

21st Century Learning



# Simova

Education and Research

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 Collaborative Learning


Self  Governance

PEER  
Reviews

 Many-To-Many  
Learning

## *Our Vision and Mission*

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- To be an innovative Distance Education Institution of excellence, with a 21st century focus, in the area of higher education.
  - To harness progressively the power of print, television, the Internet, video and other media.
  - To offer programmes that anticipate the changing educational needs of our society in the coming years.
  - To offer enrichment programmes, continuing education programmes and lifelong education programmes.
  - To award certificates, diplomas, degrees and post-graduate degrees in association with Indian and foreign universities.
  - To conduct and support research in Distance Education methodology and delivery systems, self-instructional material, counselling and use of technology in Distance Learning.
  - To offer turnkey solutions to start-ups, educational institutions and universities, in order to help them set up Distance Education institutions.
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## ***About Simova***

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Simova is a Distance Learning institution whose aim is to create an innovative system of learning that is enlightening, flexible, enjoyable and within the reach of most people. Our system captures the 21st century ethos in every sense. And makes use of innovative learning methodologies to encourage learners to be self-managed, independent and in touch with the changing demands of the future.

### **Innovative programmes with a 21st century focus**

Simova's programmes will provide collateral or subsidiary learning, and are intended to enrich and expand the horizons of both students in conventional college programmes, as well as working professionals.

**Our programmes cover a wide range of humanities-based subjects with a new, future-looking focus.**

### **Why Distance Learning?**

Distance Learning offers flexibility of time, place and pace, which is invaluable for college students and working professionals.

Equally important, Distance Learning is increasingly being recognised as the best way of learning. According to Distance Education methodology, the teaching function and the learning function have to be separated by distance if real learning is to happen. Without an authority instructing them on what, when, where and how to learn, learners grow wings. They become independent, thinking individuals and take an active, interested role in their education. They are thereby enabled to construct their learning to suit their particular needs or inclinations. In other words, learning becomes personal, meaningful and lasting.

## ***The Simova Way of Learning***

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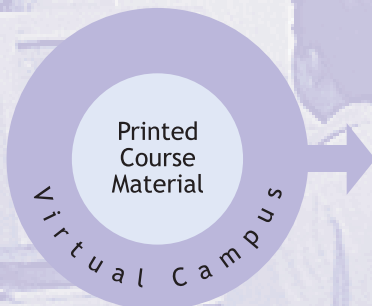
Ours is a system that goes beyond conventional Distance Education. It is **not** online learning.

The Simova Way of Learning is an integrated learning experience that combines printed study material with interaction between learners on our virtual campus and in the real world, where possible.

**Many-to-Many** and Peer Group **Collaborative Learning** are our key methodologies. Our **Virtual Campus** facilitates **Learner Self-Governance**, through which the learner is encouraged to take independent responsibility for his or her learning process. Simova's role is largely that of a facilitator.

Through this active encouragement of collaboration, potential problems of loneliness or confusion are effectively and simply avoided in the Simova Way of Learning.

### ***Simova Distance Education***



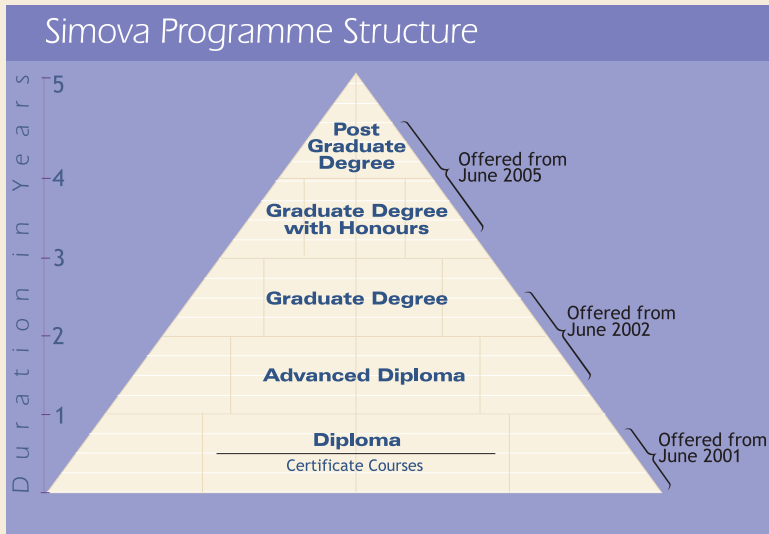
- Online Prospectus
- Online Enrolment
- Learner's Home Page
- Collaborative Groups
- Discussion Boards
- Chat Rooms
- Online Assessment
- Open Community

