

Imperial College London's Medical School collaborates with Tata Interactive Systems

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Along with classroom-based teaching, these process emulators form part of a blended learning solution for Year 6 undergraduate students at the Medical School

'Partnering with Tata Interactive Systems has helped us to produce stimulating learning modules for our students,' said Maria Toro-Troconis, Senior Learning Technologist at ICL's Medical School.

'We identified key digital assets in the area of diabetes for the development of several Process Animations and Emulators. These digital assets have been embedded in learning materials for initial years as well as clinical years.

'This allows us to showcase the potential of vertical integration across the curriculum,' she added. 'The students have found these resources to be highly stimulating and easy to use, enhancing their learning experience.'

'These new learning materials complement and augment classroom-based teaching,' said [Sangita Chowdhury, TIS's](#) business development director for the education sector in the UK.

'TIS's relationship with ICL's Medical School began about a year ago,' she added. 'However, TIS had been working with the Tanaka Business School at ICL for some time previously.

'ICL's Tanaka Business School has been using our simulations based learning objects for some two years. Most of these simulations revolve around the Fundamentals of Financial Statements, the Analysis of Financial Statements, Contribution Margin and Breakeven Analysis, Analysing Income Tax Implications, Accounting for Governmental Funds and Implementing Internal Controls.'

This collaboration between TIS and one of the UK's most prestigious educational institutions illustrates the growing trend of educational institutions using specialist developers to produce learning materials - as educational institutions realise that their in-house resources, though more than adequate to produce the programmes' contents, can benefit from specialist help in such areas as visual, instructional and technical design, architecture and pedagogy to produce effective e-learning materials.

'Over the past 17 years, TIS has been closely associated with leading corporate and educational organisations around the world,' said Sangita Chowdhury.

'In the course of working together - across some 1,000 projects - TIS has developed a deep understanding of clients' business and learning goals. This insight helps us to become true partners in our relationship with clients and drives learning innovations that are unique to our clients' needs.'

'Our products have been widely recognised for their creativity and learning impact,' commented Alan Samuel, head of TIS's UK operations.

'For instance, our software and simulations for Granada; story-based learning objects (StoBLs™) for British Airways and electronic performance support systems for leading insurance companies have all been nominated for, or have won, prestigious global e-learning awards. More importantly, however, our partnerships with clients have translated into tangible business gains for them.'

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Tata Interactive Systems (TIS), a global leader in e-learning, is a part of the \$22bn Tata Group. Truly international, TIS has a presence across the US, Canada, UK, Australia, New Zealand, the Middle East, Japan, India, and mainland Europe. TIS offers corporations, universities, schools, publishers, and government institutions a diversified and innovative bouquet of learning and training solutions including Simulation-based Learning Objects (SimBLs™), Story-based Learning Objects (StoBLs™), courseware and curriculum design, special-needs education, assessments, electronic performance support systems (EPSS), mobile learning, along with other corporate training and consultancy services. Our multi-disciplinary expertise and 16 years' experience across domains helps us design e-learning programmes that are unique to clients' requirements and specifically crafted to boost knowledge retention and application.

Apart from holding ISO 9001 certification, TIS is the only e-learning organisation in the world to be assessed at Level 5 in both the SEI-CMM and P-CMM frameworks. TIS's quest for excellence is reflected in numerous prestigious industry awards, including a Silver Brandon Hall Excellence in Learning Award 2005 and 2004, APEX Award of Excellence in 2005 and 2006, BETT Awards in 2004 and 2006, and two Business World-NID Design Excellence awards.

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