

MASTER'S DEGREE AGREEMENT

Between

Thiagarajar School of Management

And

The Board of Regents of The University of Wisconsin System on behalf of
The University of Wisconsin-Milwaukee

In consideration of the promotion of educational cooperation and educational exchanges, and of the cultural relationships between the parties, this agreement ("**Agreement**") has been executed between Thiagarajar School of Management, whose address is at Pamban Swamy Nagar, Madurai District, Thiruparankundram, Tamil Nadu 625005, India ("**TSM**") and the Board of Regents of the University of Wisconsin System on behalf of the University of Wisconsin-Milwaukee, whose address is at 3202 N. Maryland Avenue, Milwaukee, WI 53211, ("**UWM**") and is effective as of November 15, 2021.

WHEREAS, UWM agrees to accept qualified Post Graduate Certificate in Management students from the Thiagarajar School of Management, to pursue a Master of Science degree in Accounting (MSA), Information Technology Management (MS-ITM) or Marketing (MSM) ("**the Programs**") offered by the Sheldon B. Lubar School of Business ("**LSB**"), enabling participating TSM students to earn two degrees. Students will be awarded a separate degree from each institution upon completion of the respective institution's graduation requirements.

WHEREAS, this Agreement contains the broad details that define the Programs, as well as the general responsibilities, duties, obligations, and capacities of each party.

Now, THEREFORE, the parties hereby agree to the terms and conditions set forth below:

1. Admission Requirements: TSM students' credential evaluation for admission to the Programs will be completed by UWM. A minimum cumulative undergraduate grade point average (GPA) of 2.75 on a 4.0 scale, or an equivalent measure on a grading system that does not use a 4.0 scale from a regionally accredited institution.

Submission of a GRE or GMAT score is required unless the applicant meets one of the following criteria:

1. Has an undergraduate degree from an AACSB or ABET accredited institution with a 2.75 GPA or higher with at least three (3) years of relevant work experience; OR
2. Has an undergraduate degree from a regionally accredited institution with a:
 - 3.20 GPA and two years of work experience or
 - 3.00 GPA and five years of work experience or

- 3.00 GPA and grade of “B” or better in two quantitative college-level courses;
OR
- 3. Completion of a graduate degree with a minimum 3.00 GPA; OR
- 4. Completion of a professional certificate (i.e., CFA, CPA, Six Sigma, etc.).

All TSM students applying to the Programs must meet the current minimum English proficiency requirements for regular admission, as posted on the UWM website.

Admission decisions are made by UWM after the evaluation of all materials submitted as part of the admissions packet (See Section 3).

2. Credit Requirements: The total number of credits for completing the Master of Science degree in Accounting, Information Technology Management or Marketing is 30 (See Appendix A). In addition, students could require additional foundation courses (see Appendix A). TSM students may apply a maximum of 6 credits towards the completion of the courses in the Programs (See Appendix B). These credits must have been taken no more than five years prior to the date of matriculation at UWM. The applied credits may not have been used to attain a previously earned degree.

3. Application Process: TSM will forward electronic copies of resume, transcripts, and other supporting documents to LSB for all students interested in the Programs. Unofficial documents will be acceptable at this stage. Once LSB prequalifies students for the Programs, they then need to complete UWM’s online application, upload all documents and pay the UWM application fee no later than July 15th for the fall semester and no later than December 1st for the spring semester. UWM and LSB will evaluate each application using the appropriate standards for admission. UWM will inform TSM regarding the disposition of each applicant.

All qualified students must submit the following in order to be fully admitted to UWM:

- UWM admission application
- Official copies of transcripts and degree certificates from all postsecondary institutions attended
- Official GMAT or GRE scores must be sent directly from Pearson VUE or ETS
- Updated resume
- Statement of purpose
- One or two letter(s) of recommendation, preferred but not required
- English proficiency test scores, if required (see UWM website for current English proficiency requirements)

4. Tuition and Fees: TSM students will be charged UWM tuition/fees at the standard non-resident rate per credit hour for the Programs in effect during the relevant semester.

