

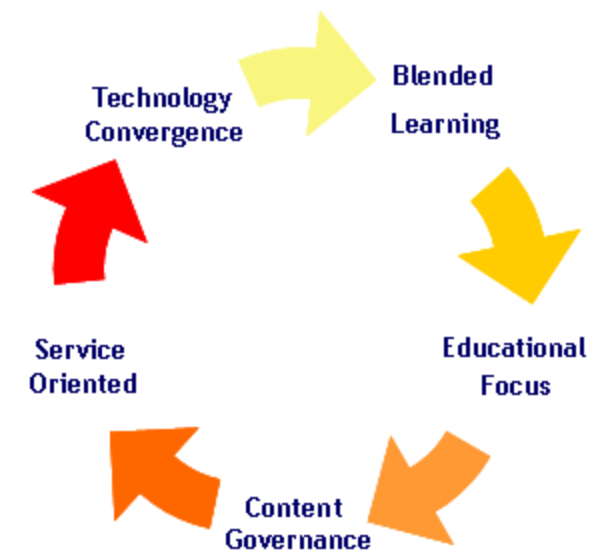
## LEARNING MANAGEMENT | CONTENT MANAGEMENT | CAMPUS ERP

IMAGINATION LEARNING is a revolution in the next generation Learning Technology solutions. In today's dynamic scenario institutions look for stable and experienced provider that can offer/demonstrate a holistic outlook of educational processes and solutions while underneath each is industry-relevant expertise.

At IMAGINATION LEARNING SYSTEMS (ILS), our area of expertise happens to be our focus. While other providers struggle to be all things to all people, we have a team of professionals focused on products and services in the education industry where we have widespread experience.

### IMAGINATION LEARNING Vision ...

- Paradigm shift in the field of learning that provides high-speed access to knowledge and information
- Teaching delivered anytime, anywhere
- World Class web-based courseware, discussion groups, live and virtual classes, video and audio, web chat, simulations and mentoring.
- Transcend distance and other organizational gaps by providing a cohesive training environment.



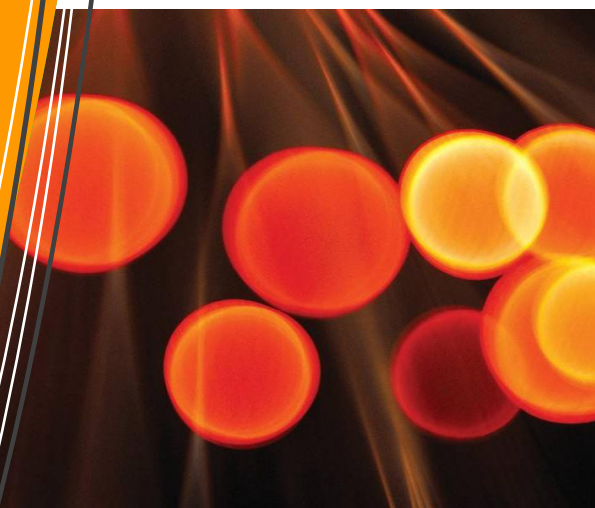


### OUR ADVANTAGE

We are a company that has demonstrated competency in understanding education industry worldwide.

Our product IMAGINATION LEARNING has been developed by joint efforts of DAV Institute of Management & Imagination Learning Systems. The development centre was in DAVIM itself to enable in-depth understanding of Processes & stakeholders.

Union of Software expertise by ILS workforce (100+ developers and Functional Analysts) with DAVIM core team comprises of 50 lecturers, Professors and Staff, provided the understanding of the education system which enabled us to create best possible software functionalities & thus a better value proposition.



## Education - the road ahead...

An institution that embraces evidence of the quality of its education reaps many benefits, including an easier accreditation process, increased demand among prospective students for admission, and an overall enhanced brand equity. Furthermore, more prestigious companies are attracted to graduates from institutions that can substantiate the quality of their education.

In India, the educational sector, whether public or private, presents a picture of a never-ending struggle to stretch scarce - and shrinking - resources to achieve quality and reach, in the face of ever-growing student demand.

Several environmental factors add a new dimension of complexity to the scenario. First, improvement in quality of education is a top priority for the Governments across the world. However, the existing educational infrastructure is already overburdened and cannot cope with an increase in scale. As a result, the governments and institutions have explicitly recognized that there exists a need to leverage technology to reach out to a wider audience.

To obtain higher revenues, educational institutions need to launch new and improved programs that not only meet the industry requirements, but meet them fast. These new courses need to be high quality, cost-effective and consistent across various institutes, both on-ground and online, while continuing to deal with the increased demands of accountability, productivity, and efficiency.

