

# **MEMORANDUM OF UNDERSTANDING (MoU)**

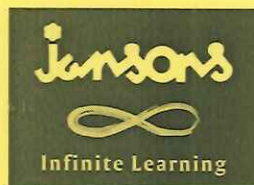
**Between**

**DMI St. Eugene University, Lusaka, Zambia**



**And**

**Jansons School of Business, Coimbatore, India**



**October 2025**

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## PREAMBLE

This Memorandum of Understanding (MoU) is entered into on this <sup>th</sup> 24 day of October, 2025, by and between:

**DMI St. Eugene University (DMISEU)**, a higher education institution established in Zambia and duly recognized by the Higher Education Authority (HEA), with its main campus located in Lusaka, Zambia.

## AND

**Jansons School of Business**, a premier academic institution under Jansons Foundation located in Coimbatore, Tamil Nadu, India, dedicated to providing quality business education and promoting research and innovation.

Hereinafter referred to collectively as the “Parties” and individually as a “Party”.

## PURPOSE

The purpose of this MoU is to foster academic and professional cooperation between the two institutions through the sharing of faculty, co-organization of academic events, joint research initiatives, and collaborative publications. This partnership is intended to enhance the educational experience, research output, and global exposure of faculty and students from both institutions.

### 1. Article 1 -GENERAL TERMS AND CONDITIONS

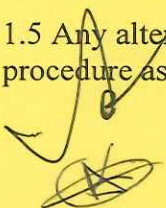
1.1 This Memorandum shall have a duration of ten (10) years from approval of the Councils of the Universities and may be renewed or extended by mutual written consent.

1.2 The MoU may be terminated by either Party with three (3) months prior written notice.

1.3 After five (5) years from the signing date, a general assessment shall be conducted by the Parties.

1.4 Renewal shall be effected by exchange of Letters of Intent within six (6) months before expiry.

1.5 Any alterations shall be agreed jointly and submitted in writing, following the same procedure as the original MoU.





1.6 In case of disputes, Parties shall resolve issues amicably.

1.7 The MoU shall take effect upon ratification by the Councils of DMI St. Eugene University and Jansons School of Business.

1.8 This MoU is made in two (2) equally authentic copies, one for each Party.

1.9 This MoU is not intended to be legally binding and does not impose material, financial, or other obligations on either Party.

## **2. Article 2 — FUNDING AND FINANCE**

2.1 Exchange or visits under this Memorandum shall, in principle, be organized by the respective Parties.

2.2 Development of joint activities will depend on the availability of funds.

2.3 Both institutions shall endeavor to secure financial support from national and international institutions for the implementation of this Memorandum.

2.4 Financial arrangements will be negotiated on a case-by-case basis for each specific project or programme.

2.5 The costs related to tickets, lodging, medical expenses, honorarium payments, consultancy, and any other associated expenses shall be discussed and agreed upon by the authorized officers of both institutions for each individual activity.

2.6 The receiving institution shall provide accommodation for visiting staff/faculty on an in-campus basis whenever possible.

2.7 Each Party shall bear its own costs related to travel, accommodation, and honoraria of its faculty/staff unless otherwise mutually agreed.

2.8 Funding for joint research initiatives or academic events shall be sourced jointly or as mutually agreed upon in the specific project documentation.

## **3. Article 3 — AREAS OF COOPERATION**

3.1 Collaboration between the two institutions will be established within any field of common interest in **business and management disciplines**, depending on financial means and practical feasibility, especially in the following areas:

3.1.1 Business Administration and Management

3.1.2 Finance, Accounting, and Banking

3.1.3 Marketing, International Business, and Entrepreneurship





3.1.4 Human Resource Management and Organizational Behaviour

3.1.5 Data Analytics, Business Intelligence, and Information Systems

3.1.6 Corporate Governance, Strategy, and Sustainability

3.1.7 Other related areas relevant to Business and Commerce

3.2 Where one collaborating institution does not have the capacity to cover a field of interest, the other institution shall facilitate such a request by identifying appropriate academic resources and facilities to support the relevant activity.

3.3 The mode of ownership of research materials and findings shall be clearly defined at the commencement of each collaborative activity and shall conform to the policies and regulations of both institutions.