5. Scholarships: TSM students enrolled in the Programs will receive a \$6500 scholarship from the LSB credited over two semesters, i.e., \$3250 in semester one and \$3250 in semester two, to not exceed \$6500 per student, provided: 1) they are not claimed by any recruitment agents, 2)

they pay UWM's non-resident tuition rate, and 3) they are in good academic standing (maintain UWM GPA of 3.0/4.0 while enrolled in the Programs).

6. Marketing and Student Recruitment: TSM will be responsible for marketing the Programs to their students. TSM will bear the entire expense related to marketing and student recruitment activities in India. UWM will provide limited quantities of brochures, logos, and other marketing material. All marketing material used by TSM would need to be approved by UWM. Neither party shall use the other party's trademarks, trade names, service marks, service names, brand names, domain names, URLs or logos or any other licensed mark or intellectual property in any manner without the prior written consent from the other party.

7. Student Academic Advising: LSB academic advisors will provide the required training and study plan templates to TSM academic advisors.

8. Academic Standards: In accordance with UWM policy, TSM students will need to maintain a cumulative GPA of 3.0/4.0 while enrolled in the Program to avoid academic warning or possible academic dismissal.

9. Withdrawal: In the event a TSM student withdraws or is canceled for any reason from the program of study prior to completion, the withdrawal and refund policies of UWM shall apply to the student.

10. Non-Competition: To ensure that the LSB MS programs are clearly identified in the marketplace, TSM will not offer any dual degree Master's programs in Accounting, Information Technology Management and Marketing with other international institutions.

11. Legal Compliance and Liability: TSM is solely responsible for ensuring that the provisions of this Agreement and any actions taken consist with this Agreement are not in violation of Indian law and are compliant with any relevant Indian laws and regulations. TSM will underwrite the full cost of taxes and other regulatory requirements imposed by the local, state and the national governments in India on UWM or its employees and agents. Further TSM agrees to indemnify, defend, and hold UWM harmless from any and all liability and responsibility arising from any failure to comply with this Section 12, whether known or unknown at the time this Agreement is executed.

UWM and TSM agree to comply with all relevant laws and to refrain from taking any actions that will knowingly result in either partner's non-compliance with any applicable laws.

12. Non-Discrimination and Legal Compliance: In all aspects of this agreement, including and not limited to the selection of student participants, neither UWM nor TSM shall discriminate against any student or potential student on the basis of age, ancestry, race, religion, color, handicap, sex, physical condition, developmental disability, sexual orientation, national origin, or any other protected characteristic.

13. **Jurisdiction:** This Agreement, and the application or interpretation hereof, shall be governed exclusively by its terms and by the laws of the State of Wisconsin.

14. **Term:** This agreement will be valid and binding for a term of five years and thereafter, will renew automatically for additional terms of one year, unless otherwise terminated pursuant to Section 15.

15. **Termination of Agreement:** Either party may terminate this Agreement with no less than 90-days written notice to the other party prior to the start of UWM's fall or spring semesters in any given year. In the event this Agreement is terminated, the parties will allow any students who are enrolled at UWM to complete the Programs.

16. **Entire Agreement:** This Agreement represents the entire understanding of the parties with reference to the matters set forth herein. This Agreement supersedes all prior negotiations, discussions, correspondence, communications, and prior Agreements among the parties relating to the subject matter herein.

17. **Invalidity and Severability:** If any provision of this Agreement shall be found by any court or administrative body of competent jurisdiction to be invalid or unenforceable, the invalidity or unenforceability of such provision shall not affect the other provisions of this Agreement and all provisions not affected by such invalidity or unenforceability shall remain in full force and effect.

18. **Force Majeure:** (i) If either Party to this Agreement is temporarily unable by reason of *Force Majeure* or the relevant laws or regulations to meet any of its obligations under this Agreement, and if such Party gives to the other Party written notice of the event within fourteen (14) days after such occurrence the obligations of the Party that it is unable to perform by reason of the event, shall be suspended for as long as the disabling situation continues. If *Force Majeure* event prevents either Party from performing its obligations for a period of thirty (30) days, either Party may terminate this Agreement. Neither Party shall be liable to the other Party for the loss and/or damages sustained by such other Party arising from any events referred to in this clause or delays arising from such event.

