a privilege but a right, accessible to all, regardless of geography, background, or financial status. We aspire to be a pioneering force in transforming business and management education through innovation, inclusivity, and relevance. We strive to be a globally recognized institution known for academic rigor, leadership development, and community impact, producing graduates who are not only career-ready but also future-ready.

## **CORE VALUES**

At the American School of Business and Management, our Core Values form the foundation of who we are and what we stand for. They guide our decision-making, shape our community, and inspire our commitment to excellence. Through these principles, we ensure that every student receives a transformative, ethical, and inclusive education that prepares them to become leaders in today's global society. Our core values are:

- **Integrity**
- **Excellence**
- **Innovation**
- **Inclusivity**
- **Respect**

## **INTEGRITY**

Integrity is the cornerstone of our institution. We believe in upholding the highest standards of honesty, transparency, and ethical behavior in every aspect of our academic and professional activities. Our students, faculty, and leadership team are expected to demonstrate integrity at all times, fostering an environment of trust, fairness, and moral responsibility. By promoting integrity, we build a community where individuals are respected and held to the highest standards.

## **EXCELLENCE**

Excellence drives us to deliver the highest quality education and service. We are committed to cultivating an environment that encourages academic rigor, critical thinking, and lifelong

learning. Our programmes are designed to challenge students to excel and reach their fullest potential. Excellence is not just a goal; it is a continuous pursuit, shaping every course, every interaction, and every achievement at ASBM.

## **INNOVATION**

We embrace innovation as a key to growth and progress. By integrating the latest technology, creative teaching methods, and forward-thinking strategies, we aim to make education more accessible, flexible, and engaging for students worldwide. Innovation empowers our school to stay ahead of global trends and prepares our students to thrive in a constantly changing world. At ASBM, we encourage bold ideas, creative solutions, and an entrepreneurial spirit.

## **INCLUSIVITY**

We believe that diversity strengthens education and enriches the learning experience. ASBM is committed to building an inclusive community that welcomes individuals from all backgrounds, cultures, and walks of life. We strive to create a safe, supportive environment where every student feels valued, respected, and empowered to succeed. Inclusivity is at the heart of our global mission, ensuring that no student is left behind due to location, financial situation, or circumstance.

## **RESPECT**

Respect is fundamental to how we interact with each other and with the world. We promote an atmosphere of dignity, kindness, and empathy, encouraging the open exchange of ideas and viewpoints. At ASBM, respect means listening actively, valuing differences, and fostering collaboration. We believe that respectful communication and understanding are vital to personal growth and professional success.

## **CODE OF CONDUCT**

At the American School of Business and Management (ASBM), we are committed to providing an educational experience based on respect, integrity, and accountability. As members of our school community, all students are expected to adhere to the highest standards of behavior both academically and socially. The Code of Conduct outlines the expectations for student conduct,

ensuring that ASBM remains a safe, respectful, and professional environment where all individuals can thrive.

## **ACADEMIC INTEGRITY**

ASBM upholds the importance of academic honesty and integrity as the foundation of academic success. All students are expected to demonstrate the highest level of honesty in all academic work. This includes, but is not limited to, adhering to ethical standards in assignments, examinations, research, and any other academic pursuits.

Academic dishonesty, including cheating, plagiarism, and falsification of documents or research, is a serious violation of our Code of Conduct and will not be tolerated. Students must ensure that all work submitted is their own, properly cited, and free from any form of unauthorized assistance. The school provides resources on proper citation and academic writing practices to help students uphold these standards. Students who engage in academic dishonesty not only harm their own academic progress but also undermine the value of the degree they are working towards. Any violation of academic integrity will result in disciplinary action, which may include failing the assignment, course, or expulsion from the university, depending on the severity of the infraction.

Academic integrity violations, including plagiarism, cheating, or other forms of dishonesty, are strictly prohibited and may result in serious consequences. These violations undermine the academic process and devalue the learning experience for all students.

- **Plagiarism:** Plagiarism is the act of using someone else's work, ideas, or intellectual property without proper attribution. This includes copying text, images, or ideas from any source and presenting them as your own without citation. Students must ensure that all sources are properly cited according to the citation style specified by their course (e.g., APA, MLA, Chicago).
- **Cheating:** Cheating includes using unauthorized materials during exams or assignments, copying another student's work, or obtaining and sharing answers without permission. Any form of cheating disrupts the fairness of the academic process and is a violation of AUBM's academic code.

