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## **TRAINING PROVIDERS CIRCULAR NO. 3/2010**

### **IMPLEMENTATION OF STAR RATING SYSTEM FOR TRAINING PROVIDERS REGISTERED WITH PEMBANGUNAN SUMBER MANUSIA BERHAD**

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#### **1.0 PURPOSE**

The purpose of this Circular is to inform training providers on the implementation of star rating system for training providers registered with Pembangunan Sumber Manusia Berhad (PSMB).

#### **2.0 BACKGROUND**

2.1 Under the current procedures, training providers registered with PSMB are categorised into four categories, namely Category A, B, B(HO) and C. The definitions of each category are as follows:

- (a) Category A is meant for training providers with an office, a minimum of one (1) training room and / or computer laboratory and / or workshop with training facilities, at least two (2) full-time local trainers and supporting staff. Training providers under this category must have been incorporated with Companies Commission of Malaysia (CCM) for at least one (1) year and must also have conducted in-house or public training programmes for at least one (1) year. They are allowed to participate under all PSMB's training schemes.
- (b) Category B is meant for training providers without training rooms and training facilities but have an office with at least one (1) full-time local trainer and supporting staff. Training providers under this category must also have been incorporated with CCM for at least one (1) year and must also have conducted in-house or public training programmes for at

least one (1) year. They are only allowed to participate under SBL, SBL-Khas and PROLUS (soft skills at the certificate of attendance level) training schemes.

- (c) Category B(HO) is meant for training providers who do not have an office and supporting staff and they are generally a “one-man show” operating from residential premises. Training providers under this category must have been incorporated with CCM for at least one (1) year and must also have conducted in-house or public training programmes for at least one (1) year. They are allowed to participate only under SBL and SBL-Khas training schemes.
  - (d) Category C is meant for training providers without training rooms and training facilities but have an office with supporting staff. There is also no requirement for full-time local trainers. Training providers under this category must have been incorporated with CCM for at least one (1) year and must also have conducted in-house or public training programmes for at least one (1) year. They are only allowed to participate under the SBL training scheme.
- 2.2 However, the classification of training providers according to category has created a perception that only training providers who are categorised in Category A are better training providers compared to the other three categories. This perception does not reflect the actual quality of training programmes and trainers of the training providers, irrespective of categories, who offer excellent training programmes to employers.
- 2.3 To correct this perception, PSMB is implementing the star rating system for training providers registered with PSMB.

### 3.0 ASSESSMENT CRITERIA

- 3.1 Assessments of the star rating system are only for **Category A** and **B training providers** and will be based on two (2) aspects, namely, Qualifying Criteria and Process Mechanism.

#### 3.1.1 Qualifying Criteria

- (a) Training providers who offer high-end soft-skills and hard-skills training programmes to participants will be given higher marks compared to training providers who offer only low-end soft-skills and hard-skills training programmes to employers.

- (b) For training providers who register training programmes under the PROLUS and SBL-Khas Schemes with a minimum of five (5) training programmes or more will be given higher rating compared to training providers who register less than five (5) training programmes under the schemes. Similarly, training providers who have a minimum of five (5) training programmes registered under the PERLA Scheme will be given higher rating compared to training providers who register less than (5) training programmes under the scheme.
- (c) In comparison of training programmes conducted for PSMB registered employers versus non-PSMB registered employers inclusive of government in terms of business strategy, training providers who offer more than 70% of training programmes to PSMB employers annually in terms of total number of training programmes conducted will acquire higher rating compared to training providers who conduct training programmes for PSMB registered employers versus non-PSMB registered employers less than 70% annually.
- (d) Training providers who offer more than 50% of training programmes to SME employers registered with PSMB annually will acquire higher rating compared to training providers who offer more than 50% of training programmes annually to big employers.
- (e) For training materials, training providers who provide comprehensive training manuals will be given higher rating for this assessment compared to training providers who provide incomprehensive training materials to participants.
- (f) For training providers who have two (2) full-time and 10 part-time trainers will be given higher rating for this criterion in comparison with training providers who only engage less than two (2) full-time and 10 part-time trainers.
- (g) In terms of trainers' qualifications, full-time and part-time trainers with academic qualifications of Diploma and above coupled with professional qualifications such as ACCA, CIMA, CISCO, CCNA etc. will be given higher marks compared to those trainers who only possess academic qualifications of SPM or STPM without possessing Diplomas / Bachelor's degrees or

Masters / Ph.Ds / Doctorate or combination with professional qualifications. Trainers who possess professional qualifications alone will acquire lower marks compared to those trainers who possess a combination of academic and professional qualifications. Trainers who possess Masters degrees or Ph.Ds / Doctorate whoever possess the highest qualification will acquire higher rating compared to those trainers who only possess Diplomas / Bachelor's degrees. In the circumstances that trainers who possess two (2) bachelor's degrees compared to those trainers who possess one (1) Masters degree, or trainers who possess two (2) Masters degrees compared to trainers who possess one (1) Ph.D / Doctorate, trainers with the highest qualification will acquire higher rating irrespective of how many degrees a trainer possess the qualification.

