

## **Client: One of the largest private university in India**

### Challenge:

About four years back, the University had approached us with a unique requirement of developing a totally online MBA programme which should be available to anyone having PC with internet connection. All other programmes available then were only partially online. So, the university wanted to capture that segment which wanted a total online course.

### Benefits:

The entire process of taking eMBA was offered and managed by GOLS.

- Students found it very convenient and flexible to study anytime and as many times as they wished. There were no missed lectures. Hence, it was truly 'students centric' learning, besides being enriching
- The university found it very convenient and cost effective as the entire technology platform, support, administration was outsourced to GOLS

The university could increase its reach to students not only from nook and corner of the country, but also from 52 countries around the world, who are studying the online MBA programs. Over the last four years, over 5000 students have already taken benefit of online MBA and the first two batches of 260 students have already passed out

### Solution:

GOLS provided a seamless learning experience to students by integrating heterogeneous systems viz., Registration systems, LMS access, Live Virtual Classroom (LVC) access (including access to archived lectures), Online Viva, End-of-the term Exams, (Including Process of registration, Issue of admit card, Centre allocation, Pre / post exams support and finally Online Exams). Although the system could generate certification, the same was generated offline and sent to students. Students could access all of the above with just one single UID / PWD and in one single interface. At the same time, the university could access all resources with one Admin UID / PWD and all reports coming from heterogeneous systems were integrated and offered from just one interface.

### Course access:

Initially started with eBooks and in the second phase planned Video Based Training (VBT™) / Audio Based Training (ABT™), Simulation Lab.

- Access the course
- Download the course for offline reading
- Download the course curriculum

### Academic Support

- Live Virtual Classroom (LVC) / with access to archived LVC sessions.
- Pre-scheduled Live chats

- Subject specific discussion boards with search facility
- E-mail support – Students can directly send mails about queries to teachers. Such queries form a part of the Academic FAQs available to other students
- At least last three years' question papers of each subject along with model answer papers
- Subject wise Mock test to test their knowledge and practice before the final test
- When the assignment is evaluated by the faculty, the student receives notification via email / sms along with grades / remarks put by the faculty
- Students' marks would be displayed in the login page itself
- Link for attending the End Term Exam
- Demos of the system on “how to login”, “how to attend LVC”, etc. would also be put on the site and student login for easy use of the system