



University of Sunderland International Office

Agent Handbook





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Welcome



Dear Representative and Business Partner,

We would like to congratulate you on becoming an official representative of the University of Sunderland. The University of Sunderland has been involved in international higher education for over 50 years and enjoys a very strong reputation across the world.

From the early days of welcoming naval architecture students from Norway in the 1960s, we now have over 4,000 international students that study in our two campuses in Sunderland and London. We deliver a wide range of academic programmes across the globe and enjoy excellent relationships with all of our business partners.

Our success with partners over so many years has come from our ability to adapt to, and understand different cultural, economical, social and political environments. Not only has the University of Sunderland benefited from this but each and every one of our partners has seen growth through our partnerships.

We are a University that is committed to offering life-changing opportunities to those with talent, supporting our communities, and ensure our business partners receive the highest quality support and expertise.

We look forward to working with you.

Kind regards,

Professor John MacIntyre

Pro Vice Chancellor Director International



1 The International Office

The University of Sunderland is a truly international university in the UK. We are one of the top international student recruiters and one of the largest transnational education providers among all higher education institutions in the UK. We have over 4,000 international students that study at our Sunderland and London campuses, with a further 6,000 international students studying our degrees in their own countries.

As part of the Marketing and Recruitment Service, the International Office is responsible for:

- **On-Campus EU and Non-EU international student recruitment**
- **Transnational Education**
- **Student exchanges**
- **Study abroad**
- **International partnership development**

The International Office consists of UK-based and overseas-based staff. The UK-based Staff includes:

- **Pro-Vice Chancellor**
- **Deputy Director**
- **Heads of International Development**
- **Regional Managers**
- **International Recruitment Team**
- **Transnational Education Team**
- **International Business Support team**

In addition to the UK-based International teams, the International Office manages the University's overseas offices. These are based in:

Greece, China, Malaysia, Nigeria and India

The overseas offices' main responsibilities are to support the University's international recruitment and transnational education development.



2.1 Promoting the University

Awarded Silver in the Teaching Excellence Framework

which ranks us alongside Universities such as York, Warwick, Sheffield, Manchester, Bristol and our close neighbour Durham

Ten academic areas that are classed as having 'world-leading' and 'internationally excellent' research, including Pharmacy and Sports and Exercise Sciences

One of only 38 UK institutions with a School of Medicine, and one of only 31 to offer MPharm degrees

We are a global University with locations in **Sunderland, London and Hong Kong**



41%
of our student population are
International students



2.2 A University with outstanding teaching and research quality

As you would expect from a University that is more than 100 years old, we provide a rich and high-quality education in facilities that are among the best in the United Kingdom. We're very proud of our achievements, which include:

- £130m invested in the last 20 years
- 94.2% of graduates in employment or further study within six months of graduation (UK undergraduate students DLHE)
- Campuses in the vibrant Hong Kong and London financial districts.
- 'World leading' research in 10 subjects, (Most recent Research Excellence Framework)



2.3 A University with high student satisfaction

One of the important objectives of the University is to ensure the highest levels of student and customer satisfaction. The high levels of student satisfaction have been recognised nationally and internationally.

- Our Business, Management and Finance courses are best in the UK for spend per student and 6th best in the UK for Satisfaction with feedback (Guardian University Guide 2018)
- Photography, Video and Digital Imaging (BA Hons) is best in the UK for student satisfaction (NSS 2016)
- Tourism Hospitality and Events are ranked fourth in the UK overall (Guardian University Guide 2018)
- Our Nursing courses are 5th best in the UK (Guardian University Guide 2018)
- Our Pharmacy and Pharmacology courses are in the top 10 for employment after six months (Guardian University Guide 2018)

- Our Sociology courses are ranked in the top 10th in the UK for satisfaction with teaching (Guardian University Guide 2018)
- 92% of Sports Coaching students agreed that staff were good at explaining things (Unistats)
- The University's Mechanical Engineering provision is 1st in the UK for overall student satisfaction (Guardian University Guide 2018)



2.4 A University which provides great value-for-money

The University offers competitive fees for programmes and these are guaranteed to stay the same for the duration of studies. Sunderland is also one of the best value places to live in the country. From accommodation, transport costs and eating out, Sunderland is significantly cheaper than many other parts of the UK.



