

## **Memorandum of Understanding**

**-between-**

**Jansons School of Business, India**  
(Hereinafter referred to as "JSB")  
Karumathampatti, Coimbatore - 641 659

**-and-**

**University of Niagara Falls, Canada**  
(Hereinafter referred to as "UNF")  
4342 Queen Street, Niagara Falls, ON, Canada L2E 7J7

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Jansons School of Business and the University of Niagara Falls, Canada, agree to collaborate under the following terms:

### **1. Purpose**

The purpose of this Memorandum of Understanding (hereinafter referred to as "MOU") is to establish a cooperative framework and promote educational collaboration between the two institutions across various areas of common interest. This collaboration aims to enhance the educational experiences of students from both institutions. The areas of cooperation may encompass:

- a) Articulation and pathway progression opportunities;
- b) The UNF Discovery short-term program to support student mobility;
- c) Faculty exchange and collaboration;
- d) Other activities as agreed upon mutually.

### **2. Financial Terms**

The funding of activities related to this MoU will be determined at the time a specific project for specific activities is approved by both parties to this Memorandum of Understanding. Both parties understand that all financial arrangements which are negotiated will depend on the availability of funds.

### **3. Duration**

This Memorandum of Understanding will be operative for a period of five years. During the fifth year, the MoU will be reviewed and can be terminated by either party with a 60-day written notification.

### **4. Marketing and Promotions**

- 4.1 University of Niagara Falls Canada and Jansons School of Business agree each party grants the other party a non-exclusive, non-transferable right to use its logo and related branding materials solely for the purpose of promoting the collaborative activities outlined in this MOU.
- 4.2 Any use of the other party's logo and marketing materials shall be subject to the prior written approval of the owner of such materials. The requesting party shall submit the intended use and final design for review and approval before publishing.
- 4.3 The parties agree not to use each other's logos and marketing materials in any way that may damage or dilute the brand, reputation, or image of the other party.

#### 5. Extension

This MoU may be extended to other areas of cooperation between the two parties as mutually agreed. Such extensions will take the form of an annexure to this Memorandum of Understanding.

#### 6. Effective Date

This MoU will become effective upon the date of signature by the below-named representatives of both institutions. In case joint international educational programs are conducted, a separate agreement will be executed, and its provisions shall enter into force.

#### 7. Contact Information

For UNF

Contact Person : Lisa Zhuo

Title : Director,

Global Engagement and Collaboration Partnerships

Email : lisa.zhuo@unfc.ca

For JSB

Contact Person : Devi Premnath

Professor & Head - Academic Collaboration

Email : devipremnath@jsb.ac.in

#### 8. Implementation

For each institution, the rector will serve as the chief implementation officer for activities developed under this MoU. The rectors may appoint additional implementation officers for each activity as needed.



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Dr A G V Narayanan  
Director

On behalf of  
Jansons School of Business, India

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Dr Cyndi McLeod  
President

On behalf of  
University of Niagara Falls, Canada

23/08/2025

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