(ii) The term "*Force Majeure*" as employed herein shall mean acts of God, strikes, lockouts or other industrial disturbances, wars, insurrection, pandemics, epidemics, landslides, earthquakes, storm, lightning, floods, civil disturbances, explosions, and any other similar event not within the control of either Party and which by the exercise of due diligence neither Party is able to overcome.

19. **Notices:** Any communication under this Agreement shall be in writing in the English language and delivered by registered mail to the address or sent to the electronic mail address or facsimile number of TSM or UWM, as the case may be, shown below or to such other address or electronic mail address or facsimile number as either Party may have notified the sender and shall, unless otherwise provided herein, be deemed to be duly given or made when delivered to the recipient at such address or electronic mail address or facsimile number which is duly acknowledged:

To : **THIAGARAJAR SCHOOL OF MANAGEMENT**
Address : Pamban Swamy Nagar, Madurai District,
Thiruparankundram, Tamil Nadu- 625005, India
Attn. To : Director, Thiagarajar School of Management
Tel. No. : +91-0452-2484099 / 2485014
E-mail : director@tsm.ac.in

To : **UNIVERSITY OF WISCONSIN-MILWAUKEE**
Address : 3202 N. Maryland Avenue, Milwaukee, WI 53211
Attn. To : Dr. Kaushal Chari, Dean of the Lubar School of Business
Tel. No. : +1-414-229-6256
E-mail : kchari@uwm.edu

It shall be the duty of the Parties to notify the other if there is a change of address or entity by giving a written notice within fourteen (14) days.

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20. **Time:** Time whenever mentioned shall be of the essence of this Agreement.

By signing below each party acknowledges its agreement with the terms and conditions of this Agreement and each signatory represents and warrants that he/she is authorized to sign on behalf of and to bind his/her Party to all of the terms and conditions of this Agreement.

For the Board of Regents of the University
of Wisconsin System on behalf of the
University of Wisconsin-Milwaukee:




Johannes Britz
Provost

For Thiagarajar School of Management:

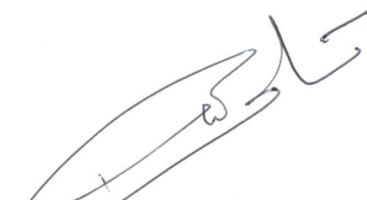


B.T. Bangera
Chairman, Board of Governors
Thiagarajar School of Management

In the presence of:



Kaushal Chari
Dean, UWM Lubar School of Business



Dr. Murali Sambasivan
Professor and Director,
Thiagarajar School of Management

Appendix A

MS-Accounting, ITM and Marketing Curricula

Master of Science degree in Accounting, Information Technology Management or Marketing (30 Credits each)

MSA (30 Credits)

Foundation Courses (0-19 credits)¹

- BUS ADM 201 (BUS ADM 703) Financial Accounting (B or better grade required)
- BUS ADM 301 (BUS ADM 721) Intermediate Accounting (B or better grade required)
- BUS ADM 350 (BUS MGMT 705) Corporate Finance
- BUS ADM 391 Business Law I
- BUS ADM 405 Income Tax Accounting I
- ECON 103 Principles of Microeconomics

¹Courses can be waived with prior coursework that is equivalent to UWM. If the courses are not waived with prior coursework, students could discuss opportunities to satisfy the course requirements with an advisor.

Required Courses (30 Credits)

- BUS ADM 406G Income Tax Accounting II
- BUS ADM 408G Accounting Information Systems
- BUS ADM 722 Advanced Financial Accounting Theory
- BUS ADM 724 Business Combinations and Governmental Accounting
- BUS ADM 725 Strategic Cost Management I
- BUS ADM 728 Auditing Theory and Applications
- BUS ADM 753 Advanced Business Law
- BUS ADM 840 Current Issues in Financial Reporting
- BUS ADM 844 Auditing: Professional Standards and Practices
- BUS ADM 846 Data Analytics in Accounting

MS-ITM (30 Credits)

Students are assumed to have basic proficiency in word processing, spreadsheet, and database software for computers; credits taken to acquire these skills do not apply toward the degree. Students admitted to the MS in ITM program without sufficient background may need to complete additional courses.