2.5 Use of promotional Materials

The University produces the latest promotional materials for marketing and recruitment purposes. Please ensure the promotional materials you have are up-to-date and relevant. If you require new materials, please contact our regional offices or your main point of contact at the University.

2.6 Social Media

Don't just read about the University of Sunderland, join the conversation and enhance your life-changing experience by connecting with one of our official social media channels.

Watch a video of our facilities on YouTube, connect with students on Facebook or receive our latest news on Twitter - we have a presence on all major social networks and welcome interaction and conversation from anyone interested in the University of Sunderland.

Several of our courses also have a presence on platforms including Facebook, Twitter and YouTube. You can talk to students doing the course, read about typical modules and assignments, browse course-specific articles and find out more about our facilities and services.

<https://www.facebook.com/sunderlanduniversity/>

<https://www.facebook.com/my.uslc>

<https://twitter.com/sunderlanduni>

<https://twitter.com/uosinlondon>

<https://www.youtube.com/user/sunderlanduniversity>

<https://www.instagram.com/sunderlanduni/>

<https://www.linkedin.com/company/university-of-sunderland>

University of Sunderland Official WeChat Account (in Chinese) id: UoSunderland

3 Admissions

3.1 Admission Channels

You can submit student applications to the University via the following channels:

1. Through the University's overseas offices

Hong Kong Office
9/F South China Building
1-3 Wyndham Street
Central
Hong Kong
Tel: +852 5489 9217
Email: sanlia.lam@sunderland.ac.uk

Beijing Office
University of Sunderland
111 First Floor
Xihua Science and Technology Mansion
No. 8 Tuofangying South Road
Chaoyang District, Beijing City
P.R. China
Tel: +86 (0)10 8514 4556
Email: china.office@sunderland.ac.uk

Shenzhen Contact Point
Tel: +86 138 2368 4490
Email: southchina@sunderland.ac.uk

Guangzhou Contact Point
Tel: +86 1358 0534 259
Email: yanting.southchina@sunderland.ac.uk

Shanghai Contact Point
Tel: +86 1363 6620 756
Email: lisa.southchina@sunderland.ac.uk

Hangzhou Contact Point
Tel: +86 1875 817 3753
Email: gina.wang@sunderland.ac.uk

South East Asia Office
Suite A-07-09, Empire Tower 1,
Empire Subang
Jalan SS/16-1
47500 Subang Jaya,
Selangor
Malaysia
Tel: +603 5632 5873 / +603 5632 4873
Fax: +603 5612 6873
Email: malaysia@sunderland.ac.uk

Europe and Eastern Mediterranean Office
11C Dekeleias Avenue
Nea Halkidona 143 43
Athens, Greece
Tel: +30 210 921 2885
Email: europe@sunderland.ac.uk

South Asia Office
5th Floor, Harmony Plaza
Building No/ 3-6-387/D
Himayatnagar, Hyderabad
Telangana, India
Pin: 500029
Tel: +91 40 65766777
Email: india@sunderland.ac.uk

Nigeria / Sub Saharan Africa
Tel: +234 803 307 5007
Email: john.iyekowa@sunderland.ac.uk

Nigeria / West Africa
Tel: +234 81623 28620
Email: simisola.smith@sunderland.ac.uk

Vietnam Office
Hanoi Office:
257, Giai Phong, Hoa Phat Building,
2nd Floor, Dong Da District,
Hanoi, Vietnam
Tel: +84 (04)36231176/75
Email: hanoi.vietnam@sunderland.ac.uk

