



NIT

Curriculum Design and Content Development



Content &
Curriculum



Learning
Administration



Learning
Delivery



Strategic
Sourcing



Learning
Technology



NIIT is one of the largest and most capable providers of custom learning design and content development solutions in the world. Using our proven design methodology and the most advanced media capabilities, we develop learning programs in all delivery formats, including instructor-led, online, blended, and collaborative learning. Our content development services are based on instructional design best practices, and our rigorous process enables us to deliver superior courses against predictable timelines. Client success is assured through appropriate tollgates and approvals at each step.

We offer flexible engagement models that rely either on our proven tools & infrastructure, or adapt to our customer's preferred development environment. We partner with Subject Matter Experts (SMEs) throughout the process to ensure that the program is highly accurate and effective.



NIIT offers unmatched scale and flexibility in content development, with capabilities that include complex gaming and simulation, AR and VR technology, 2D and 3D animation, and high-end video. We also offer performance consulting to help organizations optimize their organizational effectiveness through current state analysis, strategy development, tracking, and measurement. Our learning solutions include instructor-led training, e-learning, performance support, social collaboration, and resources for ongoing development. Tools and applications including a learning management system (LMS), content authoring platform, collaboration tools, and a learning portal. NIIT has implemented courses on multiple platforms and ensures that interoperability standards are met in all the courseware we produce.



Our flagship Curriculum Design & Content Development offering is spearheaded by our specialist content development division, Cognitive Arts based in Evanston, IL. Cognitive Arts was originally launched in 1994 as an independent company with a vision to create revolutionary learning environments based on theories and technology developed at Northwestern University's Institute for the Learning Sciences (ILS). NIIT acquired Cognitive Arts in 2002. Today, NIIT together with Cognitive Arts is the largest global provider of learning design and development dedicated to developing custom learning programs. Our state-of-the-art GameWorks studio in Sheffield, England delivers award-winning simulations and game-based learning in real time 3D environments leveraging AR and VR technology. Some of the content we've developed includes:

 Core job skills for pivotal talent pools	 New product rollout
 Sales training	 Employee lifecycle programs
 Call center onboarding / improvement / management	 Enterprise application rollout
 Technical skills (e.g., claim adjusting or financial analysis)	 Employee On-boarding / accelerating time to proficiency
 Implementation of change initiatives	 Management & leadership skills
 Process rollout	 Performance management / coaching programs
 Six sigma / process improvement programs	 Corporate compliance programs



Critical Mistake Analysis

Our award winning and proprietary methodology

To ensure business alignment and measurable results, we employ our proprietary Critical Mistake Analysis (CMA) methodology. In a manner somewhat analogous to a quality-improvement methodology like Six Sigma, CMA methodology is based on identifying the most common and costly mistakes made by novices deploying target skills, performing a root-cause analysis to determine the underlying causes of these mistakes, and prioritizing training targets based on the business value of the potential improvement that can be made by addressing each.

NIIT and Cognitive Arts have proven the value of this approach in numerous client engagements across a variety of industries and content areas. Our customers have realized on-ground business impact through the content solutions we develop with CMA – whether it is reduced costs, improved time to proficiency, greater profitability, or increased efficiency.





CMA is a 6 step process

1

Identify mistakes

Combine surveys, on-the-job observation, interviews and data analysis to identify mistakes made in executing a target task or skill in the real world.

2

Determine frequency and impact of each mistake

Analyze the frequency and impact (cost) of each mistake to estimate potential return on investment from training aimed at eliminating that mistake.

3

Prioritize mistakes to identify critical mistakes

Create a Pareto Chart to derive an "80/20" type distribution of the overall business impact from all mistakes to determine how much emphasis each mistake should receive in training.

6

Create training to address teaching points

Create Goal-Based scenarios where learners are given a mission, or goal, and an opportunity to practice trying to achieve that goal in a realistic environment.

5

Create teaching points

The output of a Critical Mistake Analysis is a set of learning objectives that we call "teaching points".

4

Perform a root cause analysis of the mistake

Perform a root cause analysis on each critical mistake to determine why learners make it.

Rich and engaging learning environments

Our content centers of excellence research and develop innovative approaches to content design and delivery, and integrate these new approaches into our practice.



Game Based Learning



Real Time 3-D Environments



Interactive 3-D Models



AR, VR, and Simulations



Explainer Videos



Motion Graphics



Mobile Delivery



High-End User Interfaces



Multi-Device Performance



App-Based Delivery



E-Books



HTML 5 Animation



HTML 5 Video



Photographic and Video Treatments for Performance Support



Technical Drawings (Hand Drawn, 3D, Mixed)



Rapid Content Authoring & Agile Models



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For questions or comments, please write to businessimpact@niit.com.