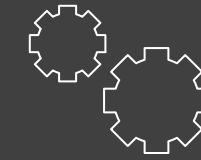
An obvious first step to achieve the twin aims of increasing the accessibility of educational material, and managing institutions efficiently, is to deploy reliable technology and computerize their basic functions. Imagination Learning Systems recognized this need and has developed Imagination Learning, an Educational Institution Management Solution to deliver end-to-end process management functionality for educational institutions. The solution enables automation of most routine administrative tasks, thus allowing for better management and reporting. Other benefits include increased interactivity and experiential learning, simplified communication, and improved accountability. Implementation of Systems and Processes which would add human support and interaction between students and instructors through;

- ◆ Web and other enhanced technologies
- ◆ Effective Learning Content Creation
- ◆ Synchronous content delivery
- ◆ Online tutors or e-coaches
- ◆ Automating and Optimizing Administrative Processes



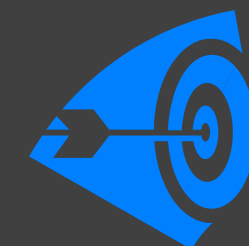
### Learning Enforcer<sup>®</sup>

A three step mechanism insuring students must read the contents provided by their faculties and therefore acquiring best of the blended learning and virtually making sure that learning has happened



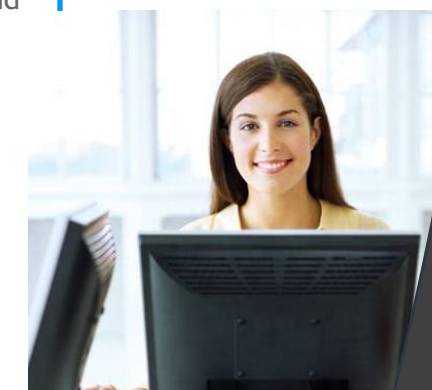
### COMPLETE LIFE-CYCLE MANAGEMENT

IMAGINATION LEARNING offers modules for handling all phases of the student life cycle, from first contact with candidates to registration, payment processing, classroom management, grades and transcripts, and alumni interactions. All linked in a common database. This approach extends IMAGINATION LEARNING beyond an institution's physical boundaries, connecting all constituents on a 24 x 7 basis in an interactive community that is tied together yet providing a customized view for each user.



### FOCUS ON HIGHER EDUCATION

IMAGINATION LEARNING decision to focus on a single market space, higher education, is to create much focused applications that are appropriate for the unique needs of this group. In particular, we have developed a product portfolio that integrates the multiple needs of administrative, academic, and student IT systems at a university.



## SERVICES TO MEET YOUR BUSINESS CHALLENGES

An educational institution has, on an average, about 2000 students, 4000 parents, 200 staff members and a large support staff base. The administration of such a body is a unique and challenging task requiring concerted and continual effort.

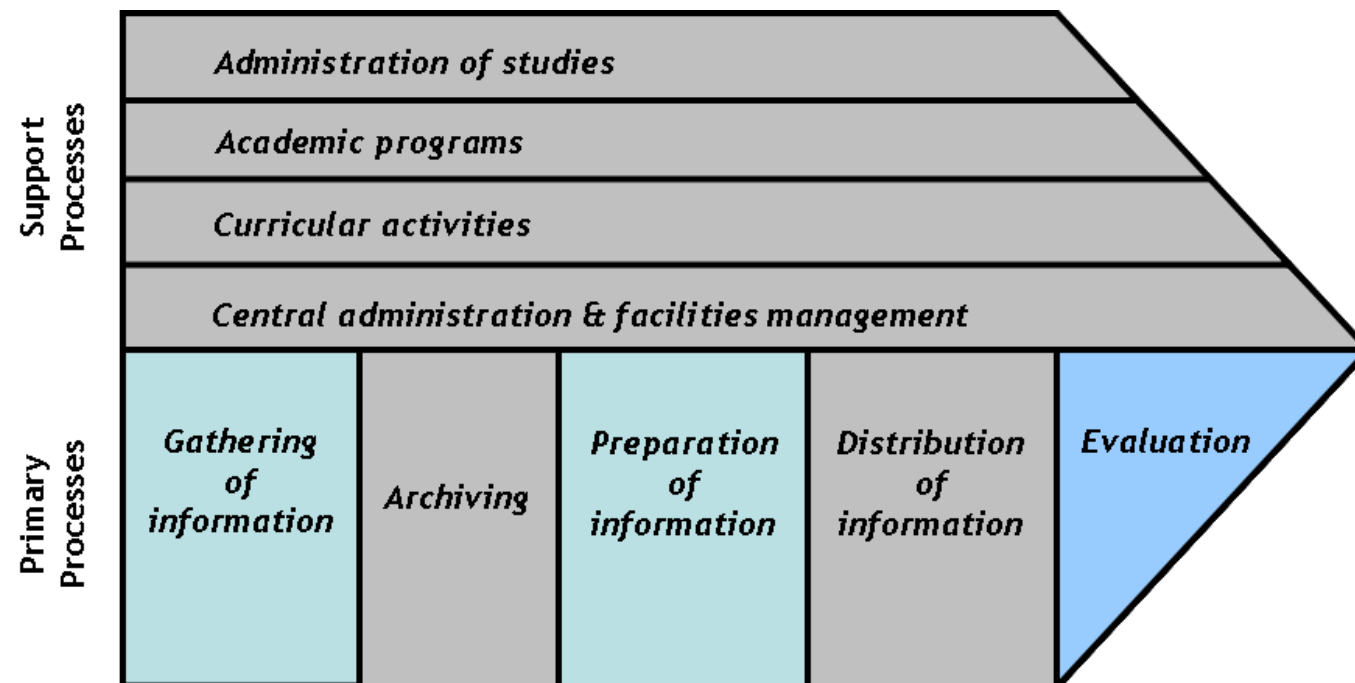
Issues include:

- ◆ One major administrative challenge is the large amount of internal and external reporting. Many of these reports are routine in nature, completed manually, and comprise numerical data such as the number of students in each division, attendance, total fees due, list and quantity of items in the institution's store and so on.
- ◆ A major proportion of the teacher's time is spent on tabulations, a self-evident anomaly.
- ◆ Office staff manually computes large amounts of data, leading to frequent errors.
- ◆ Monitoring the operations of the institution on a daily basis is a time-consuming task for its head, leaving less time for policymaking.
- ◆ Parents find tracking their child's progress through Institution visits and teacher meetings cumbersome as most of them are employed.
- ◆ The huge body of data constantly generated is typically recorded and stored manually - an error-prone and labor-intensive process. Compounding the issue is the fact that records have to be updated and their progress tracked, reported and logged on a real time basis.

Most software solutions available in the market for the education sector suffer from a common ailment - they tackle only selected "pain" areas. In fact, until IMAGINATION LEARNING, no solution was available that considered an institution as an enterprise and approached it from a holistic perspective, while providing system reliability and stability.

## SOLUTION'S VALUE CHAIN

This schematic diagram shows how the overall system is structured.



## MANAGING THE WISH LIST

Director's wish list

- ◆ How can I increase student intake?
- ◆ What to do to maintain, improve and foster innovation through strategic alliances in the extended enterprise?

IT department's wish list

- ◆ How can I reduce IT landscape complexity and reduce integration costs of multiple IT systems?

Accounts department's wish list

- ◆ How can I insure regulatory compliance and reporting?
- ◆ How can I improve the budget and planning processes?
- ◆ How do I manage student outstanding?

HOD's wish list

- ◆ How can I deploy the right people to the right position at the right time?
- ◆ How can I improve teachers/faculty productivity?

Teacher's wish list

- ◆ How can I insure right content delivery to right students at the right time?
- ◆ How can I improve the quality of content and hence the overall effect on students grades?

Student's wish list

- ◆ How do I ensure I have the best teacher, best content and best collaboration?
- ◆ How do make sure I get enough training all the time?
- ◆ How do I make sure teaching is delivered to me anytime, and anywhere
- ◆ How do I optimize my attendance
- ◆ How do I best Interact with Material? With Teachers? With Fellow students?

## RELEVANCE FOR ALL TARGET GROUPS...

- ◆ Community colleges can use IMAGINATION LEARNING to address student retention, graduation, and persistence.
- ◆ For-profit colleges can enable instructors to teach more courses due to a decreased burden of evaluating student work.
- ◆ Online programs or institutions can address faculty attrition, adjunct faculty recruitment, and the need to create a consistent feel for all courses.
- ◆ Traditional institutions can improve students' success and student knowledge and placement rates, and simplify the accreditation process.

Most importantly, all institutions benefit from being able to prove their value to accreditation agencies, parents, students, and the public through measurable, strategic goals.



## ABILITY TO LEVERAGE LEGACY SYSTEMS

A series of business intelligence tools (e.g., Data Marts and the Executive Dashboard) offers intelligence by drawing data from multiple databases within an institution. IMAGINATION LEARNING also offers an upgrade path and ongoing "tuning" opportunities that allow customers to make sure they are constantly leveraging the value of their existing investments. ROI maximization is tied to this ability to leverage data into intelligence.