Required Courses (15 Credits)

- BUS ADM 743 Information Privacy, Security & Continuity
- BUS ADM 744 Information Technology Strategy & Management
- BUS ADM 747 Service-Oriented Analysis and Design
- BUS ADM 749 Data and Information Management
- BUS ADM 810 Development of Web-Based Solutions

Elective Courses (15 Credits; Choose five courses from the following)

- BUS ADM 741 Web Mining and Analytics²
- BUS ADM 742 Big Data in Business²
- BUS ADM 745 Artificial Intelligence for Business²
- BUS ADM 746 Topics in Information Technology Management (current topics)
- BUS ADM 748 Managing Information Technology Projects
- BUS ADM 811 Process and Work-Flow Management³
- BUS ADM 812 Machine Learning for Business²
- BUS ADM 813 Social Media Analytics for Business²
- BUS ADM 814 Enterprise Knowledge and Semantic Management
- BUS ADM 816 Business Intelligent Technologies and Solutions^{2,3}
- BUS ADM 817 Infrastructure for Information Systems
- BUS ADM 818 Information Systems Practicum
- BUS ADM 819 Information Technology Management Internship
- BUS MGMT 732 Enterprise Resource Planning³
- BUS MGMT 733 Enterprise Simulation Game³

² Students completing five of these six courses will have a concentration in Artificial Intelligence and Data Analytics.

³ Students completing four of these courses along with the following additional course: BUS MGMT 734 Enterprise Resource Planning Certification, could earn a graduate certificate in enterprise resource planning.

MSM (30 Credits)

Required Courses (21 Credits)

- BUS ADM 762 Marketing Research
- BUS ADM 764 Buyer Behavior and Marketing Communications
- BUS ADM 765 Strategic Product and Brand Management
- BUS ADM 795 Seminar-in-Management: Ideas & Applications of Data Science in Different Fields
- BUS ADM 806 International Marketing
- BUS MGMT 708 Marketing Strategy: Concepts and Practice
- BUS MGMT 709 Predictive Analytics for Managers⁴

Elective Courses (Choose three courses)

- BUS ADM 544 New Product Development⁴
- BUS ADM 761 Seminar in Marketing (current topics)
- BUS ADM 763 Marketing Analytics⁴
- BUS ADM 766 Marketing for Nonprofit Organizations
- BUS ADM 769 Database Marketing⁴
- BUS ADM 894 Internet Marketing
- BUS ADM 899 Management Research Thesis/Project
- BUS MGMT 713 Entrepreneurship: Venture Creation and Management

⁴ *Students completing these three courses along with any two additional courses from the list below could earn a graduate certificate in business analytics:*

BUS ADM 713 Business Forecasting Methods

BUS ADM 741 Web Mining and Analytics

BUS ADM 816 Business Intelligence Technologies & Solutions

BUS MGMT 744 R Programming for Business Analytics

Appendix B

Transfer of Courses from TSM provided students earn a grade of B or better (B- is not acceptable)⁵

MS Marketing

- Any one of the following TSM courses: [20MMB53 Marketing Analytics, 20PMB53 Marketing Analytics] could substitute for UWM course: BUS ADM 763 Marketing Analytics.
- Any one of the following TSM courses: [20MM54 Strategic Brand Management, 20PM54 Strategic Brand Management] could substitute for UWM course: BUS ADM 765 Strategic Product and Brand Management.

MS ITM

- Any one of the following TSM courses: [20MS42 Artificial Intelligence and Machine Learning, 20PS42 Artificial Intelligence and Machine Learning] could substitute for UWM course: BUS ADM 812 Machine Learning for Business.
- Any one of the following TSM courses: [20MS52 Deep Learning and Neural Networks with Python, 20PS52 Deep Learning and Neural Networks with Python] could substitute for UWM course: BUS ADM 745: Artificial Intelligence for Business.

MS Accounting

- Any one of the following TSM courses: [20MT25 Managerial Cost Accounting, 20PT25 Managerial Cost Accounting] together with the following TSM course: 20MF54 Strategic Cost Management could substitute for UWM course: BUS ADM 725 Strategic Cost Management 1.
- Any one of the following TSM courses: [20MF45 Company and Business Valuation, 20PF45 Company and Business Valuation] together with the following TSM course: 20MF43 Advanced Financial Analysis could substitute for UWM course: BUS ADM 841 Financial Statement Analysis.

⁵ The course mappings in Appendix B are subject to changes.