# A Closer Look at Simova’s Learning Philosophy

The Simova method is intended to put learners back where they belong—at the centre of the learning process. Several factors—the demand-supply gap, new insights in educational methodology and the ever-changing educational needs of our society—will bring about this paradigm shift in higher education within the next 5 years. Simova is a pioneer participating in this revolution.

Conventional Education	21 st Century Learning: The Simova Way
Centralised	Diffused
Institution-defined	Learner-defined
Classroom setting	Real-life setting
Fixed duration	Flexible duration
Group paced	Individual paced
Teacher-instructed	Learner-constructed
Teacher is mentor/guide	Peers, senior learners, others are mentors/guides
Prescribed text	Learner discovers text in books, mass media, Internet and life's experiences
Individual learning	Collaborative Learning
Examination determines outcome	Process determines outcome
Degrees	Credits in credit bank
Learning stops with college	Lifelong learning

## *Simova Programmes and their Structure*



In 2001 Simova will offer: Certificate Courses, Advanced Certificate Courses and Diplomas, covering several disciplines.

In 2002, Simova will introduce programmes at the Degree level. Typically, a 3-year Degree programme will be structured in a modular form, with the following progressions:

Basic Certificate Course (3 months) → Advanced Certificate Course (3 months) → Diploma (6 months) → Advanced Diploma (1 year) → Final Degree (1 year)

## ***The Simova Quality Process***

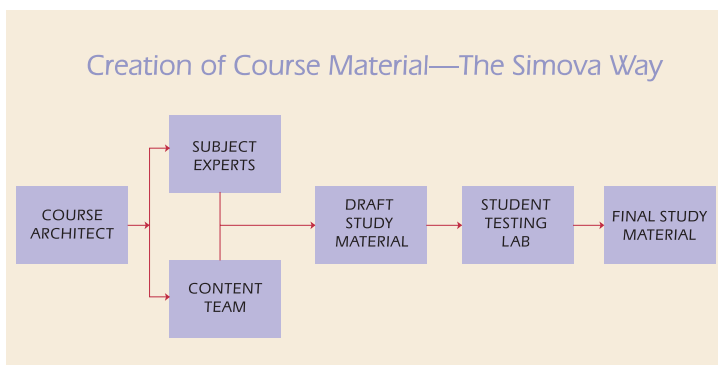
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As higher education becomes increasingly privatised, concepts like affiliation and **recognition** assume less and less significance.

Today, organisations everywhere are establishing independent standards of quality within the industries to which they belong. This is a process being adopted in every sphere of activity. Simova intends to do the same.

We will design and develop exclusive benchmarks of excellence in Distance Learning. The Simova Quality Process will cover areas including educational methodology, course design, self-instructional material and student servicing.

At the same time, Simova will also establish alliances and affiliations with Indian and International educational institutions, for collaboration in educational methodology and production of outstanding course material.



## ***The Simova Team***

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Simova Education and Research, a private limited company based in Bangalore, was formed in June 2000.

Simova's project team of 25 people, reflecting our objectives and working style, combines youth and experience. Our in-house talent covers areas that range from academics to technology, and includes design, marketing, writing and student testing. The Simova team is growing and will reach a strength of 120 people within a year.