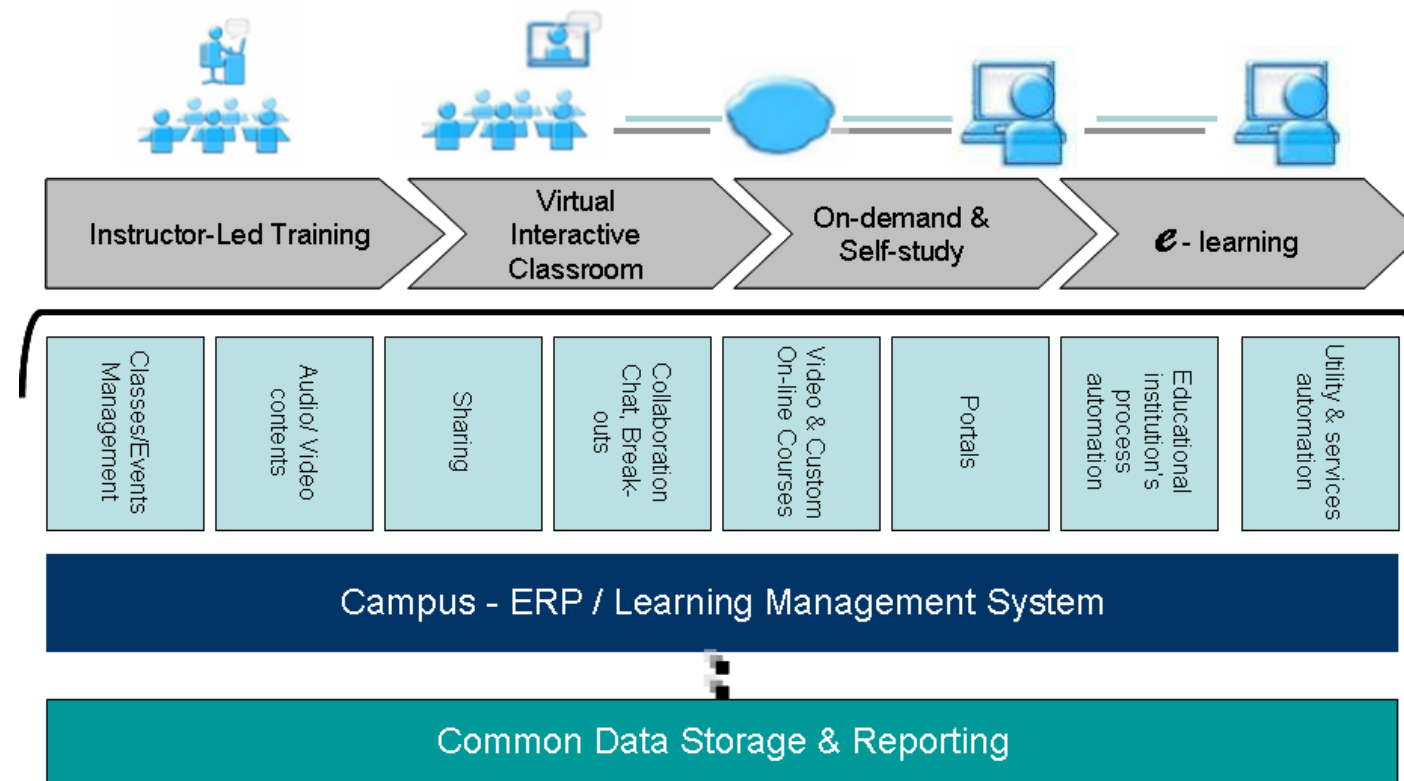


## STANDARDS-BASED SOLUTIONS

IMAGINATION LEARNING accommodates the broadest range of industry standard platforms, be it operating system independence or application server, enabling clients to choose the technology solution that suits their needs and fits into their current environment. This is particularly important for institutions that are planning a migration path by ensuring that they can implement upgrades without wholesale

## IMAGINATION LEARNING'S BLENDED LEARNING TECHNOLOGY & SERVICES

This schematic diagram shows how the overall program is structured.



**Blended learning** is an educational approach that combines the effectiveness and Face to Face learning opportunities of the classroom with the technologically enhanced active learning possibilities of the online environment.

In other words, blended learning should be approached not merely as a temporal construct, but rather as a fundamental redesign of the instructional model with the following characteristics:

- ◆ A shift from lecture- to student-centered instruction in which students become active and interactive learners (this shift should apply to the entire course, including face-to-face contact sessions).
- ◆ Increases in interaction between student-instructor, student-student, student-content, and student-outside resources;
- ◆ Integrated formative and summative assessment mechanisms for students and instructor.

**IMAGINATION LEARNING is a solution to answer these questions:**

- ◆ How does blended learning fit into current conceptions of online learning?
- ◆ How does blended learning help engage students and support their academic success?
- ◆ How are online learning and face-to-face instruction being combined effectively?
- ◆ Is blended learning meeting unique student needs that neither fully online nor face-to-face models can achieve?
- ◆ What digital content and curricula are being used in blended learning? Equipment?

### OVERCOMING THE LIMITATIONS OF BOTH INSTRUCTOR-LED AND ONLINE COURSES TRAINING

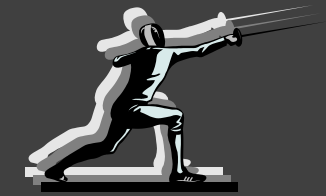
IMAGINATION LEARNING's Blended Learning Technology Framework (IL-BLTF), briefly overviewed in this flyer, enables delivery of various types of content; plus interactive learner participation by people in remote locations. Many features exist. The instructor has many options for managing interactions. IL-BLTF is part of a holistic family of IMAGINATION LEARNING Campus ERP.