- **Fabrication of Data:** Fabricating or falsifying research data, results, or information in academic work is also prohibited. This includes inventing or misrepresenting data in research assignments, papers, or reports.

Violations of academic integrity will be addressed in accordance with ASBM's disciplinary policies. Depending on the severity of the violation, consequences may range from receiving a failing grade on the assignment to suspension or expulsion from the university.

Students are encouraged to familiarize themselves with academic integrity policies and seek guidance from instructors or academic advisors if they have any questions regarding citation practices or ethical academic conduct. Resources, including plagiarism detection tools, may be available to help students ensure the originality of their work.

## **RESPECT FOR INDIVIDUALS**

Respect is at the heart of a productive and harmonious academic community. All students, faculty, and staff at ASBM are entitled to an environment where they feel valued, safe, and respected. Students are expected to treat fellow students, faculty, and staff with dignity, courtesy, and kindness at all times, both in person and in online environments.

Discriminatory, offensive, or derogatory language or behavior based on race, ethnicity, gender, sexual orientation, religion, disability, or any other characteristic will not be tolerated. Our school celebrates diversity and recognizes that an inclusive environment is key to the development of strong leaders, thinkers, and professionals. Harassment, bullying, and any form of intimidation have no place in our academic or online spaces.

Students should be mindful of their words and actions, particularly when engaging in online interactions. Digital communication is still a form of interaction and should reflect the same level of respect as in-person communication. The school promotes a culture of mutual understanding, where all members of the community feel respected regardless of their differences.

## **ENGAGEMENT IN ONLINE CLASSES AND ACTIVITIES**

As an online institution, ASBM emphasizes the importance of active and responsible engagement in all academic and extracurricular activities. Students are expected to participate actively, consistently, and responsibly in discussion forums and assignments. Engagement is essential to the student's academic success and contributes to the overall learning experience.

Students should log in regularly to check course materials, complete assignments on time, and participate in group discussions or activities as required. Active participation includes contributing meaningful insights, asking thoughtful questions, and interacting respectfully with peers and instructors in online forums, discussions, and meetings.

Moreover, students are expected to adhere to the schedule of deadlines and assignments and to communicate promptly with faculty members if they anticipate any delays or issues. Accountability for one's learning is essential, and students should take full responsibility for managing their time and academic duties.

Students are also expected to respect the school's online community by following guidelines for communication and collaboration. Disruptive behavior, such as monopolizing discussions, trolling, or disrespecting the views of others, will be considered a violation of the Code of Conduct. ASBM values constructive dialogue and encourages students to engage thoughtfully, supporting the idea that diverse perspectives enrich the learning environment.

## **RESPONSIBLE USE OF SCHOOL RESOURCES**

Students are entrusted with the school's resources, both physical and digital, and are expected to use them in an ethical and responsible manner. This includes the use of the online learning platform, library services, databases, software, and any materials provided by ASBM for academic purposes.

The resources available to students are meant to enhance their learning experience, and they should be used solely for educational purposes. Misuse or abuse of these resources, including unauthorized sharing of login credentials, hacking into university systems, or using resources for

personal gain, will result in disciplinary action. Students should report any suspicious activity or security vulnerabilities they encounter, ensuring the integrity of the university's resources.

Students should also respect the intellectual property rights of others. This includes the ethical use of copyrighted materials, the proper citation of sources in academic work, and adherence to software licensing agreements. Engaging in piracy, unauthorized distribution of materials, or any other illegal activities involving the school's resources is strictly prohibited.

## **ZERO TOLERANCE FOR HARASSMENT, BULLYING, AND DISCRIMINATION**

ASBM is committed to maintaining a safe and welcoming environment for all students, faculty, and staff. Harassment, bullying, or any form of discrimination is strictly prohibited and will not be tolerated under any circumstances. Students are expected to behave in a manner that promotes a respectful and positive atmosphere both in their interactions with others and in their conduct within the school.

Harassment includes, but is not limited to, unwelcome verbal or physical conduct that creates an intimidating, hostile, or offensive environment. Bullying, whether in person or online, involves repeated aggressive behavior intended to harm or intimidate others, and it will not be tolerated at ASBM.

Discrimination, based on race, color, religion, gender, gender identity, sexual orientation, disability, or any other characteristic, will result in serious consequences. ASBM does not tolerate any behavior that marginalizes or excludes others based on their inherent differences.

