



LETTER OF AGREEMENT

between

ASIAN INSTITUTE OF TECHNOLOGY (AIT), THAILAND

and

UNITED GROUP (UG), INDIA

for

GLOBAL EXCHANGE PROGRAM IN MASTER OF BUSINESS ADMINISTRATION

This **Letter of Agreement (LOA)** is drawn up and agreed upon to establish the cooperation between the Asian Institute of Technology (hereinafter referred to as **AIT**), located at Km. 42, Paholyothin Highway, Klong Neung, Klong Luang, Pathumthani, 12120, Thailand and the United Group (hereinafter referred to as **UG**), located at Prayagraj & Greater Noida, UP, India.

The **Asian Institute of Technology (AIT)** is an international institute of higher learning. Asia's pioneer institution was established in 1959 to help meet the region's growing needs for advanced learning in engineering, science, technology and management, research and capacity building. AIT's mission is to develop highly qualified and committed professionals who will play a leading role in the region's sustainable development and its integration into the global economy. AIT is based in Thailand.

The **United Group (UG)**, Prayagraj, India, founded by late Shri Shiv Ram Das Gulati in 1951, is a pioneer in the field of technical and management education. UG's mission is to graduate well-educated students who are prepared to meet the challenges of a rapidly changing, increasingly complex world, and to contribute to the betterment of the world. The United group's umbrella, comprises of the following educational entities:

United University, Prayagraj.

United Institute of Management, Prayagraj.

United College of Engineering & Research, Prayagraj.

United Institute of Technology, Prayagraj.

United Institute of Pharmacy, Prayagraj

United Institute of Management (Faculty of undergraduate studies), Prayagraj

United College of Pharmacy, Prayagraj

United Institute of Management, Greater Noida.

United College of Engineering & Research, Greater Noida.

United College of Education, Greater Noida

AIT and **UG** entered an understanding to serve as a framework for cooperation and is intended to facilitate academic collaboration between AIT and UG.

ARTICLE I: PURPOSE

This LOA aims to enable cooperation between AIT and UG to establish a project-based Global Education Program in Digital Business Administration for students from UG. This program is developed to provide unique global education opportunities to UG students by doing the project and some courses in AIT.

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ARTICLE II: THE PROGRAM

The Asian Institute of Technology will offer the Global Education Exchange Program to students from UG who wish to join and do their projects for two months in AIT.

- 2.1. Students will be provided a list of modules options and will be assigned to one accordingly based on student background, merits, and/or student choice
- 2.2. There will be a periodic evaluation and final presentation.
- 2.3. Each module will consist of 24 hours of teaching/ a tutorial, details is shown in Appendix 1.
- 2.4. AIT will issue Completion Certificate based on the successful evaluation of the project-based learning.

ARTICLE III: JOINT RESPONSIBILITIES


- 3.1. UG and AIT will seek quality education offerings.
- 3.2. UG will select candidates studying MBA and send the list to AIT at least 2 months ahead of the September term to complete the process of admission and also issue admission and visa letters,
- 3.3. UG will send minimum 15 and maximum 40 students under this program.
- 3.4. AIT will issue Certificate of Completion for the completed courses along with transcripts.
- 3.5. AIT and UG will designate two coordinators one from each side to coordinate, evaluate and monitor the operations of the program.
- 3.6. AIT shall be responsible for providing information to the candidates about the registration and other fees structure at UG for Global MBA Exchange Program.
- 3.7. AIT assumes responsibility for issuing the admissions registration certificate necessary for visa application and on arrival transportation arrangements and date and time to be indicated by the office of the Special Degree Programs arrival pick-up service.
- 3.8. AIT will provide accommodation inside the campus to the students during their stay at AIT.
- 3.9. Students under this exchange program will be entitled to AIT ID and Medical Insurance
- 3.10. Students under this program will be entitled to all email, library, sports and other facilities like regular students.
- 3.11. Students will be governed by all academic regulations and institute rules during their period of study in AIT.

ARTICLE IV: FEE STRUCTURE

- 4.1 The Tuition fees mutually agreed is as given in Appendix 2. The fee will cover the cost of tuition and registration, accommodation, medical insurance, student ID and local transportation of field trips. Students will also have to bear the costs of visa, food, and other living expenses.
- 4.2 Students joining AIT will pay to their parent institute and the required funds would be transferred to AIT from United Group as per the invoice before the start of semester exchange at AIT.
- 4.3 Other fees, to be borne by students, are shown in Appendix 2 for AIT.