IL-BLTF, plus the pre-integrated LMS and reporting, are powerful, safe, easy to install, easy to use, flexible for new programs, and cost effective. These combine to be a pre-integrated, standard based solution; for all training needs now and over time. Many integration problems are avoided. An instructor's audio/video & other contents are sent across the network (Internet and/or Intranet) to all participants.

During a session, the instructor has the ability to display an extraordinary variety of rich media, ask questions, share documents, and talk over the network with any participant. Student interactive response options are many and all elements are stored in a database for reporting. Sessions can be recorded for on-demand use as needed.

The facilitator can issue a wide range of questions that include: true/false, yes/no, multiple choices, multiple selection, numeric, and text based or essay type questions. Responses are captured in the database and displayed on both the facilitator and participants' screens. If desired, the facilitator can show a graph of results.

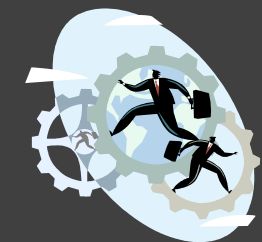
The facilitator can send PowerPoint slides, graphics, animation, audio, video, documents, spreadsheets, or any other electronic media to the participants. Markup, brainstorming, chat, messaging and more are supported. Multiple content media are also supported.



### HELPING INSTITUTIONS STAY COMPETITIVE

IMAGINATION LEARNING provides data drilling and reporting tools that will help our customers to become more competitive in their student recruiting and retention efforts. The portal product is positioned to address these issues.

We leverage our extensive and integrated ERP to provide Students-focused interactions and push the idea of student life-cycle management. IMAGINATION LEARNING's Executive Dashboard, which can be employed with any ERP system, provides detailed business intelligence.

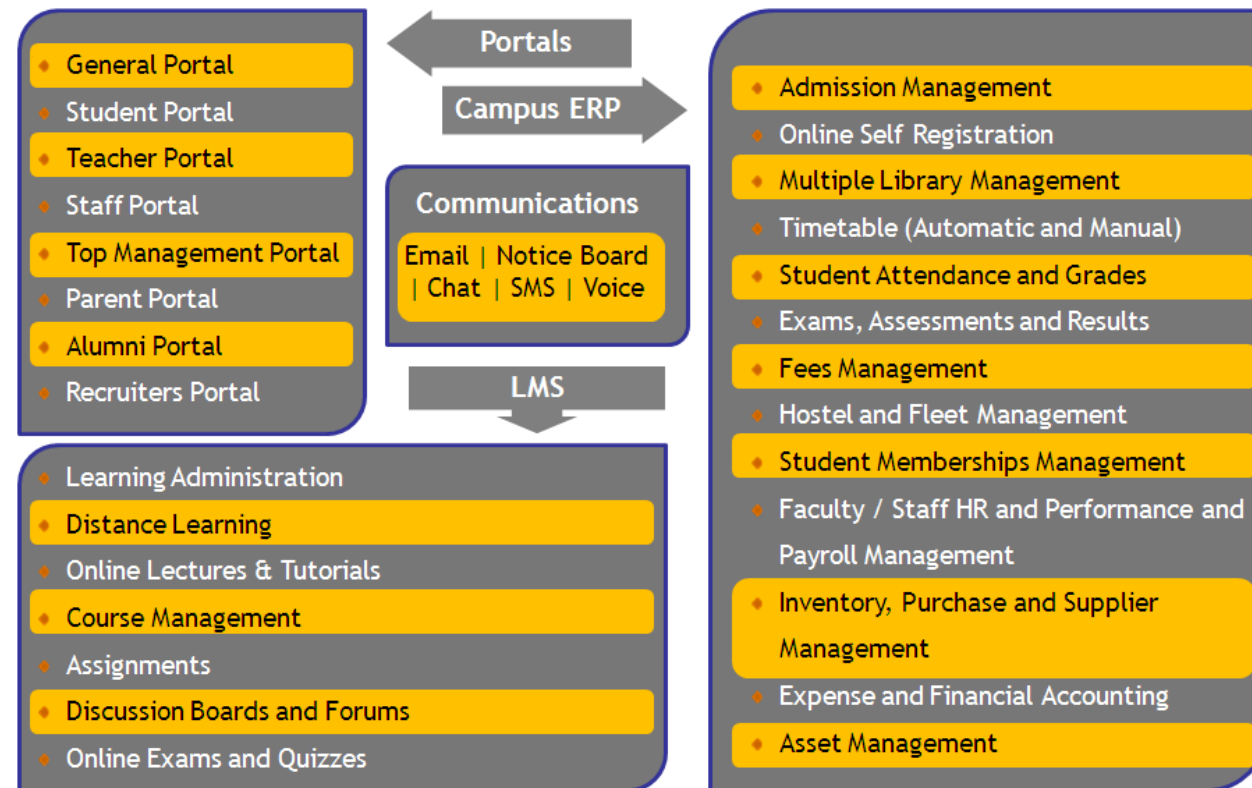


### PRODUCT VISION

IMAGINATION LEARNING also has recognized the trend toward a more service-centric approach to the market and is responding with a broader and more comprehensive array of client services to support its applications.