Students who experience or witness harassment, bullying, or discrimination are encouraged to report the incident promptly to the appropriate school authorities. The school will thoroughly investigate all complaints, and anyone found to be in violation of this policy will face disciplinary measures, which may include suspension or expulsion.

The Code of Conduct at ASBM is designed to ensure that every student has the opportunity to succeed in a supportive, ethical, and professional environment. By adhering to these guidelines, students contribute to a community of respect, academic excellence, and mutual accountability.

ASBM believes that education is not just about acquiring knowledge, but also about developing the character and responsibility necessary to succeed in the global workplace.

Any student found in violation of this Code of Conduct will be subject to a review process, and appropriate disciplinary actions will be taken. Depending on the severity of the violation, consequences may range from a warning or probation to expulsion from the institution.

By committing to uphold the values of integrity, respect, engagement, and responsibility, all ASBM students contribute to an educational experience that prepares them for leadership and success in their careers and personal lives.

## **INSTITUTIONAL GOVERNANCE FRAMEWORK**

This governance framework regulates the rights and responsibilities of American School of Business and Management's (ASBM) administrators, faculty members, and committee leaders. It establishes the procedural principles for the key organs and departments that oversee the school's operations. This document is deeply rooted in the mission, vision, and core values of ASBM.

Our school strives to foster a community dedicated to the advancement of education, leadership, and innovation.

ASBM is an institution that prides itself on its commitment to delivering high-quality education and providing equal opportunities for all individual students, faculty, and staff alike. We believe in the power of education to transform lives and communities, ensuring that every person affiliated with our institution has the resources, support, and opportunities necessary to reach their full potential to the highest standards of excellence.

This governance framework is designed to uphold the institution's commitment to educational excellence, diversity, and inclusion. The leadership of ASBM is structured to promote transparency, accountability, and collaboration, ensuring that the university operates effectively and remains committed to its goal of providing accessible, high-quality education to students worldwide.

## DOCUMENTS FOR REGISTRATION

### CERTIFICATE / SHORT COURSES

Students who wish to enroll in our certificate or short courses may register directly through our website. These certificate courses are open to professionals from all industries and are designed to support lifelong learning, skills enhancement, and professional development regardless of prior academic background.

### DIPLOMA PROGRAMMES

Students seeking admission into our diploma programmes are required to submit the following documents:

1. A valid form of identification (National Identification Card or Passport).
2. A High School Diploma or equivalent qualification.
3. Caribbean Secondary Education Certificate (CXC) results with a minimum of **three (3) passes**.

## TYPE OF ASSESSMENTS AND GRADING SYSTEM

### ASSESSMENTS & GRADING

#### Assessment Submission Policy:

Students are required to submit their assessments before each deadline. The total weight for the assessment on each course is 100%. Please note that students must achieve a minimum average of 50% to pass their course. If students require any assistance, they should contact their facilitator.

#### *ASSESSMENTS    WEIGHTING*

<i>1 Discussion Questions / Case Study</i>	20%
<i>1 Midterm Assessment</i>	30%
<i>End of Course Assessment (EOCA)</i>	50%

<b>Grade Point</b>	<b>Grade Point Average</b>	<b>Grade Point Range %</b>
A+	4.0	90-100
A	3.8	85-89
A-	3.5	80-84
B+	3.3	75-79
B	3.0	70-74
B-	2.7	65-69
C+	2.3	60-64
C	2.0	55-59
D	1.7	50-54
F	0.00	0-49

## **STUDENT SUPPORT SERVICES CONTACT DETAILS**

At the American School of Business and Management, we are committed to providing you with the support you need. Below are the contact details for various departments and key staff members, available to assist with your queries:

### **1. The President**

The President promotes a culture where students' voices are valued, and their concerns are taken seriously. If students have any problems or queries, they can contact the ASBM's president.

**Email:** [president@asbmonline.org](mailto:president@asbmonline.org)

## 2. Registrar

For assistance with enrollment, admissions, academic records, and transcripts.

**Email:** [registrar@asbmonline.org](mailto:registrar@asbmonline.org)

## 3. Students' Affairs

Students should contact Student Affairs for guidance, support, and access to resources that enhance their academic, personal, and professional growth.