We are also forming a panel of subject experts and visiting faculty. As our requirements involve identifying and inducting people with an innovative and futuristic outlook, our task is harder than it would appear. The process, however, is well underway.

Simova is promoted as a 21st century learning institution of excellence by: **H. Jayadeva** (Managing Director), **Murali Venkatrao** (Technology Director), **Meena Jayadeva** (Director), **B.M. Anantha** and **Venugopal Reddy**.

Below and facing page: the Simova team at work







#### **The Simova Advisory Board:**

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##### **Ajay Srinivasan**

Managing Director,  
Regional Mutual Funds,  
Prudential Corp. of India, Hong Kong.

##### **Prof. U.R. Ananthamurthy**

Jnanapeeth Award Winner (1994),  
Former Vice Chancellor,  
Mahatma Gandhi University, Kerala.

##### **Bhaskar Bhat**

Chief Operating Officer,  
Titan Industries Ltd, Bangalore.

##### **V.S. Mahesh**

Programme Director,  
(Service Management),  
School of Business,  
Buckingham University, U.K.

##### **Ranjan Chak**

Vice President, India Operations,  
and Executive Director,  
India Development Center,  
Oracle Corporation.

##### **Srinivasan Iyer**

Former Managing Director,  
Eternit Everest Ltd, India.

#### **Consultants:**

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##### **Finance**

L.R. Narayanan  
(Narayanan, Patil and Associates)

##### **HR—Architecture & Strategy**

Dr Vandana Nadig Nair  
Vandana Viswanathan  
(CoCoon, The HR Incubator)

##### **Distance Education**

Dr Geetanjali Soni, USA

##### **Graphic Design**

Yamuna Mukherjee  
(KIRI Design)

##### **Technology**

VLinkU Dotcom Pvt. Ltd

## ***Simova Outlook***

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- We believe that human resources are our most precious raw material, so we are prepared to pay the right price for the best people available to us.
- We believe the human value of the rupee will always be as important as the rupee value of the human.
- We believe in moving away from a world of titles, positions, authority, vertical hierarchy and rigid systems and procedures. Ours is a world of roles, functions and responsibilities, workflow, boundarylessness, and continuous renewal of systems and processes.
- We believe in learning through exploration, discovery and debate.
- We believe that seeing things only in black and white, being obsessively unambiguous, being rigidly consistent are no longer virtues. The greys are in. Fuzzy logic, reasonable ambiguity and flexibility are today's priceless values.
- We believe in creating long-term relationships.
- We believe discovering total solutions is the best way to reach our goals and realise our vision.

## *What our name means*

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We are often asked the meaning of our somewhat unusual name. It's a simple enough explanation: Simova is an anagram of Asimov, which is the last name of the renowned writer Isaac Asimov (1920-1992).

Asimov was an astounding polymath. He wrote more than 450 books, was a compulsive reader and an even more compulsive writer.

Most people know of him as a science-fiction writer. And as such, he received more honours and lifetime-achievement awards than anyone in the field.

Asimov's real genius, however, lay elsewhere: he was one of the greatest explainers of all time. He wrote—intensively and extensively—on an amazing and awe-inspiring range of subjects. His books cover areas as varied as algebra, arithmetic, astronomy, biology, chemistry, bio-chemistry, comparative history, Greek and Roman history, world history, Shakespeare, the Old and New Testaments, physics, population studies, the etymology of

words, our past, the future... the list can go on and on.

Asimov's writing style and presentation were as impressive as his range of writing. He was transparent and lucid; he wrote simply and engagingly on the most complex of subjects. He walked his readers through ideas, playing the role of a guide who revels in watching his charges make discoveries and find illumination while in his care.



In Distance Education, we call this “guided didactic conversation”. So whether he realised it or not, he set the highest standard for writing Distance Education study material. In fact, his writing fulfilled all the criteria of excellent self-instruction material.

We had a list of possible names for our institution. But somehow it seemed right and fitting that it be Simova. In tribute to one of the greatest Distance Educators of all time.

And so it is.



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