



**EDUCATIONAL OVERSIGHT INSPECTION OF PRIVATE FURTHER  
EDUCATION COLLEGES AND ENGLISH LANGUAGE SCHOOLS**

**MONITORING VISIT**

**BRITISH SCHOOL OF MARKETING INTERNATIONAL**

**(Company registration no. – 08881233)**

Full Name **British School of Marketing International**

Address 4a Westover Road, Bournemouth, Dorset, BH1 2BY

Company Name British School of Marketing International Limited

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Website www.britishschoolofmarketing.com

Principal Mr Peter Hull

Proprietor Miss Duygu Cevik

Age Range 16+

Total number of students 20

Numbers by age and type of study

16-18:	0
18+:	20
EFL and FE:	20

Inspection date **22 October 2024**

## PREFACE

This inspection report follows the Framework for Educational Oversight Monitoring Visits and Extended Monitoring Visits of private further education colleges and English language schools. The focus of the visit is to confirm that the quality standards reported at the last full inspection are being maintained.

The ISI is an approved Educational Oversight body authorised by the Home Office to inspect privately funded further education colleges and English language schools in England and Wales offering courses on the Qualifications and Credit Framework. It is designed to improve the quality of education on offer to international students who attend UK colleges through student visas.

ISI inspections are required to:

- Report on the extent to which colleges comply with the published Educational Oversight Standards;
- Assess and report on the quality of educational outcomes and provision;
- Where applicable, make recommendations outside the scope of the Standards to support continued improvement of quality.

Inspection provides objective and reliable reports on the quality of colleges and, by placing reports in the public domain, makes this information available to students, Government and the wider community. Inspection takes account of the context of each individual college, and of how it evaluates its own performance and demonstrates its success.

The inspection of the college is from an educational perspective and provides limited inspection of other aspects, though inspectors will comment on any significant hazards or problems they encounter which have an adverse impact on students. The inspection does not include:

- (i) an exhaustive health and safety audit;
- (ii) an in-depth examination of the structural condition of the college, its services or other physical features;
- (iii) an investigation of the financial viability of the college or its accounting procedures;
- (iv) an in-depth investigation of the college's compliance with employment law.

A monitoring visit is for those colleges found at the last inspection to have met or exceeded the Standards for Educational Oversight. Inspectors will make judgements on progress against any action points and recommendations made at that time. The inspection will not examine all other Standards in detail but will sample to confirm that previous Standards have been maintained and that there are no contrary indicators to those quality judgements.

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## 1. CHARACTERISTICS AND CONTEXT

- 1.1 British School of Marketing International (BSMI), formerly called Bournemouth School of Marketing International, was established in 2014. It is a private limited company based in the centre of Bournemouth. Governance is provided by the proprietor, who with the principal is responsible for the management of the college.
- 1.2 The college aims to help students discover their true potential, develop their entrepreneurial spirit and equip them with the knowledge and skills necessary to become future leaders of industry and commerce. The college offers international foundation courses in business and management at level 3. It also provides general English courses from beginner to advanced level. Candidates for general English courses can enrol at any time. Students on foundation courses are assessed by application and interview and can enrol in January, May and September. Students can study online or in person.
- 1.3 The college also offers preparation classes for the International English Language Testing Service (IELTS) examination and specialist courses in English for the aviation, oil and gas, and business and marketing sectors. The college also offers bespoke short stays and summer camps for organised groups. These specialist and short courses were not running at the time of the inspection.
- 1.4 At the time of the inspection, 20 students were enrolled. Almost all were studying in person. All students are aged 18 or over, and the vast majority are male. Most students come from Saudi Arabia. English is an additional language for all students. At the time of the visit, there were no students identified with language and learning difficulties or disabilities. The college arranges accommodation for students in a home-stay or in a self-catering residence, which is only suitable for those over the age of 18.
- 1.5 The college was previously inspected on 5-7 December 2023, when it met all Key Standards and the quality of education was judged to meet expectations. The recommendations from the previous report:
  - Put in place appropriate arrangements to ensure all students attend regularly and on time.
  - Ensure students on international foundation courses receive prompt and detailed feedback which helps them improve their standard of work.
  - Implement effective progress monitoring arrangements to ensure students on all courses make the progress expected.
  - Ensure ongoing quality checks of homestay accommodation are systematically recorded and monitored.
  - Fully implement quality improvement action plans to ensure that all students consistently benefit from a high-quality experience.
  - Ensure management information systems are systemically organised and maintained to help managers raise and maintain high standards.

