



Code of Ethics



GBSB Global Business School
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Introduction

GBSB Global is a business school which aims to resolve the global challenges of today by educating the ethical and responsible business leaders of tomorrow.

The GBSB Global Code of Ethics serves as a guiding framework to uphold values of integrity, honesty, respect, fairness, and accountability across all facets of teaching, research, administration, and student conduct. Its purpose is to foster a culture of ethical behaviour, academic excellence, and mutual respect among all members of the GBSB Global community.

Every member of the GBSB Global community, including students, teaching, and administrative staff, is obligated to adhere to the highest standards of ethical conduct. Through the GBSB Global Code of Ethics, the community reaffirms its commitment to academic integrity, honesty, respect for fellow members, and the expectation that all individuals associated with GBSB Global will uphold these principles with utmost professionalism.

At the start of an academic programme, all GBSB Global students are required to sign a statement acknowledging receipt of the GBSB Global Code of Ethics, understanding of GBSB Global values, and committing to uphold them. This Code applies to all GBSB Global Business School students, irrespective of whether they sign this adherence statement, including visiting or exchange students from other institutions.

1. Academic Freedom

GBSB Global Business School upholds academic freedom as essential for the pursuit of knowledge, truth, and democratic values. It fosters open inquiry, supports diverse opinions, and encourages robust scholarly debate. Scholars at GBSB Global are free to engage in critical inquiry and public discourse without constraints. This commitment extends to all activities, both within and outside the school.

The key principles supporting academic freedom at GBSB Global include:

- **Freedom of Inquiry and Research:** Faculty and researchers have the liberty to pursue research, scholarship, and creative endeavours without interference or censorship. They can explore new ideas, challenge prevailing theories, and engage in intellectual pursuits.
- **Freedom of Teaching and Expression:** Faculty members have the freedom to teach, discuss, and present academic material according to their expertise and professional judgment. They can express their views, opinions, and interpretations of scholarly subjects.
- **Freedom of Publication and Dissemination:** Faculty members have the freedom to publish their research findings and scholarly work without fear of reprisal or censorship. They can disseminate their findings through academic journals, conferences, books, and other scholarly channels.
- **Freedom of Academic Governance:** Faculty members can participate in academic governance and decision-making processes at various levels. They have the right to voice opinions and contribute to discussions on academic policies, curriculum development, and institutional priorities.
- **Protection from Retaliation:** the school prohibits retaliation against faculty members or researchers for exercising their academic freedom. They should feel secure to pursue scholarly activities and express their views without fear of consequences.

If any faculty member or researcher feels any fear or repression concerning their academic freedom rights, they can contact the Faculty Coordinator via email or request a meeting for support. The Faculty Coordinator will investigate the situation and present the findings to the Academic Committee for discussion on resolving the issue.

2. Academic Integrity

Academic honesty and self-discipline are fundamental to learning and are core virtues in academia. GBSB Global, as an internationally accredited business school, upholds rigorous standards of academic integrity.

Academic dishonesty encompasses actions such as plagiarism, cheating, unauthorised assistance, attempting to steal academic records or documentation, and altering grades. Students are expected to complete all assignments in accordance with the standards outlined in this Code, meaning they should refrain from any form of plagiarism or cheating, including falsification.

These academic standards apply to all individual or group academic work, whether it's part of a GBSB Global module (course), seminar, or workshop. This includes but is not limited to assignments, papers, projects, presentations, online discussions, quizzes, tests, and examinations.

2.1 Plagiarism

Plagiarism is defined as the dishonest and unethical practice of presenting someone else's ideas, words, or work as one's own. Submitting work in this manner disrespects classmates, faculty, and school rules. Therefore, it's crucial for students to always avoid plagiarism.

Plagiarism can take various forms including:

- **Direct Plagiarism:** This involves directly copying someone else's work without any alteration or acknowledgment.
- **Paraphrasing Plagiarism:** This involves rewriting someone else's work in your own words without proper citation. While the words may be different, the underlying ideas or structure remain the same.
- **Mosaic Plagiarism (Patchwriting):** This involves mixing various sources and rephrasing them slightly to create a new work without proper citation.
- **Self-Plagiarism:** This occurs when a person reuses their own previously published or submitted work, either in part or in full, without proper citation or acknowledgment.

It's essential to understand that in group work, every member shares responsibility for maintaining academic integrity. If parts of a group report are plagiarised, for instance, it's unacceptable to argue that only the students who worked on those sections bear responsibility for academic integrity.