Ho Chi Minh Office
307A Nguyen Trong Tuyen,
Phu Nhuan District,
Ho Chi Minh, Vietnam
Email: hcm.vietnam@sunderland.ac.uk

2. Apply online (Postgraduate applications only)

For postgraduate programmes, you can apply to us online by following the steps below:

- 1) Go to www.sunderland.ac.uk and key in the course ID number (this can be found on each of the programmes) next to 'find a course' search bar at the top of the page.
- 2) Click on 'Apply for this course' and follow the step by step guide through to completing your own online application form.
- 3) Once you have completed this, you will be given a unique Personal ID number so you can be kept up-to-date with any developments in your application process.

3. Through UCAS (Undergraduate applications only)

You can apply through the Universities and Colleges Admissions Service (UCAS) online facility apply at www.ucas.com where detailed online help is available. The UCAS institution code for the University of Sunderland is S84

4. Email the application to the Admissions Team

For admission to Sunderland Campus:

studentadmin@sunderland.ac.uk

For admission to London Campus:

admissions-london@sunderland.ac.uk



3.2 Application check list

Please ensure you submit the following documents in order to make a decision on student's application. All applications for international students should be submitted via the online links.

- Completed and signed application form
- Copy of degree/qualification certificates
- Copy of academic transcript (English translation is needed if the transcript is not available in English)
- Copy of current passport
- Copy of current UK visa (if any)
- Personal statement
- 2 references
- Work reference if employed
- Copy of English language test score
- Copy of financial statements to be used as part of Tier 4 application

3.3 Entry requirements

The University recognises all internationally accredited qualifications. Each application is considered on its own merits and we give careful consideration to other factors such as work experience and maturity.

To be considered for an undergraduate degree programme it is necessary to have the equivalent of a minimum of two UK General Certificate of Education (GCE) Advanced Level passes.

Students can also apply for advanced entry on to a undergraduate programmes (for example, Level 2 or 3) if they have a qualification equivalent to one or two years of a UK honours degree in a related subject area.

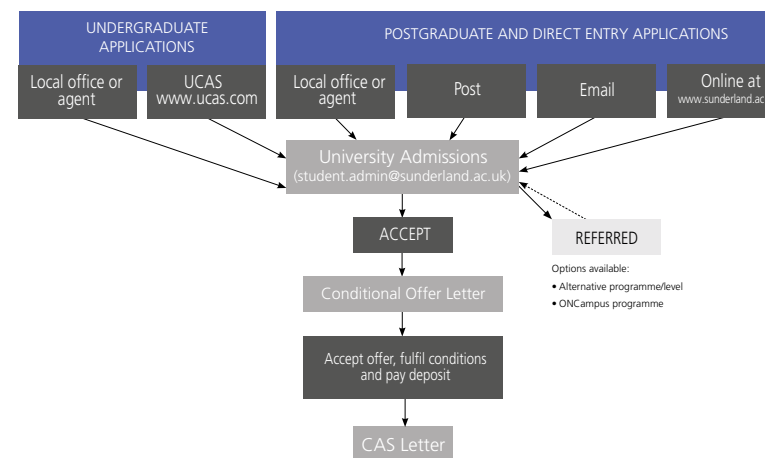
For postgraduate programmes it is necessary to have a degree equivalent to a UK honours degree and in some cases, relevant work experience.

In addition to academic qualification, students must meet the University's typical English language minimum requirement.

For all academic English qualifications we currently accept, please refer to our website or contact the university.

<http://www.sunderland.ac.uk/study/international/entry-language-requirements>

3.4 Application process



3.5 Offer, deposit and CAS

1. Conditional Offer Letter

The University will issue a conditional offer for applicants who have not yet satisfied the University's academic, English language or any other entry requirements (such as references, financial requirements). The exact details of the conditions will be stated in the offer letter.

