



MEMORANDUM OF AGREEMENT
between
DEPARTMENT OF MARKETING
COLLEGE OF MANAGEMENT
NATIONAL CHUNG HSING UNIVERSITY
TAIWAN
and
CENTER FOR APPLIED IMAGINATION
SCHOOL OF THE PROFESSIONS
BUFFALO STATE UNIVERSITY, THE STATE UNIVERSITY OF NEW YORK
UNITED STATES OF AMERICA

National Chung Hsing University and Buffalo State, The State University of New York, agree to sign a cooperative program between the Department of Marketing, College of Management, National Chung Hsing University (hereinafter referred to as MKTG-NCHU) and Center for Applied Imagination, School of the Professions, Buffalo State, The State University of New York (hereinafter referred to as CAI-SUNY BS).

1. Objective

MKTG-NCHU and CAI-SUNY BS agree to develop a cooperative program allowing participating students in both departments to be granted Master's Degrees by the respective universities.

2. Program Name

For the purpose of this document, this cooperative program is simply referred to as the "Program".

3. Degree

Participating students, who complete the Program in accordance with the regulations of both the host and the home universities, will earn a Master's Degree from each university.

4. Qualification and Student Numbers

Participating students must be a full time graduate student at the home university. Participating students should apply for the Program before the deadline of the host university and must meet all published entrance requirements. The number of students, the selection of participating students and academic contents of the Program will be decided upon through mutual discussion between department chairs at the respective institutions or their designees.

5. Regulation and Duration of Stay

The student participating in the Program must satisfy the regulations of both the host and the home university. The regulations include the course credits and the thesis credits. Participating students must first take courses for at least two semesters, earning a minimum of twelve credits, at host university to be eligible for the Program. In order to obtain the Master's Degree from the host university, home university students have to register in the host university's Master Program in the second year.

6. Course Credits and Thesis Equivalency

- 6.1. Students must meet current curricular requirements at CAI-SUNY BS to earn the Master's Degree in Creativity and Change Leadership. Currently, this is 21 credits of required courses (refer to the list), plus 12 credits of elective courses, which can be fulfilled through transfer courses from MKTG-NCHU, and a culminating experience (or comprehensive examination).
- 6.2. Students must meet current curricular requirement at MKTG-NCHU to earn the MBA Degree in Marketing. Currently, this is 12 credits of required courses (refer to the list), plus 24 credits of elective courses and 6 credits of thesis. The determination of acceptability of credits through transfer courses from CAI-SUNY BS is at the discretion of the Curriculum Committee at MKTG-NCHU.
- 6.3. Students have to fulfill the requirement that at least one third of the total credits should be taken at the host and home university, respectively.

For NCHU students enrolled before 2024 fall.

List of Required Courses			
MKTG-NCHU	Credits	ICSC-SUNY BS	Credits
(1) Multivariate Analysis	3	(1) Principles in Creative Problem Solving	3
(2) Marketing Management (II)	3	(2) Foundations of Creative Learning	3
(3) Marketing Reseacher (II)	3	(3) Facilitation of Group Problem Solving	3
(4) One of the following:	3	(4) Creativity Assessment: Methods and Resources	3
i. Strategic Management		(5) Current Issues in Creative Studies	3
ii. Human Resource Management		(6) Creativity and Change Leadership	3
iii. Operations Management		(7) Foundations in Teaching and Training Creativity	3
iv. Information Management			
v. Financial Management			
Total	12		21

For NCHU students enrolled after 2024 fall.

List of Required Courses			
MKTG-NCHU	Credits	ICSC-SUNY BS	Credits
(1) Multivariate Analysis	3	(1) Principles in Creative Problem Solving	3
(2) Marketing Reseacher (II)	3	(2) Foundations of Creative Learning	3
(3) Two of the following with Marketing Management as a required course:	6	(3) Facilitation of Group Problem Solving	3
i. Strategic Management		(4) Creativity Assessment: Methods and Resources	3
ii. Human Resource Management		(5) Current Issues in Creative Studies	3
iii. Operations Management		(6) Creativity and Change Leadership	3
iv. Information Management		(7) Foundations in Teaching and Training Creativity	3
v. Financial Management			
vi. Marketing Management			
Total	12		21

7. Research Co-supervision and Thesis

Students participating in the Program may have advisors at both the home and the host universities. The research co-supervised should include, in principle, both advisors' names and affiliations in publications. Financial support from both universities for research should be acknowledged in publication.

8. Tuition and Fees

Participating students will pay the home and host universities' tuitions and fees. Participating students may have to pay fees for courses other than offered in the Program. Living expenses, insurance, accommodation and travel costs are borne by the students.