# THE IMAGINATION LEARNING SUITE

This schematic diagram shows how the overall Solution is structured module wise.



## GENERAL PORTAL

This portal will act as the full fledged corporate website of Institute(s) / University and will provide all the open to public information regarding the institute such as news, events, general notice, student comments, staff comments, login mechanism and further navigation menu.

## STUDENT PORTAL

This portal will provide the information regarding the students such as examinations, class schedule, seminars, workshops, notice and login mechanism through which student will enter in the their own personal portal.

## FACULTY PORTAL

This portal will provide the information regarding the faculty such as Faculty Development Plans, Staff Meeting Schedules, Examinations Schedule, Class Schedule, Seminars, Workshops, Notice and login mechanism through which Faculty will enter in the their own personal portal.

## STAFF PORTAL

This portal will provide the information regarding the staff such as FDP, Staff Meeting, Examinations organize, class schedule, seminars, workshops, notice and login mechanism through which staff will enter in the their own personal portal

## ALUMNI PORTAL

This portal will provide the information regarding the Alumni such as Alumni Meet, alumni in News etc. Alumni can register themselves for further communication & general newsletters.

## TOP MANAGEMENT PORTAL / DASHBOARDS

This portal would provide information about the Key Performance Indicators of the Institutes from management perspective, all dashboards reports from all the modules will be deployed on this portal

## PARENT PORTAL

This portal provides the Login mechanism through which parent can see their child's performance and other information regarding him such as attendance, grade details, classes and examination schedule, fee dues etc.

## RECRUITERS PORTAL

Recruiter companies can have their own web space where they can see the performance of the students in which they are interested in and they can track whole lot of information about the institution.

## COMMUNICATIONS

**Notices:** Create, Manage, Display all kind of notifications within the campus or outside the campus.  
**Emails:** Email Box for each of the user (student, teacher, non teaching staff, parent etc) integrated with all other modules to provide real-time information. Moreover Chat, Mobile based and on-portal Notifications System supports sending various system notifications to learners/students, Parents and teachers via aforesaid Communication media.

## ADMISSION MANAGEMENT

This module automates the student admission procedures in the system. It offers complete automation of admissions, entrance tests, results and enrollment. Some of the features are - Acceptance of Student Admission applications online, Digitization of Online/Offline Applications Received, Issuance of Admit Cards, and Integration with existing Student Information Management System etc.

## ONLINE SELF REGISTRATION

This enables the Prospective Students to register for programs and uploading their credentials based on which admission management process is triggered.

## MULTIPLE LIBRARY MANAGEMENT

Library management module is a complete and comprehensive Library Management System integrated with all other modules. It is capable in managing all the functionalities of multiple libraries. It is suitable for small to big libraries viz. colleges, schools, universities, medical libraries and others. It is capable of managing CDs, DVDs, Drawings, or any media. It is fully compatible with Bar Codes. Moreover, the software can work even without Bar Codes seamlessly.

**LEARNING TO KNOW**  
Acquiring the instruments of understanding

**LEARNING TO DO**  
So as to be able to act creatively in one's environment

**LEARNING TO LIVE TOGETHER**  
So as to participate and cooperate with other people in all human activities

**LEARNING TO BE**  
An essential progression which proceeds from the previous three

## TIME TABLE MANAGEMENT

Create & manage timetables across the campus, display individual timetables, manage any time, room, teacher or resource conflicts.

## STUDENTS ATTENDANCE & GRADE MANAGEMENT

It is a Complete and comprehensive Attendance Management system for students as well as for staff. The grade Management module helps in managing the grades and scores for the students. Complete grade management system for students, roll ups available for semester end, yearend & program end grading systems. Teachers can define their own scales to be used for grading forums and assignments.

## EXAMS, ASSESSMENTS AND RESULTS

It helps in managing the Exams, Assessment and results. Comprehensive system for managing Date Sheets, Uploading facility for offline exam results & Detailed Mark Sheets, moreover it facilitates continuous assessments for different Tests, Assignments, Quizzes, Group Discussions, Presentations, and Seminars etc.

## FEES MANAGEMENT

This module automates fees Management process, create fees structures manage reminders and reports providing schools/colleges/institutions with powerful features. Designed for ease of use and flexibility, the fee module will save your staff's enormous amount of time in invoicing, data entry and financial record keeping, it efficiently tracks the details of your past, future and current fee receipts.

## HOSTEL & FLEET MANAGEMENT

This module automates the hostel and ensures complete control over the institution's fleet of buses/cabs. It facilitate - Reservation and allocation of rooms, managing room facilities, Visitor records, Bus/Cab stop and route allocation to student/staff, number of students on each stop/route, number of stops on each route, maintenance of vehicle log book, vehicle tax & insurance information, vehicle maintenance schedule and vehicle requisition for various occasions.