When a student is uncertain about whether they have correctly cited or referenced another's ideas, words, or collaboration, they should seek guidance from their lecturer.

2.2 Cheating

Cheating is a deliberate attempt to gain marks or academic credit dishonestly or helping someone else to gain marks or academic credit dishonestly. Examples of cheating may include, but are not limited to the following:

- Paying someone to write an assignment, project, essay, or anything related to an academic report or spoken material (i.e. speech for presentation).
- Submission or use of falsified data.
- Using false statements to obtain additional time or other accommodation.
- Falsification of documents.
- Any deceptive or unauthorised actions involving the use of computers or the internet to complete, submit, alter scores of a grade-bearing assessment, or steal academic records or documentation.

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- Submitting AI-generated content, such as that created using tools like ChatGPT and similar, as one's own work.
- Fabricating data, thesis statistics, survey responses etc.
- Forging signatures or submitting documents containing false information.

2.3 Unauthorised Assistance

Unauthorised assistance refers to the use of sources of support that have not been specifically authorised by the course instructor(s) in the completion of academic work to be graded. Unauthorised assistance can take various forms including but not limited to:

- Submission of work completed or edited in whole or in part by another person.
- Submission for credit of previously completed graded work in a second course without first obtaining permission from the instructor(s) of the second course. In the case of concurrent courses, permission to submit the same work for credit in two courses must be obtained from the instructors of both courses.
- Copying another student's homework.
- Sharing answers or working with other students to do the assignments (unless it is a group project) without authorisation of the lecturer.
- Delegating another individual to represent a student during any evaluation, examination, or assignment.

2.4 Prevention of Academic Dishonesty

As per the Academic Honesty Policy, all GBSB Global students are expected to fulfil their academic responsibilities with integrity. This expectation is supported by measures to prevent plagiarism, cheating, and other forms of academic dishonesty.

Firstly, all GBSB Global students are required to sign a statement acknowledging receipt of the Code of Ethics, understanding GBSB Global values, and committing to uphold them. Secondly, the school utilises various software tools to check students' assignments for instances of plagiarism and AI-generated content. These tools enable precise detection of both plagiarism and the use of AI. In case of plagiarism, the software identifies the sources of copied text, graphs, and paraphrased content, where work is reproduced by rewriting it, and compares submissions from multiple students. Students accused of plagiarism will receive a detailed report generated by the software. Additionally, when suspicions of using AI-generated content arise, students may need to defend their work orally.

In online learning, student identity is verified through the Microsoft Active Directory, ensuring that each student has a unique username and requires a personal password for platform login. For examinations, double verification access can be enabled, requiring user confirmation via phone call or SMS code.

The school applies sanctions to students who engage in academic dishonesty (refer to section 6 for details).

3. Research Ethics

GBSB Global Business School promotes and encourages research to enrich knowledge, teaching, learning, and educational programmes while fostering integrity and ethical conduct among its faculty, administrative staff, and students. Research ethics uphold the highest standards of integrity, transparency, and trust in knowledge pursuit and scholarship advancement.

The GBSB Global Research Ethics Policy governs ethical conduct throughout the research process, emphasising participant welfare, research integrity, and academic excellence. The school recognises ethical considerations as pivotal from research formulation to findings dissemination, offering comprehensive support and guidance to researchers for informed decision-making.

The ethics approval system pertains to research projects that address any aspect related to GBSB Global. While the school aims to support all research proposals, certain limitations apply, and researchers must adhere to ethical standards to obtain approval. Researchers are required to demonstrate the ethicality of all aspects of their proposed research and take precautions to ensure the anonymity of individuals in research reports. This involves research performed by any party including the teaching staff, students, and external parties.

4. Professional Conduct

GBSB Global celebrates and fosters the diversity, freedom of expression, and professionalism of its students, teaching and administrative staff. To create and maintain the environment in which these attributes may flourish, every member of this community has the obligation, even when asserting the right to free expression, to avoid all behaviour that may be reasonably offensive to another person.

Being members of a diverse academic community, students, faculty, administrators, and staff, should maintain an environment of respect and tolerance for all individuals, in addition to respect for the academic mission at GBSB Global. Below is a list of regulations and policies which aim to ensure a safe and non-discriminatory environment at GBSB Global for all students, faculty, and administrative staff.

