

Providing a business perspective to enhance students' career prospects



Development of online MBA courses at Quisic

Quisic (now a part of EDT Learning) was a key developer of courses for undergraduate, graduate, and corporate programs in the US. The company was renowned for its educational videos and was a winner of several awards. The Smithsonian Institution recognized Quisic as revolutionary in its approach to learning. Their rich and engaging multimedia approach to learning made acquiring business knowledge a powerful and memorable experience for every user. Quisic offered students a winning combination of unparalleled content, learning-driven technology, exceptional service, and access to a dynamic online community.

Quisic pioneered innovative distance learning courses since 1996. Over 100 undergraduate institutions turned to them for their award-winning courses, leading technology, and superior instructional design.

THE NEED FOR E-LEARNING

Quisic had a wealth of course content that it wished to convert to an online format. They needed to develop content for graduate and undergraduate students in the US Universities. The key objectives were to:

- Provide a compelling online learning experience that used real world business cases and examples to expand the graduate student's understanding of key concepts.
- Prepare students with the core knowledge needed to excel in graduate business programs.
- Pioneer a fully accredited corporate MBA program to prepare high-potential executives for advanced leadership while keeping them on the job.

Quisic commissioned Tata Interactive Systems to execute the project.

HOW OUR SOLUTION HELPED

Tata Interactive Systems' content experts researched current events to keep the students abreast of the latest business developments. The challenge was to understand the top-level instructional strategy provided by Quisic and reflect this understanding in subsequent development. The courses had to keep pace with the ever-changing global business trends, use real-life situations based on current events, and remain culturally relevant.

The courses developed were:

Pre-MBA courses

- Business Math



- Business Statistics
- Principles of Accounting
- Introduction to Management
- Introduction to Business
- Introduction to Computer Literacy

Corporate MBA program courses

- Managerial Accounting
- Statistical Models

London Business School course

- Leadership Skills

The courses developed by Tata Interactive Systems provided a quality online learning experience that used real-world business cases and examples to expand the learners' understanding of key concepts and to promote successful careers in business management.

TECHNOLOGY USED

The courses were developed using Flash and HTML; streaming audio and video were also used in the project.

The Quisic online MBA courses, which involved university professors and SMEs for development, provided an enriched learning experience and demonstrated Tata Interactive Systems' rapid development capabilities—over 100 hours of content were developed in less than 6 months.

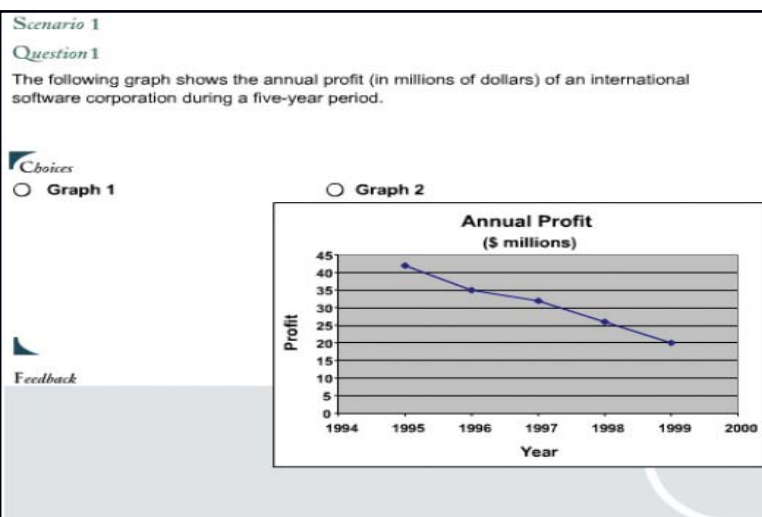
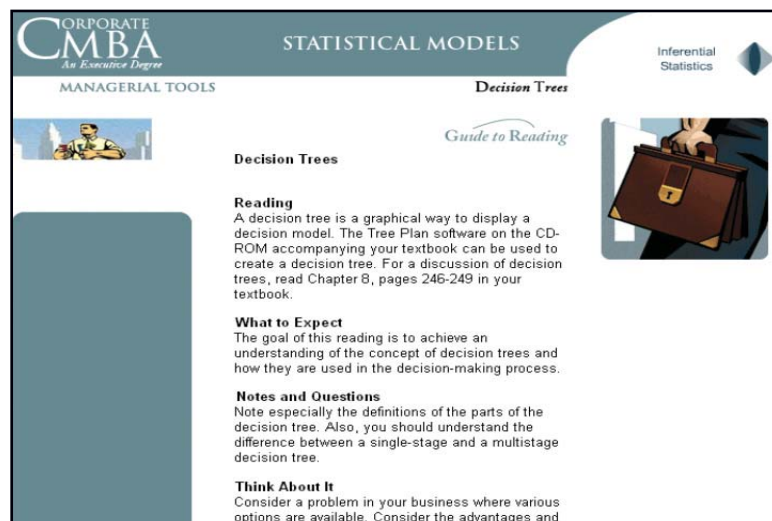
SOME SAMPLE SCREENSHOTS

These screenshots offer a brief glimpse of the Quisic courses. To view our products at work, you may view the demos by registering online at www.tatainteractive.com.



The course had clearly defined objectives and helped promote analytical thinking; this image depicts the module on Decision Trees, a part of the Statistical Models course.

Screenshot of the course menu of the Corporate MBA program on Managerial Accounting.



Learners were required to interpret graphical data and were provided instant feedback on their decisions.