Email: [studentaffairs@asbmonline.org](mailto:studentaffairs@asbmonline.org)

## 4. General Inquiries

This is for general inquiries or other questions not covered by the above contacts.

- **Email:** [info@asbmonline.org](mailto:info@asbmonline.org)

We are here to assist you at every stage of your academic journey. Please don't hesitate to contact the appropriate contact for any assistance you may require.

## CERTIFICATE COURSE FEES

The total fee for each certificate or short course is **USD \$250**. However, **ASBM has reduced this fee to USD \$200** as part of its commitment to removing financial barriers to education and expanding access to quality learning opportunities. **This fee is a one-time payment.**

This fee includes: One Hardcopy Certificate, One Transcript, and Unlimited Recommendation letters.

## DIPLOMA PROGRAMME FEES AND PAYMENT PLANS

The total fee for the diploma programme is **USD \$850**. However, **ASBM has reduced this fee to USD \$700** as part of its commitment to increasing access to education. **This fee is a one-time**

## **payment.**

Students who choose to enroll under the payment plan option are required to pay **USD \$240 per month for three (3) consecutive months** or **USD \$200 per month for four (4) consecutive months.**

This fee includes: One Soft Certificate, One Transcript, and Unlimited Recommendation letters.

## **REFUND POLICY**

Students are entitled to a **100% refund only** if **no assessments have been submitted**. Once a student submits any form of assessment, whether a quiz, assignment, or exam, they will **no longer be eligible** for a refund under any circumstances.

## **COMPLIANCE WITH FERPA**

- The Institution complies with the Family Educational Rights and Privacy Act (FERPA), which affords students certain rights with respect to their education records. Under FERPA:
  - Students have the right to inspect and review their educational records.
  - Students have the right to request amendment of inaccurate or misleading records.
  - Students have the right to consent to disclosures of personally identifiable information contained in their educational records, except to the extent that FERPA authorizes disclosure without consent (e.g., to school officials with legitimate educational interests).
- Students may file complaints regarding alleged failures by the University to comply with FERPA requirements by contacting the appropriate educational authority.

## **DISCLOSURE OF INFORMATION**

- The institution does not sell or share personal information with third parties without consent, unless legally required.
- Disclosures without student consent are limited to:

- Accreditation bodies.
- Authorized governmental and educational authorities.
- In emergency situations where health or safety is at risk.

## **AWARDING OF CERTIFICATES**

To be eligible for their certificates, students must successfully complete **all course requirements**. Certificates are issued **only upon full completion** of the programme. Students will receive a **soft copy of the certificate upon** completion of all academic requirements.

## **STUDENT REFERRAL PROGRAM - GIVING BACK TO OUR STUDENTS**

ASBM believes in recognizing and rewarding our valued students for being ambassadors of our institution. The **Student Referral Program** is designed to give back to students who help grow the ASBM community by referring friends and family members to our programmes.

### **Eligibility**

To be eligible for the Student Referral Program:

- The referrer must be a **currently enrolled ASBM student or graduate**.
- The student must **refer a friend or family member** to ASBM.
- The referred student must **successfully enroll** in a certificate / short course, or diploma programme.
- The referred student must **complete at least one (1) assessment**.
- The referral must be submitted **before or at the time of enrollment** of the referred student.

### **Referral Incentive**

- The referrer will receive **USD \$50 for each successful referral**.
- A referral is considered successful once the referred student enrolls and completes at least one assessment.
- The **USD \$50 incentive** may be:
  - **Applied toward the referrer's tuition or outstanding balance**, or
  - **Paid via direct bank transfer**, subject to verification and processing timelines.

### **How the Program Works**

1. The referrer completes and submits the **official ASBM Referral Form**.
2. The referred student enrolls in an ASBM programme.
3. The referred student completes at least one assessment.
4. ASBM verifies the referral.
5. The **USD \$50 incentive** is issued to the referrer.

### **Program Guidelines**

- Students may refer **multiple individuals** and earn **USD \$50 per successful referral**.
- Incentives are **non-transferable**.
- Incentives cannot be redeemed until referral requirements are fully met.
- ASBM reserves the right to **verify all referrals** and to amend or discontinue the program with notice.

### **Why Participate?**

- Earn **cash rewards or tuition credits**
- Reduce your overall education costs
- Help friends and family access affordable, quality education
- Support ASBM's mission to remove barriers to learning

**END OF STUDENT HANDBOOK**