3.4 The cooperation may take the form of, but not be limited to, the following:

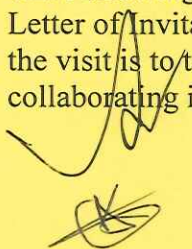
- Exchange of academic staff for lectures, seminars, and guest talks
- Exchange of students for short-term study, internships, or projects
- Participation as external examiners or reviewers for academic assessments
- Joint research projects and access to teaching and research infrastructure
- Exchange of case studies, teaching materials, and academic publications
- Provision of scholarships, fellowships, or fee waivers for students and faculty
- Joint organization of academic conferences, management summits, and workshops
- Collaboration in curriculum design, innovation, and quality enhancement
- Any other area mutually agreed upon for academic or institutional benefit

#### **4. Article 4 – EXCHANGE OF ACADEMIC STAFF**

4.1. The purpose of normal exchange of staff shall be for:

- 4.1.1. Block teaching of modules in core business disciplines such as Marketing, Finance, HRM, International Business, and Strategy
- 4.1.2. Training in pedagogy and adoption of international standards in business education
- 4.1.3. Grant proposal development, manuscript writing, and publication support
- 4.1.4. Guest lectures, case study facilitation, and experiential teaching practices
- 4.1.5. Collaborative research, co-authored publications, and data analysis in business-related themes
- 4.1.6. Academic consultancy, business incubation support, and commercialization of research
- 4.1.7. Institutional development through academic leadership and administration training
- 4.1.8. Mentorship programs for junior faculty and research scholars
- 4.1.9. ICT integration in teaching, and sharing of digital learning platforms and resources

4.2. Following receipt of written credentials and proposed activities, either Party may issue a Letter of Invitation to the other Party, detailing the proposed terms and conditions under which the visit is to take place. The invitation shall be extended with the knowledge and consent of the collaborating institution, and all terms shall be made transparent.





4.3. Negotiations concerning such visits shall include discussion of funding sources and methods for covering expenses related to the visiting staff member(s).

4.4. Payment for such engagements shall be made either to the home institution or directly to the staff member concerned, as mutually agreed in the terms and conditions.

4.5. Visiting staff members shall be required to adhere to the rules, policies, and regulations of the host institution during their assignment.

4.6. Specific details, including financial arrangements, shall be formalized in a separate agreement signed by both institutions.

## **5. Article 5 – ORGANIZATION OF CONFERENCES AND WORKSHOPS**

5.1 Both Parties agree to jointly organize academic and professional **conferences, seminars, workshops, webinars, and symposia** in the fields of Business, Management, Finance, Marketing, Entrepreneurship, and other relevant areas of mutual interest.

5.2 The **commercial aspects** of organizing such events, including resource sharing, sponsorship, and participant costs, shall be **discussed and mutually agreed upon** by both Parties on a case-by-case basis.

5.3 The events may be conducted in **online, offline, or hybrid modes**, as applicable. Inclusion of **external collaborators or third-party partners** may be permitted with the **mutual consent** of both Parties to this MoU.

## **6. Article 6 – JOINT RESEARCH AND SHARING OF TEACHING AND RESEARCH FACILITIES**

6.1 Both Parties agree to embark on **joint research initiatives** in areas of mutual academic and industry relevance, such as Business Management, Finance, Marketing, Entrepreneurship, International Business, and Sustainability.

6.2 Both Parties agree to **share research, innovation, and teaching facilities** whenever feasible and beneficial to collaborative objectives.

6.3 The **Intellectual Property Rights (IPR)** arising from research shall be determined based on the nature of the contribution—remaining with the individual party conducting the research, the home institution, the host institution, or shared jointly—subject to mutual agreement.

6.4 Access to proprietary data, case materials, or field study information shall comply with the **data governance policies** of the respective countries and institutions.

6.5 **Financial terms** related to research collaboration shall be discussed and mutually agreed upon on a case-by-case basis.

6.6 Both Parties may jointly seek **funding opportunities** from national and international agencies, corporate partners, or government programs to support the execution of joint research.





6.7 All research projects shall adhere to the **ethical and academic regulations** of the respective national bodies, such as the University Grants Commission (UGC) or the Indian Council of Social Science Research (ICSSR) in India, and the Higher Education Authority (HEA) in Zambia.

6.8 The Parties shall establish **joint research and educational programs**, and for each such initiative, a **task group and coordinator** shall be appointed to oversee implementation. The coordinators will report annually to their respective institutional authorities on project status and progress.

