



MEMORANDUM OF UNDERSTANDING

between

Global Management and Business School (GMBS), with registered seat in TRIQ L- GHARB, Malta,
represented by Maria Kopacova ("GMBS")

and

e-learnmedia, s.r.o., with registered seat in Bratislava, Slovakia, represented by Juraj Gabrhel ("e-
learnmedia")

(each a "Party", together the "Parties")

1. Purpose and context of cooperation

The Parties enter into this Memorandum of Understanding with the intention to strengthen GMBS's international delivery capability by enhancing the quality and consistency of online course design, content production, learner experience, and learning analytics, in alignment with e-learnmedia's focus on e-learning delivery and LMS solutions.

The Parties recognise that a robust and well-documented approach to online provision is essential for internal quality assurance and for demonstrating compliance with relevant accreditation expectations, particularly with regard to consistent course standards, documented instructional design requirements, and traceable updates and improvements over time.

The cooperation under this Memorandum of Understanding shall commence on 24 February 2025 .

2. Scope and forms of cooperation

Within the framework of this MoU, the Parties intend to cooperate on the development and implementation of GMBS online learning standards through the co-development of an Instructional Design framework that defines templates, minimum course standards, assessment formats, and accessibility considerations.

The Parties further intend to establish a structured course production pipeline in which GMBS provides subject-matter expertise and retains academic approval authority, while e-learnmedia supports instructional design, multimedia production, and implementation of approved materials within the agreed learning environment. In addition, the cooperation may include consultation on LMS and, where relevant, LXP tooling, together with the design of learning analytics dashboards that support monitoring of engagement and learning progress.

The Parties also anticipate capacity building through workshops for GMBS lecturers focused on effective online teaching practice and robust approaches to online assessment and feedback.

3. Implementation, documentation, and evidence records

To ensure that the cooperation is meaningful, traceable, and sustainable, the Parties shall maintain core documentation and evidence records that support internal quality assurance and accreditation needs. Such records shall include the Instructional Design framework and its versioned templates, course charters prepared for individual courses or modules, quality assurance checklists and change logs documenting content updates and improvements, and training documentation, including agendas and attendance confirmations. The Parties acknowledge that the specific documentation set



may be refined over time to reflect evolving educational needs, provided that the documentation remains sufficient to demonstrate consistent standards, structured development processes, and traceable enhancement.

4. Coordination and governance arrangements

GMBS retains final academic approval for all materials used within GMBS programmes and courses, including learning outcomes, assessment design, and academic integrity requirements. The Parties shall conduct quarterly reviews to evaluate produced materials, consider learner feedback and analytics, agree on improvement priorities, and confirm any planned changes in a controlled and documented manner.

5. Quality, security, and compliance

GMBS retains responsibility for defining academic rules, programme requirements, and internal quality assurance standards, and e-learnmedia shall support configuration and operational enablement consistent with these requirements. Any production deployment involving GMBS data, systems, or delivery environments shall be subject to appropriate security and access-control arrangements, which shall be documented in an annex or related implementation documentation, including, where relevant, role-based access rules and agreed responsibilities for operational administration.

6. Intellectual property and permitted use of outputs

GMBS retains ownership of its academic content, including course subject matter, learning outcomes, and core educational materials, while e-learnmedia retains ownership of its tooling, production know-how, and proprietary production assets not created specifically for GMBS. Licensing, re-use permissions, and any limitations on dissemination of produced outputs shall be defined in writing through course charters and/or annexes, ensuring that GMBS has the necessary rights to deliver, maintain, and quality-assure its online provision, while protecting e-learnmedia's legitimate proprietary interests.

7. Duration, renewal, and termination

This Memorandum of Understanding shall remain in force for a period of five (5) years from the Effective Date and may be renewed for successive five-year periods upon mutual written agreement of the Parties. Either Party may terminate this MoU for convenience by providing thirty (30) days' prior written notice to the other Party. Termination or expiry of this MoU shall not affect provisions which by their nature are intended to survive, including confidentiality, data protection obligations (where applicable), intellectual property, and rules governing the use of names and logos.



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8. Signatures

This Memorandum of Understanding is executed by the duly authorised representatives of the Parties.

Maria Kopacova

GMBS Board of Directors

Gabriel Gabrhel

Founder and CEO e-learnmedia