



## LETTER OF AGREEMENT

between

**ASIAN INSTITUTE OF TECHNOLOGY (AIT), THAILAND**

and

**INTERNATIONAL MANAGEMENT INSTITUTE KOLKATA (IMIK), INDIA**

for

**GLOBAL EXCHANGE PROGRAM in DIGITAL 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 International Management Institute Kolkata (hereinafter referred to as **IMIK**), located at 2/4C Judges Court Road, Alipore, Kolkata – 700027, 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 International Management Institute (IMI) was established in 1981 with a campus in New Delhi, was India's first corporate sponsored Business School. The **International Management Institute Kolkata (IMIK)** campus, founded by RP-Sanjiv Goenka Group, was established in 2010 to enable bright young minds to gain access to the world class management pedagogy. Since then, IMIK Kolkata has been an ever-changing, ever-evolving institute which has established itself consistently among the top five per cent of business schools in India.

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

### **ARTICLE I: PURPOSE**

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

### **ARTICLE II: THE PROGRAM**

The Asian Institute of Technology will offer the Global Exchange Program in Digital Business Administration to students from IMIK who wish to join and do their projects for four 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 hours of teaching/ tutorials, details is shown in Appendix 1.
- 2.4. AIT will issue Completion Certificate based on the successful evaluation of the program.



### **ARTICLE III: JOINT RESPONSIBILITIES**

- 3.1. IMIK and AIT will seek quality education offerings.
- 3.2. IMIK will select candidates studying MBA and send the list to AIT at least 2 months ahead of the term to complete the process of admission and issue admission and visa letters,
- 3.3. IMIK will send a minimum of 15 students under this program.
- 3.4. AIT will issue Certificate of Completion for the completed courses along with transcripts.
- 3.5. AIT and IMIK 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 IMIK 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 Tuition fees are reflected in Appendix 2. The fee will cover the cost of tuition and registration, accommodation, food, 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 from International Management Institute Kolkata joining AIT will directly pay to AIT 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.
- 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

#### Mr. Ranadheer Mandadi

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### International Management Institute Kolkata

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#### Ms. Karabi Bhattacharya Rao

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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 Executive Director of Special Degree Programs of AIT and the Dean (Research and International Relations) of IMI Kolkata.

### *For and on behalf of:*

Asian Institute of Technology  
Thailand

**Prof. Nitin Kumar Tripathi**  
Executive Director  
Special Degree Programs

Date: 30 August 2024

International Management Institute Kolkata  
India

**Prof. Tirthankar Nag**  
Dean  
Research and International Relations

Date: 30 August 2024



## Appendix 1: Topics for Modules

### Supply Chain Management

3 units (20 hours of lectures)

Unit 1 (5 hours): Introduction

Unit 2 (7 hours): concept & drivers of supply chain management,

Unit 3 (8 hours): upstream and downstream design, performance reports & communication plan

### Human Resource Management

3 units (20 hours of lectures)

Course Objectives:

Unit 1 (7 hours): Introduction

Unit 2 (5 hours): rationale for specific HR choices, managing employee performance

Unit 3 (8 hours): HR best practices and organizational performance, Stress management

### Consumer Behavior & Marketing Communication

3 units (20 hours of lectures)

Unit 1 (5 hours): Introduction

Unit 2 (7 hours): Consumer as individuals and in the social context

Unit 3 (8 hours): Marketing Communication

### Marketing Analytics

3 units (20 hours of lectures)

Unit 1 (5 hours): Introduction

Unit 2 (7 hours): Pricing Analytics

Unit 3 (8 hours): Sales Forecasting



## Appendix 2: Tuition and other Fees

### Tuition and Fees

Students under this program will take module courses with 3 units each module. Two months will be devoted to teaching four courses, and the rest of one month will be used for training with a project.

Institution	Detailed Cost	Duration	No. of Modules	AIT Fees (in USD)
AIT	Fee - Covers Tuition and Registration Fee Also covered other fees: accommodation, student ID and local transportation Airport Pick up and Drop will be organized by AIT	3 months	4	3,000

**Note – Food expenses need to be taken care of by 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 (THB)
Food /Miscellaneous Expenses* @ Baht 5,000 per Month	5,000

\* Include food, and personal expenses. Actual living expenses may vary on each individual student's lifestyle.

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