2. Accepting the offer

If applicants wish to accept the offer, they or their Representatives need to contact the University or its overseas offices or UCAS to confirm the acceptance. The offer may be declined if applicants do not contact us within 30 days. Applicants must adhere to the deadlines set by UCAS, if the application is made through them. Failure to do this will result in the application being declined by UCAS after their deadline.

3. Fulfilling conditions and paying deposit

Representatives must ensure that applicants meet the conditions stated in the offer letter, including the deposit condition. All non-EU applicants will have to pay a non-refundable tuition fee deposit of £3500 (for London this is 50% of the tuition fee) in order to receive a Confirmation of Acceptance Studies (CAS) for visa purposes. This deposit becomes the first part of the tuition fee payment. The remaining fees must be paid on or before the date of student registration.

4. CAS

After all the conditions are met and the deposit is paid, Representatives need to help the applicant complete the CAS Request Form before we can process a CAS. All details must be completed correctly and must be checked, to ensure that the information on their CAS is correct.

3.6 Fees and payment

Tuition fees

International fees apply to any students who live outside of the European Union (EU). Students from countries within the EU pay the same tuition fees as students from the UK.

Scholarships

Some undergraduate and postgraduate international students receive a £1,500 scholarship. If the student is from a region eligible for the scholarship, the discount is applied automatically – students do not need to apply for it. The scholarship is in the form of a fee waiver, which means that your tuition fee is reduced by £1,500.

International students also have access to a number of other scholarships, which are open to both International and UK / EU students.

Notes for payment of tuition fees

EU students

Students from a country within the European Union can pay their annual tuition fee in full as a single payment, or in installments of three smaller payments.

Deadline for single payment: 31 October.

Deadlines for three smaller payments: 1 November, 1 February, 1 May

Note: for London, these deadlines depend on the intake. For more details please refer to: <http://london.sunderland.ac.uk/courses/feesscholarshipsdiscounts/payingtuitionfees>

International students

Most students from outside the European Union need a CAS they must pay a non-refundable deposit of £3500 (50% of the tuition fee for London) This deposit becomes the first part of the tuition fee payment. The remaining fees must be paid on or before the date of the student's registration.

The tuition fee and scholarship stated on their offer letter is for each year of the scheduled duration of their programme of study subject to satisfactory progress (repeat years, sandwich placement years do not qualify for a scholarship; no scholarship for PhD research programmes beyond the 3rd year).

If a deposit is required as a condition of their offer this MUST be paid in order for them to receive an unconditional offer and a Confirmation of Acceptance for Studies letter (CAS) for visa purposes.

Full fees are due on or before registration.

Full fees must also be paid on or before re-registration for future years of study on the same course.

Students will not be allowed to register or attend classes until full payment has been received at the University. This will apply for each year of study.

Methods of Payment

Credit or debit card online at <https://services.sunderland.ac.uk/payportal/>

Credit or debit card by the cardholder, in person at the University Payments desk or

3.5 Offer, deposit and CAS

Important: the applicant's name and application number must be quoted on all tuition fee transactions, you will be required to know the applicant's date of birth to make payment by credit or debit card.

Full University Financial Policies, including refund policy and full details for sponsored students can be viewed at: <https://www.sunderland.ac.uk/help/finance-scholarships/>

Please make sure that applicants read the correct years regulations for their year of entry. It is important that they read this document before any payment is sent.

Fees Paid by Official Sponsors

Students whose fees are paid by official sponsorship or those receiving Government grants will be required to provide certified evidence (an official letter on sponsor's letterhead) before or at registration and will not be allowed to register until they do.

If a sponsor is funding less than the full amount of the tuition fee, or withdraws the sponsorship during the financial year for any reason, it is the responsibility of the student to settle any outstanding amount.

Bank Account Details

The University operates a bank account for students who wish to transfer money to the University. They may transfer all or part of their tuition fee and University accommodation fees. Money paid into the University's bank account can only be used to pay for their tuition fee and their University accommodation (if applicable). If students do not agree to this, do not use this method of transferring money to the University.

