



**Engaging.
Experiential.
Enjoyable.**

Simulation-based Learning Objects (SimBLs®) from Tata Interactive Systems (TIS)

SimBLs® are learning products based on the learning-by-doing philosophy. They are used to provide concise and focused insights into any subject within a short time—only 30-45 minutes.

Your choice of a learning vehicle to deliver courses can significantly impact the outcomes—performance, learning effectiveness, and in corporate scenarios, productivity and profits. The gap between an average Web-based course and a well-thought-out experiential learning program can be considerable.

What Makes SimBLs® Effective

Enjoyable

SimBLs® are fun, and participants enjoy while they learn, leading to better knowledge retention.

Constructive

The risk-free environment facilitates experimentation with concepts and enables learning from mistakes.

Self-paced

SimBLs® can be played anytime, anywhere, via the Web without the need for an instructor.

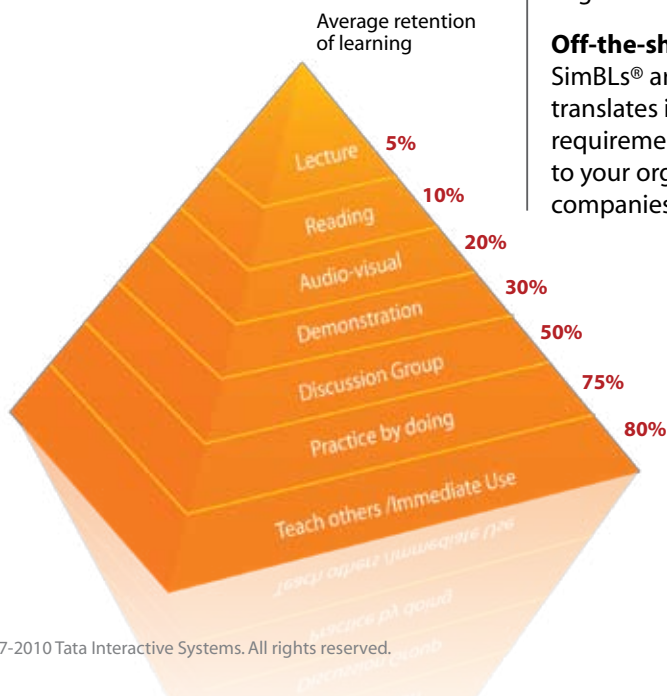
Diverse

30 SimBLs® titles are available on subjects ranging from Organizational Behavior to Information Technology.

Off-the-shelf/Custom

SimBLs® are available for immediate deployment—bulk licensing also translates into low cost-per-learner ratios. In case of highly specific requirements, TIS also develops custom SimBLs® on any topic relevant to your organization. TIS has created custom SimBLs® for renowned companies such as UPS and Kraft.

What type of *learning* produces the greatest effect?



The Learning Pyramid taken from 'Corporate Universities' by Jeanne Meister.

TATA INTERACTIVE SYSTEMS

The true-to-life scenarios and strong visual appeal of SimBLs® have been recognized by leading global corporations, educational institutions, and e-learning award juries.



SimBLs® can provide experiential insights, e.g., the UPS Package Center Simulation is designed to help Business Managers understand logistical issues better.



SimBLs® are highly effective in university curricula, e.g., this US-based MBA course focuses on using perceptual maps in marketing.

For more information, visit www.tatainteractive.com or www.simbls.com

Why SimBLs® Are Unique

Professional expertise

SimBLs® have been conceived, designed, developed, and delivered by professionals from the world's leading management institutions. TIS's simulations development team is a unique amalgam of expertise, experience, and effort.

Systemic approach

SimBLs® exemplify the application of systemic thinking to any subject—thus breaking down even the most abstract concepts—e.g., Psychology—into variables to provide learners fundamental insights, which go a long way.

How SimBLs® Benefit You

Focused

SimBLs® are based on our well-defined analytical and consulting processes and translate into highly focused learning experiences. They have been proven to work at renowned institutions like the University of Phoenix Online, which offers over 30 SimBLs® in its online MBA program.

Scalable

From individual learners to organization-wide groups, SimBLs® are scalable enough to meet the entire spectrum of learning requirements.

Reusable

TIS goes beyond providing solutions to creating assets—we offer an entire library of 30 simulations that can be reused every time a learning need arises.

What SimBLs® Buyers Say

"Tata Interactive Systems did a brilliant job of analyzing the problem, and came back with an innovative simulation-based solution."

– Brian Mueller

Executive Vice President and Chief Executive Officer University of Phoenix Online

"I want to thank you and your team for the great job you did on the hurricane simulation. I was impressed... the students all enjoyed it and thought it was a fun and educational process."

– David Martineau

Deputy Chief of Operations - Massachusetts Emergency Management Agency Subject Matter Expert - Public Management Structure for Boston University

Ready for the SimBLs® experience? Visit www.simbls.com for more information.