- (h) For working and training experience, trainers with more than five (5) years of industrial working experience and five (5) years of training experience with a minimum of 25 sessions of training programmes conducted for the past five (5) years will be given higher marks compared to those trainers who have less than five (5) years of industrial experience and five (5) years of training experience with less than 25 sessions of training programmes conducted for the past five (5) years. In the event that trainers who have more than five (5) years of industrial experience e.g. 20 years of industrial experience but have less than five (5) years of training experience e.g. two (2) years of training experience will acquire lower marks compared to trainers with less than five (5) years of working experience but have more than five (5) years of training experience with 25 sessions of training programmes conducted for the past five (5) years.
- (i) Aside from the above criteria, training delivery is also one of the important areas that should be assessed where training programme evaluation should be conducted by training providers to gauge its effectiveness of the training programmes conducted. Training providers who conduct programme evaluation based on the Level 1 of Kirk Patrick's Evaluation Model will acquire higher marks for this criterion.
- (j) Training providers who have mechanism to improve training programmes, the frequency of training

programmes with more than 10 training programmes conducted as well as training calendar and training content in PSMB portal will acquire higher rating for this assessment.

- (k) In terms of training facilities, training providers who have training institutes or training academy with a minimum of four (4) training rooms / training laboratories and training facilities such as LCD projectors, TV including machines and tools will acquire higher marks for the star rating assessment.
- (l) Training providers who have ISO certification, conduct benchmarking, initiate continuous improvement activities for their organisations inclusive of their training programmes, conduct customer satisfaction survey index to increase their customer satisfaction as well as obtain quality awards or human resources development awards e.g. Prime Minister Quality Award, Quality Management Award, Human Resources Development Award and others will be given higher rating for this criteria.
- (m) For office management, training providers who provide full-time customer support, have good filing system, layout, customer service, training log and housekeeping will get higher marks for this criteria.
- (n) Determination of the star rating to be awarded to training providers will be based on the marks achieved as follows:

<b>Total Marks</b>	<b>Star Rating</b>
86-100	5 Star
71-85	4 Star
56-70	3 Star
41-55	2 Star
36 – 40	1 Star
35 and below	No Star

### 3.1.2 Process Mechanism

- (a) The star rating system is a value-added service provided by PSMB to its registered training providers. No application is required neither processing fee is imposed. Eligibility of assessment will be notified upon the renewal of the training providers' certificate. It will be assessed separately and will not be linked to the renewal of the certificate. Nonetheless, submission of the star rating form shall be within two (2) months of the date of the renewal certificate. Training providers may apply for early assessment depending on case-to-case basis.
- (b) For newly registered training providers, the star rating will be awarded after one (1) year of registration with PSMB. Example, if a training provider registers in June 2010, the rating will be given in July 2011.
- (c) The validity of the star rating is two (2) years. However, PSMB reserves the right to revoke any ratings that have been awarded due to infringements on the terms and conditions as registered training providers before the expiry of the validity period.
- (d) Notwithstanding paragraph 3.1.2 (c) above, training providers are allowed to be reassessed for higher rating before the expiry of the 2-year period subject to a processing fee of RM350.

## 4.0 CONCLUSION

- 4.1 It is hoped that with the implementation of the star rating system, training providers registered with PSMB will provide quality training programmes to employers, and thus more knowledgeable and skilled workers can be produced to meet the demand of the market in today's competitive environment.
- 4.2 Please feel free to contact our Customer Service Officer at 03 – 2096 4600 should you require further clarification or assistance.
- 4.3 This circular shall take effect from the date of this circular letter.

Thank you.

***“PEKERJA TERLATIH MENJANA KECEMERLANGAN”***  
***”Pekerja Berinovasi Pemacu Transformasi”***

Yours sincerely,

**( AMIRNUDDIN BIN MAZLAN )**  
Chief Executive  
Pembangunan Sumber Manusia Berhad