Please note that an international bank transfer may take up to two weeks to be fully cleared. Payment should be made in sufficient time to allow for this process.

Bank: Barclays Bank PLC, Fawcett Street, Sunderland, SR1 1SE, UK
Account: University of Sunderland
Account Number: 00065692
Bank Sort Code: 20-83-69
IBAN: GB43 BARC 2083 6900 0656 92
SWIFT: BARC GB 22

For all queries concerning payments, please contact the Finance office by email: revenues.finance@sunderland.ac.uk or by telephone on +44 (0) 191 515 2455

3.7 Application status tracking

The University is committed to providing a professional and efficient admission service to our students and Representatives. We aim to make decisions on all standard applications (1st year entry of UG and PG, without the need for a portfolio assessment or interviews) within 2 working days, and the non-standard applications (direct entry to Year 2/3, with a portfolio assessment or interview requirement) within 5 working days.

If a decision has not been received from us after the above time, you can contact our overseas office or point of contact. Alternatively, you can contact our admissions team in the UK directly via email at general.admissions@sunderland.ac.uk, or admissions-london@sunderland.ac.uk for London applicants.

3.8 Deferring

Deferring admission means a student wishing to change his/her session for the next available session.

- The deferrals can only be possible for one year.
- The request shall be made before the start of the current year or within 2 weeks after the start date. For example, if a student received an offer to start in September 2018 with a start date of 19th September 2018 and they are unable to join the programme on time, he/she may make a request to change or defer the offer before 19th September or within 2 weeks of that date. If the student decides to come later than the above time then a new application form must be submitted.
- All students who defer their programme must apply for a new Visa. This also applies to those students who received their Visa for the previous session but were unable to travel and then were required to defer their offers for the next session.
- It will be the responsibility of the Representative to inform the student about this policy prior to making any deferral request.

3.9 Refunds

The University will only make a refund on the specific request of a student.

The circumstances where the University will consider making a refund include:

- To international students who are unable to obtain a visa to enter the UK after having paid their deposit to the University.
- If the University cancels their chosen course of study. Claims for refunds in these circumstances must be made within 3 months of the official start date of the course.

- The Form or letter must include any evidence in support of the request (e.g. visa refusal letter).
- In order to comply with its obligations under money laundering legislation, the University is unable to make any refunds in cash. Refunds can only be made to the original person making the payment. Please note this means that student fees paid by sponsors, parents or regional offices cannot be refunded personally.
- All deposits paid to the University are non-refundable (except where an international student fails to obtain a visa to enter the UK to start a programme of study as explained above).

4 Compliance

4.1 Assessing a student's intention and ability to study in the UK

In 2009, the UK Visas and immigration (UKVI) introduced the Tier 4 Points Based System for International Students.

The University has Tier 4 Sponsor Status and this is reapplied for on an annual basis. To make sure we retain this we must make sure that we have rigorous international student enrolment processes and can demonstrate good retention rates.

To ensure the best recruitment practice and to comply with the University's Code of Practice we require all staff to consider the following circumstances and ask the following questions of prospective students. Whilst this document will not necessarily eliminate all risks in relation to international student recruitment it does demonstrate that we have applied diligent recruitment methods.

The information is structured under a number of key headings:

- A) Personal circumstances;
- B) Financial considerations;
- C) Educational background and assessment of ability;
- D) Use of overseas recruitment Representatives; and
- E) Geographical areas.

Detailed information can be found in the Representative Contract and the Representative Welcome Pack.

4.2 Code of Practice

UNIVERSITY OF SUNDERLAND

CODE OF PRACTICE FOR INTERNATIONAL MARKETING AND RECRUITMENT

This code of practice covers professional behaviour relating to international marketing and recruitment activities by staff and overseas representatives who recruit international students on behalf of the University.

Particular attention must be paid to the requirements of the UKVI with respect to prospective students and providing professional advice. Those advising international students on behalf of the university have a responsibility to ensure that the university meets the criteria for Tier 4 Sponsor Status. Tier 4 Sponsor Status includes rigorous criteria and pays close attention to international student admission process, enrolment and to retention rates.

