



**MEMORANDUM OF UNDERSTANDING (MOU)**

**BETWEEN**

**MASTER OF BUSINESS ADMINISTRATION**

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (Autonomous)**

**L.B.Reddy Nagar, Mylavaram, Krishna Dt -521230,**

**[www.lbrce.ac.in](http://www.lbrce.ac.in)**

**Andhra Pradesh,**

**INDIA**



**LINCOLN UNIVERSITY MALAYSIA (LUC)**

**WISMA LINCOLN, No. 12-18, Jalan SS 6/12,**

**47301 Petaling Jaya, Selangor Darul Ehsan,**

**MALAYSIA**

## **MEMORANDUM OF UNDERSTANDING**

**Subject of Cooperation:** Promoting cooperation in academic, education and research

This memorandum of understanding (hereinafter called "MOU") has been made and entered into on the day of 1<sup>st</sup> August 2020 by and between:

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (Autonomous)** having its main campus at: **Address : L.B.Reddy Nagar, Mylavaram, Krishna Dt -521230, Andhra Pradesh, INDIA**  
**+918659 - 222933 , 222934, 223936, 223937**  
**lbcemym@lbrce.ac.in**  
**www.lbrce.ac.in**

Here in represented by **Dr. K. Appa Rao** in his capacity as Principal of **LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (Autonomous), Mylavaram, India**, is one of the premier educational institutions in Andhra Pradesh, promoting Engineering & Management programs with values, offering 8 UG, 4 PG Programs in engineering and also Master of Business Administration approved by AICTE, affiliated to JNTU Kakinada. This institution is closely associated with Indo Universal Collaboration for Engineering Education (IUCEE) and life member of Association of Indian Management Schools (AIMS). This institute has established in 1998 and one of the noteworthy achievements of this college is **NIRF ranking** bandwidth 201-250 in 2019-20, and it is accredited by NAAC and NBA. **Master of Business Administration** is established in 2008-09, currently running with 120 intake. The department is continuously striving to promote qualitative management education to make the students as global leaders with values to face dynamic changes in the business world successfully.

**And**

The **LINCOLN University College** (hereinafter referred as "LUC") having its office at:  
**Address: MAIN CAMPUS**  
**WISMA LINCOLN, No. 12-18, Jalan SS 6/12,**  
**47301 Petaling Jaya,**  
**Selangor Darul Ehsan, MALAYSIA**  
**+603-7806 3478 (International)**  
**FAX +603 -7806 3479, EMAIL [info@lincoln.edu.my](mailto:info@lincoln.edu.my)**

Here in represented by **Dr. AMIYA BHAUMIK**, in his capacity as **President** of **LINCOLN University College, Malaysia** (a degree granting University which offer Bachelor, Master, Ph.D. and Post-Doctoral Fellow) approved by the Ministry of Higher Education in Malaysia and member of AIU (Association of Indian Universities), ACU (Association of

Commonwealth Universities – London), IAU (International Association of Universities UNESCO-Paris), duly authorized hereto.

**PREAMBLE:**

This MOU establishment with the view of promoting cooperation in academic education and research between **LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (Autonomous)** and the **LINCOLN University College** (collectively referred to as parties) establishes as basis for their further cooperation in the following:

Whereas the parties wish to explore and establish a basis for their further cooperation in the areas of mutual interest.

**GENERAL SCOPE:** Both parties contemplated academic horizon through:

- To contemplate some academic immersion programs.
- Joint academic program development
- Joint researches in field of mutual interests
- Exchange of faculty for teaching and research assignments
- Exchange of students for appropriate study and research
- Collaborative research projects
- Organizing symposia, workshops, conferences, FDPs, Webinars and meetings
- Sharing of experiences in innovative teaching methods and courses design
- Exchange of academic publication and reports.
- Joint Ph.D., guidance and participating jointly into Ph.D., research to guide the Ph.D., aspirants from LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (Autonomous) and its Sister Concerns.
- To motivate the Post-Doctoral Fellows for further research work.
- To initiate possible twinning program for various UG and PG Courses
- To initiate possible dual degree programs.

Specific activities and programs implemented under authority of this MOU shall be subject to availability of funds and the approval of each parties authorized representatives.

### **SEPARATE AGREEMENTS:**

Prior to initiating any specific activity or programs, the parties will negotiate and enter in to a definite agreement, signed by each party's authorized signatory, describing the terms of the arrangement, including but not limited to financial commitments, academic freedom commitments, immigration and compliance obligation and details of the exchange or collaborative relationship. This MOU is not intended to create any legally binding obligation on either institution but it is included to facilitate discussions regarding general areas of cooperation.

### **DURATION OF MOU:**

This MOU shall remain in force for consecutive **five years** from the date of the last signature. Either party may terminate this MOU by providing 60 days advance written letter to the other party. The parties may extend or renew this MOU by agreement, confirmed in a written amendment signed by each party's authorized signatory.

### **ADDITIONAL TERMS:**

The amendments of the terms of this MOU will be effective unless made in writing and signed by each party's authorized signatory. Each party represents that the individuals signing in this MOU have the authority to sign on its behalf in the capacity included.



IN WITNESS WHEREOF the parties have executed in duplicate on the day and year, before mentioned.

ON BEHALF OF

Lakireddy Bali Reddy College of Engineering

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DR. K. APPA RAO,  
PRINCIPAL

PRINCIPAL  
Lakireddy Bali Reddy College of Engg.  
MYLAVARAM 521 230.

Seal

IN THE PRESENCE OF

Signature: *A. Adishesha Reddy*

Name: Dr. A. Adishesha Reddy, HOD,

Master of Business Administration (MBA)

HEAD  
Dept. of Business Administration  
Lakireddy Bali Reddy College of Engg.  
Mylavaram-521 230., Krishna Dt.

ON BEHALF OF

LINCOLN University College

*Amiya Bhaumik*  
DR. AMIYA BHAUMIK,  
PRESIDENT



Seal

IN THE PRESENCE OF

Signature:

Name:

