Curriculum Design and Content Development
Helping Companies Run Training like a Business

CURRICULUM AND CONTENT
LEARNING DELIVERY
LEARNING ADMINISTRATION
STRATEGIC SOURCING
LEARNING TECHNOLOGY

www.niit.com
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, 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, and 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.

Follow our design blog at http://blog.niitdesign.com/
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. Some of the content we’ve developed includes:

- **CORE JOB SKILLS FOR PIVOTAL TALENT POOLS**
- **SALES TRAINING**
- **CALL CENTER ON-BOARDING / IMPROVEMENT / MANAGEMENT**
- **TECHNICAL SKILLS (E.G., CLAIM ADJUSTING OR FINANCIAL ANALYSIS)**
- **IMPLEMENTATION OF CHANGE INITIATIVES**
- **PROCESS ROLLOUT**
- **SIX SIGMA / PROCESS IMPROVEMENT PROGRAMS**
- **NEW PRODUCT ROLLOUT**
- **EMPLOYEE LIFECYCLE PROGRAMS**
- **ENTERPRISE APPLICATION ROLLOUT**
- **EMPLOYEE ON-BOARDING / ACCELERATING TIME TO PROFICIENCY**
- **MANAGEMENT & LEADERSHIP SKILLS**
- **PERFORMANCE MANAGEMENT / COACHING 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 six 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.

4. PERFORM A ROOT CAUSE ANALYSIS OF THE MISTAKE
   Perform a root cause analysis on each critical mistake to determine why learners make it.

5. CREATE TEACHING POINTS
   The output of a Critical Mistake Analysis is a set of learning objectives that we call “teaching points”.

6. CREATE TRAINING SCENARIOS 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.

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RICH AND ENGAGING LEARNING ENVIRONMENTS

Our Content Center of Excellence (CCOE) is charged with researching and developing innovative approaches to content design and delivery, and integrating these new approaches into our practice.
About NIIT

NIIT’s Corporate Learning Group (CLG) offers Managed Training Services (MTS) to market-leading companies in North America, Europe, Asia, and Oceania. Our comprehensive suite of Managed Training Services includes custom Curriculum Design and Content Development, Learning Administration, Learning Delivery, Strategic Sourcing, Learning Technology, and Advisory Services. With a team of some of the world’s finest learning professionals, NIIT is dedicated to helping customers increase the business value of learning and development (L&D). Built on the sound principles of ‘Running Training like a Business’, NIIT’s Managed Training Services and best-in-class training processes enable customers to align business goals with L&D, reduce costs, realize measurable value, benefit from rock-solid operations, and increase business impact.