4.1 Respect for Diversity and Inclusion

As per the Equal Opportunities Policy, GBSB Global Business School is dedicated to fostering an inclusive and supportive academic environment that promotes equality, diversity, and inclusion. The school embraces individuals from all backgrounds, irrespective of race, colour, ethnicity, national origin, gender, gender identity or expression, sexual orientation, age, religion, disability, marital status, or any other characteristic protected by applicable law, ensuring they are valued and respected.

4.2 Harassment

Non-discriminatory harassment refers to unwelcome behaviour or conduct that includes any action, language, or visual representation, that is sufficiently severe, pervasive, persistent, or blatantly offensive, and has the effect of unreasonably interfering with another person's work or academic performance, or that creates an intimidating, hostile, or offensive working, educational, or living environment. Examples of non-discriminatory harassment include:

- Persistent unwelcome comments or jokes that are offensive.
- Unwanted physical contact.
- Jokes of a sexual nature displaying sexually explicit material, indecent demands, or requests for sexual contact.
- Intrusive or inappropriate questioning, name-calling, offensive remarks, or jokes.
- Persistent and unwanted telephone calls, e-mails, or content published on social media.
- Consistent bullying or intimidation tactics, such as shouting, aggressive behaviour, or undermining someone's work or credibility.

4.3 Threatening

Threatening behaviour refers to actions, words, or gestures that convey an intention to cause harm, fear, or intimidation to another person. This can include verbal threats, physical actions, or non-verbal cues that make someone feel unsafe or at risk of harm. Threatening behaviour can be explicit or implicit, direct or indirect, and often creates a hostile and intimidating environment for the victim.

4.4 Professional Relationships

At GBSB Global, maintaining appropriate boundaries and professional relationships among faculty, administrative staff, and students is expected. The school believes that professional relationships between students and faculty members, based on trust, confidence, and dependency, are vital to students' educational development. A professional relationship involves assessing, supervising, tutoring, teaching, or providing administrative or technical support to an individual. Students must only form professional relationships of this nature with their lecturers.

Other relationships, such as dating or forming any romantic or sexual relationship with lecturers, are ethically wrong and must not occur between GBSB Global students and teaching or administrative staff, whether on or off-campus.

4.5 Conflicts of Interest and Commitment

Teaching and administrative staff are expected to exercise good judgment, uphold professional commitment, and adhere to ethical standards to safeguard both themselves and the school from potential conflicts. Administrators and supervisors should ensure that employees are familiar with key principles, including but not limited to the following:

- Conflicts of interest occur when GBSB Global staff can influence decisions for personal gain or favouritism. Conflicts of commitment arise when external activities impede staff's primary obligations to teaching, research, and school duties.
- Any employee with the potential to influence decisions benefiting themselves must disclose conflicts of interest. Ideally, they should abstain from decision-making. If participation is unavoidable, they must discuss the conflict with supervisors and document it for review by the Head of Studies and Academic Operations or relevant department head.
- GBSB Global community members engage in consulting activities for financial gain, which is generally acceptable under the following conditions:
 - School resources are used only incidentally without reimbursement.
 - These activities do not excessively disrupt the individuals' primary responsibilities to the school.
 - Consulting involvement does not hinder the publication of research findings from regular school activities.
- GBSB Global promotes engagement in various professional, governmental, charitable, and community organizations without political bias, but not to the extent that it compromises members' university responsibilities.
- School members should refrain from competing directly with the university, whether individually or through a closely affiliated firm. For instance, if an individual pursues a research award that puts them in competition with GBSB Global, they must consult the appropriate department head or Head of Studies and Academic Operations to avoid conflicts.
- Before pursuing outside employment or consulting, members must disclose potential conflicts of commitment or interest to their respective department head or Head of Studies and Academic Operations.
- Faculty members must use caution when directing students or supervised employees toward financially beneficial activities. Seeking advice from the Head of Studies and Academic Operations, department head, or colleagues for an impartial evaluation of the activities' educational value is encouraged.
- Graduate students should be discouraged from consulting, especially for spinoff companies, as it may divert them from their educational objectives. Approval from the Head of Studies and Academic Operations is required for such engagements.
- GBSB Global research should not prioritise external organization needs over the school's mission. Additionally, members are obligated to share all relevant information acquired during sponsored research with the sponsoring organization(s) and cannot withhold it for personal gain.