## STUDENT MEMBERSHIPS MANAGEMENT

This module facilitates management of students availing various memberships of the facilities provided by the institution.

## INVENTORY, PURCHASE AND SUPPLIER MANAGEMENT

This module offers complete & comprehensive tracking of purchase, allocation & management of fixed assets and inventory, moreover procurement management with approval workflow and automation of supplier/vendor management processes.

## PERFORMANCE AND PAYROLL MANAGEMENT

This module includes the HR related processes for employees including Appraisals - Self / Superiors, Evaluation by Students and Increments and Incentives. It also manages the payroll, leave and attendance for all the employees (Faculty and Staff); including Salary Slips, User Defined income and deductions, Tax and Statutory Compliance, Multi Institute and location processing and reporting.

## EXPENSE AND FINANCIAL ACCOUNTING

This module automates AP processes, assigns expenses to various heads / GL codes & manages reporting. This module offers general financial accounting, Balance Sheet and Profit and loss statements.

## ASSET MANAGEMENT

This module manages all the Assets of the institute/ university and tracks the assets for their NPV and lifecycle.

## LEARNING ADMINISTRATION

This is used for standardizing the curriculum and affiliations of the institute(s)/University; this will help in Managing Universities, Institutes, Managing Programs, Semesters, Courses and Subjects.

## DISTANCE LEARNING

This module provides content development tools for creating content within the system, support web-based content delivery and tracking and Re-launching of a completed learning activity. Moreover it empowers management of On-line Modules consisting of e-Books, e-Monographs, e-Notes etc.

## ONLINE LECTURES & TUTORIALS

This module would allow teachers to make tutorials and lectures on the system, a tutorial/lecture can be a series of pages/slides which can be presented in a linear fashion, like a slide show, or in a non-linear manner, or in a combination of the two. Some of the features are - Navigation through the tutorial/lecture can be straight-forward or complex, logical or random pages. Moreover it allows students' to take questions directed by teacher within the tutorial/lecture. Offers different scoring and grading potentials, Student attempts, time limits, minimum score and retakes can be set.

## COURSE MANAGEMENT

This module would be used to manage the courses such as adding a course, deleting editing etc. Features that will be offered in this module are -

- ◆ A teacher has full control over all settings for a course, including restricting other teachers
- ◆ Choice of course offered on a daily, weekly or monthly format.
- ◆ Includes in-course Collaboration - Discussion Boards, Quizzes, Wiki, External Web Resources, Assignments, Educational Chats, Workshops
- ◆ Groups - teacher(s) and students can be placed in one or more groups
- ◆ Most text entry areas (resources, forum postings etc) can be edited using an embedded HTML editor

## ASSIGNMENT MANAGEMENT

This module gives functionality for teachers to direct assignments to students, to manage Submissions and grading them. Some of the features are - supports most of the file formats, late assignments handling, resubmission handling & Re-grading.

## DISCUSSION BOARDS AND FORUMS

Discussion Board allows students and teachers start a discussion forum. They can be standard forum for general use, each person put on discussion, question and answer forum or any other.

## ONLINE EXAMS AND QUIZZES

It facilitates ability to create & conduct online exams/Quiz related to the course or to the whole program, which can be automatically graded and can be re-graded if necessary.

Blended learning, combining the best elements of online and face-to-face education, is likely to emerge as the predominant teaching model of the future.

“From a technical perspective I L S has done outstanding work as well. We are quite happy with the way the courses look and operate; most impressive has been ILS's ability to make the media-intensive courses fully compliant with the demanding standards required by us for our online courses.”