## **7. Article 7 – EXCHANGE OF INFORMATION AND PUBLICATIONS**

7.1 Both Parties agree to encourage and support **joint authorship** of academic publications, including **research papers, case studies, books, and journal articles** in areas of mutual interest within the domain of Business and Management.

7.2 The exchange of information is **not limited to research outputs** but also includes **market trends, industry reports, teaching materials, and policy insights**, aimed at enhancing academic resources and business acumen at both institutions.

7.3 All such information exchanges and co-publications are subject to the **intellectual property laws and academic publishing norms** of the respective countries and institutions.

7.4 The Parties will also facilitate **co-publication in peer-reviewed and indexed journals or conferences**, where applicable, with **dual institutional affiliations** clearly acknowledged.

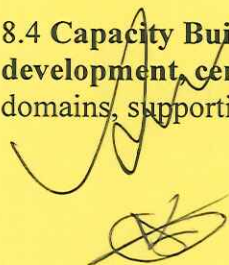
## **8. Article 8 – Intellectual Property Rights**

8.1 **Intellectual Property Rights (IPR):** Any intellectual property rights arising from **jointly conducted research, co-authored publications, or collaborative innovations** shall be shared between the institutions in accordance with **applicable national and international laws**, and subject to **mutually agreed terms** established at the outset of each project.

8.2 **Revenue from Commercialization:** Any revenue generated through **commercialization of joint research outcomes or intellectual property** shall be shared as per mutually agreed terms, guided by institutional policies and applicable funding agency regulations.

8.3 **Shared Access to Academic Resources:** Both institutions agree to **share access to digital libraries, databases, and knowledge repositories**, to enhance the academic and research capacities of students and faculty.

8.4 **Capacity Building and Professional Development:** Both Parties will collaborate on **faculty development, certification programs, and executive training** initiatives in business-related domains, supporting **continuous professional growth**.





## 9 Article 9 – OTHER AREAS OF COOPERATION

**9.1 Professional Accreditation and Compliance:** Where required, the **host institution** inviting a **visiting academic or business professional** shall facilitate and bear the cost of any **necessary local registration, accreditation, or compliance processes** in accordance with national regulations.

**9.2 Revenue Sharing from Joint Programs:** Any **revenue generated through collaborative activities** such as **executive education programs, consulting projects, or online certification courses** shall be shared between the institutions based on mutually agreed terms, in line with the **principles of academic partnership and cost-sharing frameworks**.

**9.3 Library and Digital Resource Sharing:** Both institutions agree to **mutually share access to academic libraries, business databases, case study repositories, and e-learning platforms**, enhancing **student learning and faculty research capabilities**.

**9.4 Continuous Professional Development (CPD):** The Parties commit to sharing and co-developing **CPD programs, workshops, and faculty enrichment initiatives** aimed at strengthening **pedagogical skills, industry relevance, and leadership development** for academic and administrative staff.

## 10 Article 10 – NOTICES

**10.1 Notices:** All communications shall be in the **English language**. All notices to be given hereunder by either Party to the other shall be given by registered mail, fax, or by hand, to the following addresses or such other address as the Party shall designate by notice to the other.

If to JSB:

**JANSONS SCHOOL OF BUSINESS**

Karumathampatti

Coimbatore-641 659

Tamil Nadu, India

Attention : Dr. Devi Premnath

Email : [devipremnath@jsb.ac.in](mailto:devipremnath@jsb.ac.in)

If to DMISEU


**DMI St. Eugene University (DMISEU)**

Attention :

Email :



## SIGNATORIES

For DMISEU	For Jansons School of Buisness
Signature 	Signature 
Name Douglas Kunda	Name: Dr. A G V Narayanan
Designation Vice Chancellor	Designation: Director
Seal 	Seal 
Date : 24.10.2025	Date: 24.10.2025
Witness for DMISEU	Witness for Jansons School of Business
Signature 	Signature 
Name:	Name: Dr. Devi Premnath
Designation	Designation: Professor & Head-Academic Collaborations
Seal	Seal
Date: 24.10.2025	Date: 24.10.2025

**Dr. A. G. V. NARAYANAN**  
DIRECTOR  
JANSONS SCHOOL OF BUSINESS  
KARUMATHAMPATTI  
COIMBATORE - 641 659