The primary defence against conflicts of interest or commitment lies with the GBSB Global community members themselves. Implementing a quasi-judicial system for monitoring and adjudicating such conflicts may not be in alignment with the broader interests of the school. Hence, GBSB Global strongly urges members to regularly disclose outside commitments to the appropriate department head. If conflicts cannot be resolved at this level, they should be referred to the Head of Institution.

4.6 Behaviour and Discipline

4.6.1 Respect to Others

As highlighted in section 4.1, all GBSB Global community members must respect each other regardless of race, ethnicity, religion, beliefs, ideas, gender, age, citizenship, disability, and any other characteristics. Students, teaching and administrative staff should use appropriate and polite language when communicating with one another. It is also important to avoid disrupting or causing disturbances in the learning environment at GBSB Global.

4.6.2 Misrepresentation

Misrepresentation involves presenting false or misleading information to deceive others. It encompasses false statements, omissions, exaggerations, or half-truths, leading to incorrect beliefs or decisions. Misrepresentation can result in legal consequences, notably in contract law, where it can invalidate agreements and impose liabilities on the offending party.

GBSB Global values freedom of expression, however, the community does not tolerate any form of misrepresentation of the school. For instance, posting false or misleading comments about GBSB Global on social media is unacceptable, as it can harm the school's reputation and adversely affect students.

4.6.3 Misuse of School's Resources

The school's resources, including cash, property, trademarks, patents, personnel, services, equipment, electronic information, and other valuable items, must not be misused. Theft, damage, or destruction of GBSB Global property will result in economic fines, including repair or replacement costs. Economic fines may also apply to students who fail to maintain cleanliness and tidiness in GBSB Global facilities. Misuse of the school's electronic information will also lead to consequences.

Specific violations of this Code include:

- Destroying, damaging, defacing, or misusing any GBSB Global facility or property.
- Misusing, reproducing, altering, or defacing student identification cards, school-provided keys, access cards, or any other GBSB Global-issued material.
- Inappropriate or unauthorised use of GBSB Global internet domain and campus electronic information resources.
- Unauthorised access, duplication, removal, photographing, forging, counterfeiting, or alteration of any GBSB Global documents or records.

4.6.4 Campus Rules

GBSB Global maintains a substance-free campus, prohibiting smoking within its premises. All GBSB Global buildings are designated as smoke-free facilities.

Possession of illegal drugs on campus violates community standards. Being under the influence of alcohol or drugs while attending classes or entering GBSB Global facilities is also prohibited. The term "drugs" broadly includes any stimulant, intoxicant (other than alcohol), nervous system depressant, hallucinogen, or other chemical substance or compound used to induce an altered state, including otherwise lawfully available products used for unintended purposes.

4.6.5 Classroom Standards

Students are expected to adhere to classroom rules. The following behaviours should be avoided:

- Challenging or questioning the instructor's authority.
- Responding inappropriately, disrespectfully, or uncivilly to others' comments or opinions.
- Making threats or jokes about physical harm.
- Using rude language.

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- Disrupting the learning environment by engaging in excessive talking, making noise, leaving and entering the class during the teaching session without permission, etc.
- Using personal electronic devices (e.g., laptops, cell phones) unless instructed otherwise by faculty or using them for unintended purposes when allowed.
- Eating or drinking (except for bottled water).
- Attending class under the influence of alcohol or other controlled substances.
- Arriving late to or leaving class early without permission.

Ensuring compliance with these guidelines fosters a conducive learning environment for all.

5. Student Rights and Responsibilities

GBSB Global exists for the students, and they have the right to voice their concerns and report violations if they perceive issues within the school's learning environment. Additionally, students have obligations during their studies and are expected to abide by certain rules and regulations. This section of the Code of Ethics will outline both students' rights and responsibilities.

5.1 Student Rights

GBSB Global students have the following rights:

- **Access to Education**

Students have the right to access educational resources, facilities, and opportunities provided by the school without discrimination. Access to education is a fundamental right for students, subject to their ongoing eligibility to remain members of the community by meeting academic standards and adhering to the regulations set forth by GBSB Global for governing the academic community.

- **Academic Freedom**

This includes the freedom to pursue knowledge, engage in scholar inquiry, and express ideas without interference or censorship from the university administration.

- **Access to Information**

Students have the right to access accurate information, provided transparently, regarding the content, outcomes, and requirements of an educational programme, including graduation requirements.

- **Freedom of Speech and Expression**

Students generally have the right to express themselves freely, both verbally and in writing, within the bounds of reasonable civility and respect for others.