## 2. SUMMARY OF FINDINGS

- 2.1 **The college meets expectations.** At the previous inspection of the 5-7 December 2023 the college was found to meet expectations and the quality of education as judged at that time has been maintained.
- 2.2 The quality of the curriculum, teaching and learners' achievements is good. The college has clear educational aims, with well-defined objectives. Initial assessment prior to, and on arrival, is good. Comprehensive placement tests are used effectively to ensure students are placed on the right course for their English language and academic needs and goals. The suitability of course provision and curriculum is good. Courses are well organized, flexible and are effective in meeting the educational requirements of the students. English language courses are aligned to the Common European Framework of Reference for Languages (CEFR). Courses on offer to students on Student Visas meet the definition of an approved qualification, as set out in the Home Office guidance. Teaching and its impact on learning is good. Teachers are well qualified and have good subject knowledge. They use a wide range of effective teaching methods to ensure that students are engaged, build new knowledge and effectively develop their English language skills. Teachers have a good rapport and relationship with their students. As a result, students make good progress in class and achievement rates are high.
- 2.3 Students' welfare, including health and safety, is good. The college premises are fit for purpose, appropriately maintained and provide a safe and secure environment for students to learn. An appropriate range of policies and procedures are in place which effectively reduce the risks from fire and other hazards. Fire precautions, drills and evacuations are regularly undertaken and well-documented. Student registration and attendance records are accurate. They are well managed, with staff effectively monitoring attendance and taking any necessary action. Procedures for reporting to the Home Office are highly secure and fully understood by the proprietor who makes any required reports in a timely manner. Pastoral support and guidance for the students is good. Students report that they feel safe at the college and well supported. Arrangements for the safeguarding of students under the age of 18 years are good, fully implemented and reflect official guidance.
- 2.4 The effectiveness of governance, leadership and management is good. The proprietor provides effective oversight of all aspects of the colleges work. She discharges her responsibilities well for financial planning and investment in the future and ensure that good levels of education, welfare, and health and safety are maintained. A detailed management structure, with clear roles and responsibilities, ensures that the college is well run and meets all its legal obligations. A comprehensive management information system has recently been introduced and provides staff with the data they need to monitor all aspects of the college provision accurately. Procedures for the recruitment of staff are good and in accordance with legal requirements, with all appropriate checks undertaken. The provision of information is good.

### **3. THE QUALITY OF THE CURRICULUM, TEACHING AND LEARNERS' ACHIEVEMENTS**

- 3.1 The quality of the curriculum, teaching and learners' achievements is good. All Key Standards continue to be met.
- 3.2 The recommendations in this area from the previous inspection report are:
- Ensure students on international foundation courses receive prompt and detailed feedback which helps them improve their standard of work.
  - Implement effective progress monitoring arrangements to ensure students on all courses make the progress expected.
- 3.3 Good progress has been made against the first recommendation. Student work on the international foundation courses is marked promptly, with teachers providing appropriate and detailed feedback. As a result, students report that they are happy with the feedback that they receive and that it helps them improve their standard of work.
- 3.4 Good progress has been made against the second recommendation. Progression tracker sheets have been created for each student and detail their progress against the courses pass criteria. Progression reports are produced monthly and enable students to see their own progression and the areas they need to focus more on. The reports include a section where an assessor submits a student study plan where they provide further recommendations and sets clear study targets for the student.
- 3.5 Initial assessment prior to, and upon arrival, is good. A comprehensive range of placement tests are used effectively to ensure students are placed on the right course for their English language and academic needs and future goals. The results from these tests are effectively shared with teachers to inform lesson planning. The process is accurate and is effective in ensuring that students are placed on the most appropriate programme of study. Consequently, students make good progress and report that they are satisfied with their course.
- 3.6 The suitability of course provision and curriculum is good. The college has clear educational aims and objectives and a well-planned curriculum. Courses are well organized, flexible and are effective in meeting the educational requirements of the students. International foundation courses help students to understand the business environment and how to manage business operations and resources. General English courses help students develop confidence and fluency in their spoken English and their understanding of grammar. English language courses are aligned to the Common European Framework of Reference for Languages (CEFR). Courses on offer to students on Student Visas meet the definition of an approved qualification, as set out in the Home Office guidance. The college ensures that students enrolled on Student Visas are studying at an appropriate level on an approved full-time programme which includes at least 15 hours a week of classroom-based, weekday

