



Date: Monday, January 15, 2018

Page: Webpage

Source: Business Line on Campus

Language: English

URL: <http://www.bloncampus.com/b-school-corner/tcs-ion-signs-mou-with-dharmasthala-institute/article10033305.ece>

TCS iON signs MoU with Dharmasthala Institute

Will jointly develop learning content on Academic Hub, providing access to institute's knowledge base

Tata Consultancy Services (TCS), a leading global IT services, consulting and business solutions organisation, has announced a Memorandum of Understanding (MoU) with The Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD).

As part of the MoU, SDMIMD will deploy and leverage TCS' Academic Content Market Place Platform (Academic Hub) <https://learning.tcsionhub.in/hub/academic-hub> to drive the institute's digital transformation efforts. SDMIMD's digitisation efforts through TCS iON Academic Hub will aim to provide improved services to students and members, offering them easy access to the institute's vast knowledge base.

The MoU between TCS iON and SDMIMD will involve multiple areas of collaboration. TCS iON Academic Hub will enable SDMIMD to publish the Institute's Blended Learning Certification Program in Management. This program is a combination of online business management modules coupled with interactive sessions with faculty.

Relevant courses

This initiative will help provide a larger section within the academic community easier access to the institute's certification courses. The exercise will combine the domain experience of SDMIMD with the functional capabilities of TCS iON's learning platform.

In the first phase, a set of five highly relevant courses has been launched by SDMIMD and these are offered in a blended package involving pre and post-class interaction and online learning in the interim.

Commenting on the partnership, V Ramaswamy, Global Head, TCS iON, said: "This MoU will make the institute's rich content easily accessible to a larger section of the academic community and learners. We are confident that the institute's digitisation efforts will help it retain its position as one of the country's premier professional bodies."

Blended platform

Dr NR Parasuraman, Director, SDMIMD, said: “We are very excited about the possibilities with the TCS iON Academic Hub. Online programs are gaining in popularity and TCS iON’s Academic Hub provides us a set of functionalities that help address the challenges for a successful adoption. The future ultimately lies in a blended platform, such as the Academic Hub, that enables the physical classroom to be integrated with the digital space. We are excited to collaborate with TCS particularly since it has a lot of similarity with our own group. We belong to the Dharmasthala group, known for its charitable work for the last 700 years. And TCS is well known for its value-based management”.

The TCS iON Academic Hub is a content marketplace that brings together professional institutions with rich academic content and learners. The Hub offers a multi-modal learning experience, including courses, assessments, communities and events. It enables academicians to deliver instructor-led courses using social learning tools and, at the same time, provides participants a unique opportunity to learn at their own pace. The TCS iON Academic Hub caters to learners across wide segments, from K-12 to working professionals.