- **Privacy Rights**

Students have the right to privacy regarding their personal information, academic records, and communications, in accordance with relevant laws.

- **Safety and Security**

Students have the right to a safe and secure learning environment, which includes protection from harassment, discrimination, and violence.

- **Fairness of Assessment**

Students have the right to be evaluated in a manner that is transparent, impartial, equitable, and consistent.

- **Access to Grievance Procedures**

Students have the right to access formal grievance procedures to address complaints or concerns about GBSB Global policies, practices, or actions.

- **Freedom of Association**

Students have the right to form and join student organizations, clubs, and associations in collaboration with the Student Council, and to participate in campus activities and events.

5.2 Student Responsibilities

Students are obliged to and responsible for the following:

- Adhering to the rules of conduct specified in the Code of Ethics.

5. Student Rights and Responsibilities

- Thoroughly reviewing the documentation provided by the school and ensuring compliance with all policies.
- Abiding by student visa regulations established by the government.
- Displaying respect towards GBSB Global academic and administrative staff, as well as fellow students.
- Taking responsibility for any damage caused to the school or individuals due to the student's actions.
- Submitting all required original documents prior to the commencement of studies (e.g., academic records, transcripts, passport, etc.).
- Monitoring the school email for ongoing updates regarding student reports, assignments, events, and other relevant information.

6. Violation of GBSB Global Code of Ethics

All GBSB Global students are obligated to abide by the provisions of the Code of Ethics from the time of application for admission until receiving the actual diploma or certificate of studies. When a student is found responsible for breaching the school's policy, various sanctions may be imposed. In cases of serious policy breaches, the administration at GBSB Global will engage the Ethics Committee.

GBSB Global applies different types of sanctions, including:

- **Verbal Warning**

The student is required to meet with the Academic Coordinator of the school to receive an initial verbal warning. The responsible individual will outline the specific conduct(s) the student has violated, its impact on the school community, and the student themselves.

- **Written Warning**

The student receives a formal letter from the Academic Committee detailing the GBSB Global Code of Ethics standards that were breached. No more than two written warnings regarding the same violation type shall be issued prior to initiating disciplinary probation.

- **Academic/Disciplinary Probation**

Disciplinary probation addresses behavioural or disciplinary issues by closely monitoring individuals for a specified period following serious violations of rules, policies, or professional conduct, while academic probation applies to acts of academic dishonesty. A student is placed on academic/disciplinary probation based on a decision made by the Ethics Committee. During this time, individuals may face restrictions, and repeated infractions can result in more severe consequences, such as suspension or expulsion. The duration of the probation period is determined on a case-by-case basis. Depending on the severity of the infraction, the student may be placed on academic/disciplinary probation or expelled without any written warning.

- **Suspension**

The decision on suspending a student is made by the Ethics Committee, and official notification of suspension is issued. The Academic Coordinator is responsible for delivering this decision to the student. Suspended students have the option to apply for readmission, with applications to be submitted to the Ethics Committee within 10 working days of receiving official notification of suspension. In all cases, students seeking reinstatement must provide evidence of behavioural potential and a plan for amends. If reinstatement is granted, the student is readmitted on disciplinary probation.

- **Expulsion**

This involves terminating the student's active status at the school, revoking school privileges, participation in school-sponsored activities, and access to school property. This action is recorded in the student's official transcript, and the termination is permanent. Expelled students are not eligible to appeal for reinstatement.

- **Restitution**

Repayment to the school or affected party for damages resulting from a violation of the GBSB Global Code of Ethics. Restitution applies whether the damages are intentional or unintentional.

Additionally, any student caught engaging in academic dishonesty will receive a failing grade for the respective academic work.

6.1 Reporting Mechanisms

In the event of a suspected ethical violation, individuals are encouraged to contact the school administration. For issues relevant to students or faculty, please reach out to an Academic Coordinator. For matters involving administrative staff, contact the HR Manager.

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If the issue remains unresolved, individuals can submit the Ethical Violation Form directly to the Ethics Committee, following the instructions included in the document. The form is accessible to both students and staff on the school's intranet and through the Academics and HR units.

Whistleblowers are assured confidentiality and protection from retaliation, empowering them to come forward with integrity and courage. Reports of ethical violations are thoroughly investigated by the Ethics Committee, with disciplinary actions taken as warranted by the severity of the offense.