ARTICLE V: SPECIAL PROVISIONS

- 5.1 Each party will consult with and take the approval of the other party to use the latter's name, the names of the latter's officials /faculty members, and the logo for the activities under this LOA, and dissemination of results, on a case-by-case basis.
- 5.2 The two parties will consult with each other and attempt to resolve disputes or misunderstandings that arise in the administration of this LOA or any subsequent associated agreement informally. Any dispute, controversy or claim arising under, out of or in connection with the agreement shall be settled amicably. If an amicable solution cannot be reached for any reason, within 60 days, the most diligent party shall refer the dispute to mediation. If the mediation is not conclusive for any reason within 60 days, the most diligent party may refer the dispute to the competent jurisdiction in Thailand.

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5.3 Neither Party shall be liable for any unforeseeable event beyond its reasonable control caused by the fault or negligence of such Party, which causes such Party to be unable to perform its obligations under this Agreement, and which it has been unable to overcome by the exercise of due diligence. In the event of the occurrence of such a force majeure event, the Party unable to perform shall promptly notify the other Party. It shall further use its best efforts to resume performance as quickly as possible and shall suspend performance only for such period of time as is necessary as a result of the force majeure event.

ARTICLE VI: CONTACT PERSONS (DETAILS)

Asian Institute of Technology

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United Group

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This Letter of Agreement (LOA) is prepared in two identical copies. Each Party holds one original copy, duly signed by the Vice President(Academic affairs) of AIT and the Vice Chairman of UG.

For and on behalf of:

Asian Institute of Technology
Thailand



Prof. Nitin Kumar Tripathi
Vice President(Academic Affairs)
Executive Director, Special Degree
Programs, AIT Thailand

Date: 15-4-2024

United Group
India



Mr. Satpal Gulati
Vice Chairman,
United Group

Date: 15-4-2024

Appendix 1: Subject and Course details

Tentative module courses

Strategic Management

3 units (24 hours of lectures)

Unit 1 (5 hours): Introduction

Unit 2 (8 hours): Environmental Scanning

Unit 3 (9 hours): Strategy Formulations

Innovation & Entrepreneurship

3 units (24 hours of lectures)

Course Objectives:

Unit 1 (7 hours): Innovation

Unit 2 (6 hours): Entrepreneurship

Unit 3 (9 hours): Entrepreneurial Finance, Assistance and Entrepreneurial Development Agencies

Consumer Behavior & Marketing Communication

3 units (24 hours of lectures)

Unit 1 (5 hours): Introduction

Unit 2 (8 hours): Consumer as individuals and in the social context

Unit 3 (9 hours): Marketing Communication

Marketing Analytics

3 units (24 hours of lectures)

Unit 1 (5 hours): Introduction

Unit 2 (8 hours): Pricing Analytics

Unit 3 (9 hours): Sales Forecasting

Summer Training Project Report (STPR)

(6 weeks)

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Appendix 2: Tuition and other Fees

Tuition and Fees

Students under this program will take 4 module courses with 3 units each and STPR in a single module of two months as Appendix 1.

Institution	Detailed Cost	AIT Fees (in USD)
AIT	Tuition and Registration Fee and other fees medical insurance, student ID	1400 Per students for a group of 15 students

Living/Miscellaneous Expenses

All students will reside inside the Institute's campus to benefit from the international environment for intellectual development, personal growth and safety.

Other Campus Fees

Other Fees borne by the students	Amount (USD)
Food / accommodation / local transport / field trips to be organized by third party	800 per student

Payments can be deposited to the following AIT Bank Account:

- Bank Name: Siam Commercial Bank Public Company Limited
- Branch Name: Thammasat University Hospital Branch
- Account Name: Asian Institute of Technology
- Current Account Number: 468-046301-2 pay/transfer from Overseas
- Saving Account Number: 405-999567-0 pay/transfer in Thailand
- Swift Code: SICOTHBK
- Bank Address: 95 Moo 8, Klong Nueng, Klong Luang, Pathumthani 12120, Thailand

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