

Learner Recruitment, Selection & Admissions Policy

Academic Year 2025–2026

Version	1.0
Date approved	16/08/2025
Approved by	Senior Management
Next review date	05/08/2026

Purpose of the Policy

The main purpose of this Learner Recruitment, Selection and Admissions Policy is to provide clear guidance and transparent framework for the recruitment, selection, and admission of learners at London School of Management and Media ('LSMM').

The policy aims to ensure that all applicants are recruited with integrity, are treated fairly and equitably, and decisions are made in alignment with requirements established by awarding bodies.

Scope

This policy applies to all courses delivered at London School of Management and Media at all its centres and affiliate centres worldwide.

General Principles

Equality and Inclusivity: Staff at London School of Management and Media are dedicated to providing a learning environment where all applicants and prospective learners are treated fairly and with respect. Our recruitment process reflects our commitment to removing barriers to education and skilling, and promoting equality and diversity at LSMM, ensuring that every individual has opportunities to apply and succeed in their studies.

Transparency: Information about courses available, application processes, entry requirements and any additional information will be clear and easily accessible via our website and prospectus.

Suitability: The recruitment process at LSMM is structured to ensure that applicants and prospective learners are enrolled on courses that meet their needs and will enable them to thrive and succeed. In the recruitment and admissions process, we consider each applicant's qualifications, experiences and unique situation to suggest the best learning path. This method does not just increase the likelihood of success but also guarantees that learners are involved in challenging and rewarding programmes, aiding in their overall personal and professional growth.

Support: Our dedication is to offer complete assistance during the recruitment and admission process, so that every applicant and prospective learner receives the necessary guidance to make informed decisions about their education.

Roles and Responsibilities

LSMM Admissions Team

The Admissions team has overall responsibility for learner recruitment at LSMM. The team -

- ensures that LSMM meets its obligations under Consumer Protection Law and that recruitment literature, including course information published on the website, is compliant with the guidance published by the Competition and Markets Authority (CMA).
- acts as the first point of contact for all course enquiries, applications and enrolments.
- provides initial information, advice and guidance (IAG) and arrange additional guidance from academic teams, if appropriate.
- ensures applicants meet the entry requirements, including undertaking English language assessments.
- oversee the issuing of conditional or unconditional offers to applicants, managing acceptance and enrolment procedures.
- ensure compliance with internal and external requirements, including those set out by awarding bodies and universities.
- ensure the application form includes proof of learners' identity, including photographic ID.
- ensure learners are registered with awarding bodies/universities within 28 days of enrolment.
- handle any appeals or complaints related to the admissions process, ensuring transparency and fairness in decision-making.
- maintain accurate and up-to-date records, ensuring data protection and confidentiality in compliance with Data Protection Policy.

Heads of Departments (Academic)

Heads of Departments play a vital role in the selection and recruitment of learners at London School of Management and Media including:

- clearly defining the entry criteria for applicants
- reviewing applications, including academic qualifications, personal statements, references and other relevant documentation
- where necessary, conducting interviews or other assessments, including English language, to evaluate an applicant's potential for success in the programme
- ensuring final decisions are clearly communicated in a timely way to the Admissions Office
- ensuring the selection process is unbiased, transparent and consistently applied.

International Office

The International Office is responsible for ensuring that international learners are fully supported during the recruitment process at LSMM and its affiliate centres.

This office will:

- work closely with LSMM Admissions Team to target and recruit international learners through international recruitment fairs and overseas agents.
- guide international learners through the visa application process.
- ensure international learners meet the requirements for studying in the UK or any other country where LSMM has centres/affiliate centres.
- provide international learners with pre-arrival support to enable them to integrate and settle into their studies at LSMM centres/affiliate centres.
- provide information about required language proficiency tests and signpost learners to Academic Support / Student Welfare for additional language support.

Academic Support/Student Welfare

Our Academic Support, and Student Welfare staff is responsible for ensuring that learners with disabilities, learning difficulties and/or additional learning needs are appropriately supported at LSMM.

This staff will:

- provide information and advice to applicants regarding the support available and how to disclose their disability or learning needs during the application process
- work with the Admissions Office and academic departments to ensure that appropriate reasonable adjustments are implemented in line with the learners' normal way of working during the application process (see Reasonable Adjustments and Special Considerations Policy).