9. Duration

This agreement is in effect for a period of five years, from the date of signature by both Parties. The revision of the agreement may be requested at any given time by either of the Parties and is undertaken by amendment upon mutual written agreement.

10. Notice

Any notice to parties hereunder must be in writing, signed by the party giving it, and served either personally, by certified mail, postage-paid, return receipt requested or by internationally recognized overnight courier addressed to the parties at the address set forth below. Either party may change its address upon written notice to the other. All notices become effective when received by the addressee, or five (5) days after delivered to the post office or courier service, whichever is sooner.

For Buffalo State University
 Joy Guarino, M.F.A.
 Director, Global Engagement
 Buffalo State University
 1300 Elmwood Ave, SW 410

Buffalo, NY 14222

For NCHU
Jiana-Fu Wang, Ph.D.
Professor and Director
Department of Marketing
National Chung Hsing University
145 Xingda Road
Taichung, 40227
Taiwan

11. Standard Clauses

- 11.1. Monetary consideration exchanged between the two institutions will be limited to that provided for in this Agreement. There shall be no reimbursements for expenses, or sharing of fees or revenues arising from the Program established pursuant to this Agreement, except as provided for herein.
- 11.2. The host institution will guarantee that students arriving from their home institution will have secured suitable housing for the period of time that they will be in the Program.
- 11.3. The home institution will provide academic counseling to its students who express interest in the Program to ensure that the academic courses taken at the host institution are acceptable to the home institution. The host institution will provide course descriptions and syllabi to aid the home institution in course equivalency evaluation.
- 11.4. Students enrolled in the Program will be governed by the same regulations and performance standards that pertain to other students at the host institution. The host institution reserves the right to require the withdrawal of any student whose academic standing or conduct warrants such action. The host institution will consult with the home institution before finalizing such action.
- 11.5. The host institution agrees to fulfill its responsibilities under any applicable immigration laws and assist students, to the fullest extent possible, in obtaining any documents or information needed to obtain the visas required by the government of the host country.
- 11.6. The host institution shall be responsible for any and all liability, claim, loss, damage, suit or judgment (and any and all costs and expenses including but not limited to reasonable counsel fees and disbursements), arising out of or related to this Agreement and attributable to the acts of that party or its officers or employees. Subject to the availability of lawful appropriations and consistent with section 8 of the New York State Court of Claims Act, the home institution shall be responsible for any final judgment of a court of competent jurisdiction to the extent arising from or related to this Agreement and attributable to the negligence of SUNY or of its officers or employees when acting within the course and scope of their employment. Such responsibility does not apply to any liability, claim, damage, suit or judgment arising from acts done, or omissions made, by or on behalf of any third party, or such third party's officers, employees or agents. Neither party shall be liable to the other for special, indirect, consequential, punitive, or exemplary damages, including, but not limited to, loss of profits, regardless of cause and regardless of whether that party has been notified of the possibility of such damages. Neither party shall be liable to the other or any third party for the acts of the other, nor shall they be liable for the acts of students.
- 11.7. Both institutions subscribe to a policy of equal opportunity and will not discriminate on the basis of race, gender, sexual orientation, age, marital status, ethnicity, religion, national

origin, or handicap.

12. Termination

The present agreement may be terminated by common agreement in writing between the Parties. In the event that either party terminates the agreement, absent extenuating circumstances, both institutions shall work together to ensure that the termination of this Agreement will not negatively affect students whose course of study has commenced prior to termination.

Jiana-Fu Wang, Ph.D.
Professor and Director
Department of Marketing
National Chung Hsing University
Taichung, Taiwan

Signature Jiana Fu Wang

Date: 08/08/2024

Gerard Puccio, Ph.D.
Chair and Director
Center for Applied Imagination
Buffalo State University
Buffalo, New York

Signature Gerard Puccio

Date: 10/23/2024

Ying-Jiun Hsieh, Ph.D.
Dean
College of Management
National Chung Hsing University
Taichung, Taiwan

Signature Ying-Jiun Hsieh

Date: 8/9/2024

Carol DeNysschen, Ph.D.
Dean
School of the Professions
Buffalo State University
Buffalo, New York

Signature Carol DeNysschen

Date: 10/23/24

Fuh-Jyh Jan, Ph.D.
President
National Chung Hsing University
Taichung, Taiwan

Signature Fuh-Jyh Jan

Date: 08/14/2024

Bonita Durand, Ph.D.
Interim President
Buffalo State University
Buffalo, New York

Signature Bonita Durand

Date: 10/23/2024