At all times staff and overseas representatives who recruit international students on behalf of the University must:

- A) adhere to the University's "Code of Practice for International Recruitment and Marketing".
- B) adhere to the University's guidelines to assess a student's intentions and abilities to study in the UK. This has been produced based upon guidelines provided in the Modern Guidance for Caseworkers which are a vital part of maintaining Tier 4 Sponsor Status
- C) maintain the highest standards of professional conduct by actively upholding this code at all times.
- D) act in the best interests of the student or prospective students, while respecting policies of the University.
- E) provide students with relevant and accurate information so that the student can make an informed choice.
- F) not withhold any relevant information or try to recruit students through inappropriate advice.
- G) never encourage a student to enter a course of study for which they are inadequately prepared or to enter a course to which they are not suited.
- H) ensure that students do not enter the University without the required level of English language proficiency.

I) accurately represent their areas of competence and recognise the boundaries where it may be more appropriate to refer students to other members of staff within the institution or appropriate external bodies.

J) take responsibility for keeping themselves informed of current developments within the University relating to course provision.

K) refrain from unfavourable or negative comparisons with other institutions in order to damage the interests of other institutions.

L) refrain from becoming involved in personal relations with individual students when this might result in undue influence being exerted to offer students a place at the University.

M) be alert to ethical dilemmas and potential conflicts of interest and seek guidance when they arise concerning gifts, including hospitality, where it can be intended to influence professional conduct, while remaining sensitive to the significance of gifts in different cultures.

N) make themselves aware of local market conditions including relevant legal factors, regulations, official policies and cultural sensitivities.

O) be aware of, and show appropriate sensitivity to and respect for, other cultures.

P) not discriminate, or tolerate discrimination on the part of others, on the basis of ethnic or national origins, gender, sexual orientation, religion, disability or age.

Q) not to bring the University into disrepute.

4.3 Other compliance

In addition to the above Code of Practice, the University of Sunderland requires all Representatives to comply with:

1. British Council Good Practice Guide for Representatives
2. UKCISA Code of Ethics
3. UKVI Tier 4 Policy Guidance

This can be found at <https://www.gov.uk/tier-4-general-visa> and clicking on Full Guidance at the end of the page.

Detailed information can be found in the Representative Welcome Pack.



5 Support and contact

The University provides a variety of support to Representatives in order to maximize the recruitment effectiveness. The level of support is on the basis of Representatives' recruitment performance. It is the responsibility of the University's points of contact/offices to agree and provide support to the Representatives.

The support includes:

- a) Supplying latest marketing materials
- b) Familiarisation trip
- c) Global or regional Representative conference
- d) Promotional activities such as seminars, interviews, roadshows, etc
- e) Advertisements
- f) Assisting the University's stands in overseas education exhibitions
- g) Name listed in the University website

The key contact person list in your region/country is included in the Representative Welcome Pack. If you have any questions, please do not hesitate to contact us.

6 Complaints

The University is committed to provide a high quality service to our Representatives. If you are not satisfied with our service and wish to complain, please write to:

Ian Moody, Deputy Director of International Recruitment, International Office,
University of Sunderland, 1st Floor, Edinburgh Building, Chester Road, SR1 3SD, UK.
Email: ian.moody@sunderland.ac.uk

All information which a complainant provides to the University dealing with the matter in the course of an investigation shall be treated as confidential, subject to the need to divulge it to relevant parties in the course of the investigation and subject to any requirements of the Data Protection Act.

Please note that complaints made anonymously shall not be investigated.

Contact us

International Office
University of Sunderland
1st Floor, Gateway Building
City Campus, Chester Road
Sunderland, SR1 3SD
United Kingdom

+44 (191) 515 3000 or
international.office@sunderland.ac.uk

www.sunderland.ac.uk