daytime study. Students are registered with the appropriate awarding body whilst undertaking their courses.

- 3.7 Teaching and its impact on learning is good. Teachers are well qualified and have good subject knowledge. They plan lessons well and use a wide range of effective teaching methods to ensure that students are engaged, build new subject knowledge and effectively develop their English language skills. Teachers have a good rapport and relationship with their students. Most teachers use learning technologies well to share resources and communicate effectively with students in class and those studying remotely. They use a wide range of high-quality learning resources, such as business case studies, research articles and language audio clips, to engage students and provide valuable opportunities for class discussion. As a result, students make good progress in class, remotely and overall achievement rates are high.
- 3.8 Teaching is inclusive and effectively promotes fundamental British values of democracy, the rule of law, individual liberty, and mutual respect and tolerance of those with different faiths and beliefs. It encourages respect for other people including those with the protected characteristics set out in the Equality Act 2010.



#### **4. STUDENTS' WELFARE, INCLUDING HEALTH AND SAFETY**

- 4.1 Students' welfare, including health and safety, is good. All Key Standards continue to be met.
- 4.2 The recommendations in this area from the previous inspection report are:
- Put in place appropriate arrangements to ensure all students attend regularly and on time.
  - Ensure ongoing quality checks of homestay accommodation are systematically recorded and monitored.
- 4.3 Satisfactory progress has been made against the first recommendation. Student attendance is carefully monitored via the college's new management information system through notifications, which give clear indications for student absences or lateness. In addition, all students must sign a student agreement form outlining their commitments to their studies and attendance, with disciplinary meetings held with the student if there is any attendance or punctuality concerns. As a result, most student attendance is high and punctuality good. However, a very small number of students do not attend their lessons regularly enough.
- 4.4 Good progress has been made against the second recommendation. Managers regularly check to ensure homestay residences are safe, secure and clean, with all quality checks systematically recorded. In addition, the college's management information system has been developed so that host families receive automated emails asking them to update their information on the system. As a result, homestay provider information, including quality checks, is up-to-date and appropriately monitored.
- 4.5 Health, safety and security of premises are good. The college premises are fit for purpose, appropriately maintained and provide a safe and secure environment for students to learn and staff work. An appropriate range of policies and procedures are in place which effectively reduce the risks from fire and other hazards. Fire precautions, drills and evacuations are regularly undertaken and well-documented. Classrooms are clean, with good lighting, heating, sound insulation and ventilation. They are well equipped and furnished to an appropriate standard. An appropriate number of fire marshals and staff trained in first aid are in place, with full details available on noticeboards throughout the college, including in each classroom. Free drinking water is readily available throughout the college.
- 4.6 Systems for recording registration and attendance are good. Admission procedures are detailed and ensure that accurate admission registers and records are maintained. Electronic student files are accurately maintained and provide a clear record of checks on identification, previous academic experience, and visa status. Attendance records are accurate and daily attendance is closely monitored. Procedures for reporting to the Home Office are highly secure and fully understood by the principal who makes

any required reports in a timely manner. Attendance for students on Student Visas is 87%, which exceeds Home Office requirements.