Applicants

Applicants will

- ensure that all information provided in the application process is accurate and truthful.
- submit the application form and supporting documents within specified deadlines.
- respond promptly to any communications and requests from the Admissions team or Head of Department and/or Academic Support / Student Welfare.
- disclose any information that may impact their application and/or studies at LSMM and its affiliate centres, including disability or learning needs, criminal convictions, so that LSMM can make appropriate accommodations.

Information, Advice and Guidance (IAG)

LSMM will provide accurate, comprehensive and timely information about programmes, through its website, open days, and course prospectus. All the information will be in English language, and will include:

- course title
- entry requirements/criteria
- core modules for the course and an indication of likely optional modules, including whether there are any optional modules that are generally provided each year

- information about the composition of the course and how it will be delivered, e.g., contact hours, (and whether these will be in person, online or a mix of blended learning)
- the award to be received on successful completion of the course, e.g., Level 3 award, Extended Diploma, undergraduate degree.
- location of study or possible locations, including online
- length of the course
- total costs, including:
 - tuition fees – this should include, if applicable, whether fees in future years will increase and by how much
 - other extra costs students are likely to incur, e.g., registration fees, textbooks, field trips, additional costs for appeals or resubmissions

All prospective learners will have access to professional IAG services to help them understand the course content, progression routes, and potential career outcomes. [Explain in more detail what is available to applicants and prospective learners].

Application and Interview

Application Submission

Applicants are required to submit an application online through our secured website/portal, adhering to deadlines and providing photographic ID and accurate information, including educational qualifications, personal statements, and references.

Applications will be acknowledged within 05 working days, and applicants will be provided with information on the next steps in the process.

Interview

Applicants may be invited to attend an interview to assess their suitability for the programme. Interviews will be conducted by qualified staff members who will evaluate the applicant's academic background, experience, motivation and future goals.

To ensure a standardised approach for interviews and to avoid discrimination or bias, there is a clear structure for each interview and admissions staff receive training to meet standards and ensure consistency.

If an applicant discloses an additional learning need when applying, they will have access to support personnel during their enrolment interview to address and coordinate support as much as possible. Arrangements can be made to have learning support staff available for guidance and assistance.

Applicants with Disabilities or Specific Learning Needs

LSMM is committed to ensuring that applicants with disabilities, learning difficulties and/or additional learning needs are provided with the necessary support during the application process and throughout their studies.

Applicants are encouraged to disclose any disabilities at the earliest opportunity to ensure appropriate adjustments can be made.

Academic Support / Student Welfare staff will liaise with the applicant to assess their needs and implement reasonable adjustments during the selection process (see Reasonable Adjustments and Special Considerations Policy).

LSMM will also ensure accessibility of materials and physical environments.

International Students

International students must meet the institution's academic and language requirements, as well as visa regulations. The International Office will assist applicants through this process.

LSMM will provide guidance on visa applications and comply with all relevant immigration policies to ensure students are eligible to study.

Orientation programmes and ongoing support will be provided to international students to help them integrate academically and socially.

Initial Assessment

All applicants will undergo an initial assessment to ensure they meet the entry requirements of the course and to identify any additional learning support needs.

Assessment of applicants' English skills is an important part of the recruitment process. With a strong emphasis on writing skills (as most of our qualifications require assignment-based assessment), learners must have an appropriate standard of English to enable them to access relevant resources and complete the unit assignments. The required level of English is specified in the respective course/qualification specification.

Special arrangements can be made for learners with disabilities or learning difficulties to ensure an inclusive process.

Decisions

Selection decisions are made based on a range of criteria, including but not limited to:

- academic qualifications
- personal and professional achievements
- potential for success in the chosen field of study.

Decisions regarding an applicant's application will be determined by the Admissions Committee following the interview result, initial assessment, and any extra details submitted (like references). The applicant will be informed of the decision within 45 working days of their application date.

If an applicant is not considered suitable for their desired program, other possibilities will be explored to assist them in discovering a more suitable course or route.

Conditional Offers

Where applicable, applicants may receive conditional offers subject to meeting specific academic or personal requirements.

Enrolment

Applicants who are successful will receive an invitation to proceed with the enrolment process, which involves providing additional necessary paperwork (such as photographic identification and qualifications), verifying payment plans, and addressing any additional support requirements.

Registration

Applicants will be registered with the awarding body/University within 28 days of starting their course at LSMM.

Changes to and Discontinuation of Programmes

LSMM reserves the right to make changes to or discontinue programmes if necessary.

In the event of significant changes or programme discontinuation, applicants will be notified at the earliest opportunity and provided with alternative options.

Where applicable, applicants will be offered the opportunity to transfer to another programme within the institution.