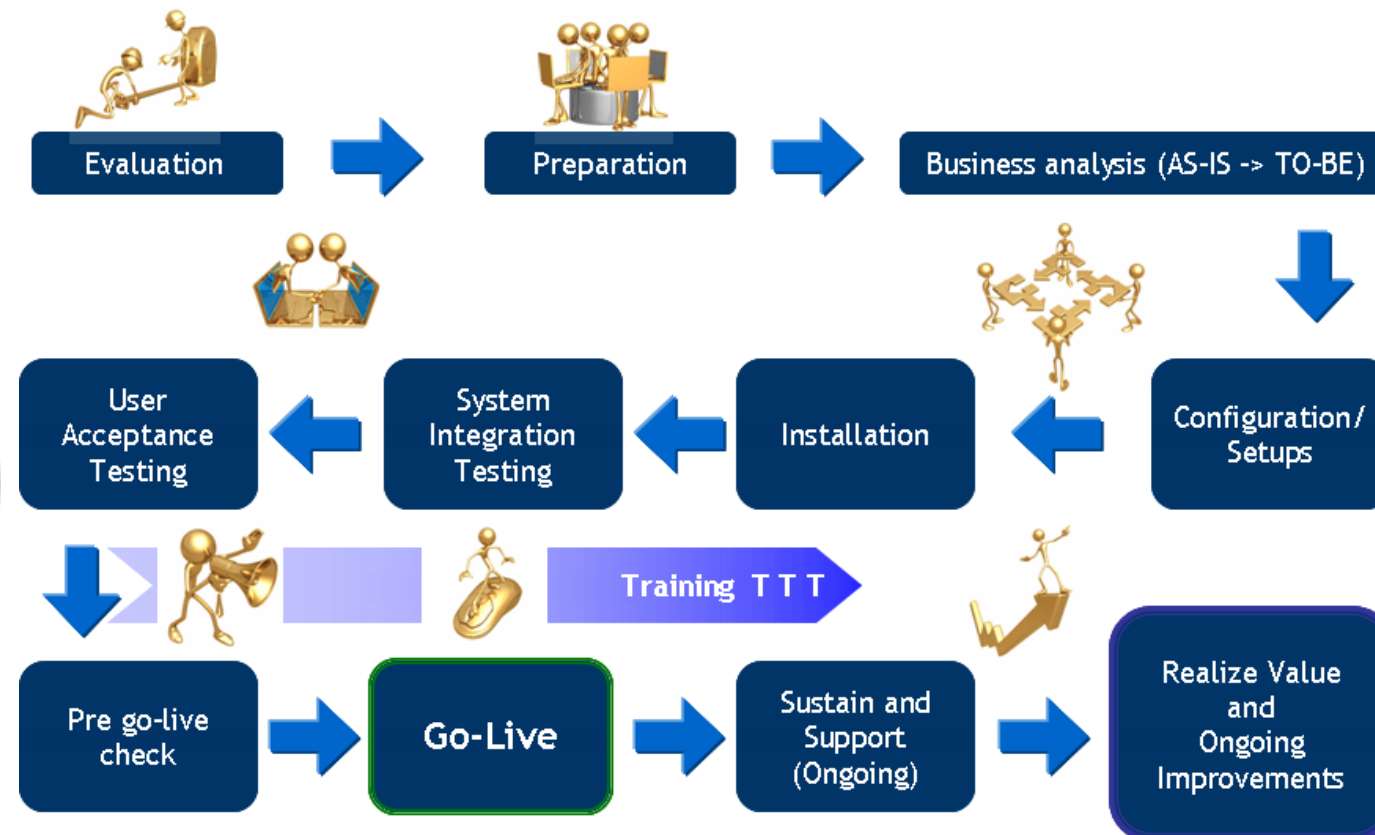
Dr. N. K. Sharma  
Principal Director  
DAV institute of Management

Since learning and knowledge occur at the level of the individual we focus on empowering that individual.

## IMPLEMENTATION ROADMAP

This implementation roadmap is recommended to be used as the implementation methodology for an educational ERP project. This methodology is designed by Imagination Learning Systems to fast track the implementation of projects.

This schematic diagram shows how the overall program is structured.



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## NOT JUST PAIN KILLERS, BUT VITAMINS TOO...

- ◆ Student Centered vs. Curriculum Centered
  - The “my” generation
  - “Just in time”, “Just for me” learning
  - Individualized, adaptive “on the fly”
- ◆ Growing emphasis on collaborative learning
- ◆ Faculty support via Course Management systems and an enterprise-wide architecture
- ◆ Multimedia integration of lecture materials
- ◆ Migration from PC labs to ubiquitous access
- ◆ Faculty and student electronic interaction
  - Hybrid or blended courses
  - Class assignments and work
  - Administrative support and advising
  - Explosion of created content
  - Blogs, “my media”
  - IM is in, email is out
- ◆ Flexible coursework and credit options
- ◆ Synchronous and asynchronous learning

## IMAGINATION LEARNING SYSTEMS'S ADVANTAGE:

- ◆ Founded by learning specialists not technologists
- ◆ Ease of Integration to Legacy Systems
- ◆ Enhanced Inter-Operability
- ◆ Modular Architecture
- ◆ Flexible Deployment & Reporting
- ◆ Easy to Customize
- ◆ Web-Enabled
- ◆ Highly Scaleable
- ◆ Lowest Total Cost of Ownership
- ◆ The pricing model
- ◆ Proven methodologies and high quality standards to ensure predictable service offerings to clients
- ◆ Strong technical and domain expert team with very low attrition
- ◆ Powerful Code Generation tools - to ensure 40% reduction in Software Engineering Life Cycle
- ◆ End to end solutions to clients with & without Hosting Infrastructure
- ◆ Expertise on wide range of technologies, with rapid team mobilization
- ◆ 24X7 support for all products and projects

## SOLUTION'S BENEFITS

Enabling Streamlined operations

Provides an easier way to enter and manage data

Easy, progressive parent-teacher communication

Efficient monitoring of students

Automated business processes

Deployment of the solution boosts productivity