

# Content Development Center

If you are a large, established corporate or academic entity having regular requirements for specialized skills in the content and e-learning space and looking for:

- Focus on what you do best
- Cost savings
- Operational efficiencies
- Access to a highly talented workforce
- Improved quality
- Protection of intellectual property rights

...then outsourcing your knowledge-related work to the experts with an exclusive **Content Development Center** dedicated to work only for you will be an ideal solution.

C&K stands tall in this area what with its years of experience in creation and maintenance of content for leading domestic and international clients. With hundreds of hours of e-learning courses, certification programmes, catalogue courses and, of course, a highly-skilled, experienced and result-driven team of content analysts and writers, C&K is ideally suited for content outsourcing in the areas of management, quality, software technology, banking and financial services, among others.

## Case in Point

### eTQM College's Content and Software Development Centre (CSDC)

On 1<sup>st</sup> December 2007, the Dubai-based eTQM College entered into an agreement with C&K Management for cooperation and joint ownership of a Content and Software Development Centre (CSDC). "Setting up of this Knowledge Process Outsourcing (KPO) was firming up a 'strategic partnership,'" said Mr. Muralidharan, Managing Director of TMI Group. The Vice-President of eTQM College, Dr. Mansoor Al Awar, declared the tie-up would help offer courses to the entire Middle East. Dr. Narimane Hadj Hamou, Dean of Learning Technologies, eTQM College, said setting up of the centre would help offer high-quality content and digitising services across the Arab world.

### What CSDC Does

Instructional designers, content specialists and graphic programmers, among others, comprise the team at CSDC. The team develops e-learning courseware for the Bachelors and Masters courses along with professional programmes and certification courses for eTQM College. In addition, CSDC provides back-end support for the college through academic programmes and content. These help the college bring out journals in excellence, along with e-magazines. It also maintains the college portals. In the words of Mr. Al Awar, "CSDC provides total quality management and e-learning services to eTQM." Since setting up the CSDC, eTQM College has been upgraded to a University. Thus, it needs huge content and software support, which will be provided by its KPO centre – CSDC.



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## Certification Courses

Currently, CSDC is helping the University provide various certification courses. The Chartered Quality Institute (CQI) Certificate program is the ideal entry point for those who are new to the quality field. This program consists of three courses that lead to the CQI Certificate.

1. **Quality – Customers, Clients and Markets:** This course provides students with the opportunity to understand quality concepts.
2. **Quality – Principles of Data Analysis:** This course provides learners with an understanding of the statistical methods used in quality
3. **Quality – Models, Standards and Laws:** This course provides students an opportunity to appreciate the need for standardisation. Moreover, it introduces students to the legal issues related to quality.

The CQI certification will also provide students with the necessary knowledge and skills required to undertake the CQI Diploma as the next progression step. This program intends to raise the participants' knowledge in quality and enhance individual careers and personal development.

## Portals

The various portals that CSDC maintains include the following:

1. **Learner Resource Centre (LRC):** This portal helps learners identify and locate various opportunities to develop themselves.
2. **E-CAPS:** This portal provides updates on different kinds of jobs available in the Quality Management domain. It provides articles every fortnight on career and job interviews. These articles not only help learners avoid mistakes in resumes and job interviews, but also educate them on their conduct during job performance.
3. **Quality Management Experts (QME):** This portal provides several resources such as:
  - a. **Q-Hub:** A fortnightly newsletter providing information on various quality-related topics. It covers areas such as management, marketing and services, among others.
  - b. **Q-Digest:** A monthly newsletter providing information on various current topics.

## Conclusions of the case study

Traditional organizations pay lip-service to team members from external organizations to whom Business Process is Outsourced in terms of transparency and trust. eTQM picked us as their partners very carefully but once both the organizations were committed to this partnership they treat the CSDC team identically to their own internal team members by granting them full transparency and trust and the same is reciprocated by the C&K team.

## Wondering what you will get by partnering with us?

Well... when you peel back the layers you get a creative team of people who are experts at their craft. That's what sets us apart from other firms. We're not merely writers, speakers, designers, programmers, consultants, and trainers; we're a team that compliments your team and lets you do what you do best – Manage your business, while we bring in the end to end expertise which you are looking for.