- 4.7 Pastoral support for students is good. On arrival, students receive a comprehensive induction which includes information regarding their course, college rules and regulations, life in the UK and health and safety procedures. Students complete an arrival questionnaire so that they have chance to reflect on their studies, college facilities, teachers and accommodation. In addition, students have a chance to raise any concerns regarding their studies or accommodation through their first tutorial. As a result, any issues or concerns are dealt with quickly. Students report that they know who to go to if they have a problem and settle quickly in their course, the college and the local Bournemouth area. Relationships between staff and students, and amongst the students themselves, are good. A wide range of policies and procedures reinforce a culture of mutual respect, integration and tolerance and the expectations of appropriate behaviour and conduct.
- 4.8 Safeguarding arrangements for students under the age of 18 are good. Arrangements have proper regard to official guidance and the implementation of safeguarding and recruitment strategies are appropriately checked and regularly reviewed by senior managers. There are two designated child protection officers in place who are trained to the required level. All staff that have access to students under the age of 18 are subject to an appropriate Disclosure and Barring Service (DBS) suitability check prior to or on appointment. Staff teaching students under 18 years undergo suitable safeguarding training at the start of their employment.

## 5. THE EFFECTIVENESS OF GOVERNANCE, LEADERSHIP AND MANAGEMENT

- 5.1 The effectiveness of governance, leadership and management is good. All Key Standards continue to be met.
- 5.2 The recommendation in this area from the previous inspection report is:
- Fully implement quality improvement action plans to ensure that all students consistently benefit from a high-quality experience.
  - Ensure management information systems are systemically organised and maintained to help managers raise and maintain high standards.
- 5.3 Good progress has been made against the first recommendation. Senior managers have implemented an appropriate self-evaluation process which accurately identifies the college's key strengths and actions which will further improve the quality of the provision. Appropriate improvement action plans are created and successfully implemented. As a result, students have benefited from a number of improvements to their experience at the college. For example, being able to track their progress online.
- 5.4 Good progress has been made against the second recommendation. A bespoke management information system has been introduced to provide staff with the data that they need to monitor all aspects of the college provision accurately. As a result, managers quickly access the information that they need to raise and maintain high standards in all aspects of the colleges' work.
- 5.5 The proprietor provides effective oversight of all aspects of the colleges work. They discharge their responsibilities well for financial planning and investment in the future and ensure that good levels of education, welfare, and health and safety are maintained. A clear vision for the future development of the college is in place and is shared by all staff, who work very well together for the good of the students. Relationships between the proprietor, managers and staff are good.
- 5.6 The quality of leadership and management is good. A detailed management structure, with clear roles and responsibilities, ensures that the college is well run and meets all its legal obligations. Policies and procedures are well defined, appropriate and regularly reviewed by senior managers.
- 5.7 Procedures for the recruitment of staff are good, in accordance with legal requirements, with all appropriate checks undertaken. As a result, all required employment and suitability checks are completed on staff before their employment is confirmed.
- 5.8 The provision of information is good. The college's website is clear and user-friendly. Prospective students are able to access accurate and relevant information to inform their study choices. The college was highly responsive in providing information for the inspection in a timely manner.

## **6. ACTIONS AND RECOMMENDATIONS**

The college has improved the satisfactory quality found at the last inspection and the quality is now good.

### **Recommendations for further improvement**

In order to further improve the good quality provided, the college should:

- Continue to monitor attendance and take the necessary action to ensure all students attend regularly.

## INSPECTION EVIDENCE

The inspectors observed lessons and conducted formal interviews with staff and students. They held discussions with the proprietor, senior members of staff and attended registration sessions. Inspectors examined regulatory documentation made available by the college.

### Inspectors

Dr Nigel Chambers	Lead Inspector
Ms Sarah Colmar	Team Inspector

## **7. FINANCIAL SUSTAINABILITY CHECK**

A financial sustainability check was not carried out.