

# NIIT

## THE MARKET

Since its entry into China in 1997, NIIT has relied on its strong development abilities and outstanding management models in setting up wide-ranging cooperative projects with Changsha PowerRise Software Park, Qingdao Software Park, Southwest Petroleum University, Wuhan University, Hunan Social Work College, Hunan Science and Technology College, Jiangsu Information College, Changzhou Information College, Nanjing Information College, Shenzhen College and other similar establishments. It has established more than 100 NIIT Software Training Centers in over 50 cities around China, including Beijing, Chongqing, Chengdu, Jinan, Qingdao, Tianjin, Guangzhou, Shenzhen, Zhengzhou, Harbin, Taiyuan, and Nanjing, cultivating a continuous stream of software experts in China and becoming one of the leading training providers in the domestic IT industry.

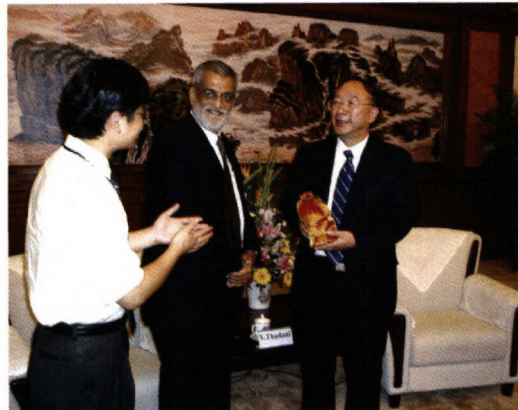
## ACHIEVEMENTS

- Conferred the 'Best Citrix Authorized Learning Centre' award 2002
- Conferred the 'Microsoft CTEC Solution of the Year' award 2002
- Rated by employers as the most favored IT Training Institute for recruitment as per Dataquest
- Conferred three US Cinema in Industry Awards for Interactive Learning projects
- Innovation Award for 2001' for Minimally Invasive Education experiment by Worldaware, UK, December 2001
- Knowledge Solutions Business became the 1st content creation facility in the world to be assessed at SEI-CMM Level 5 from Carnegie Mellon University
- ISO 9001 Certification for Educational Multimedia
- International 'Social Innovation Award 2000' from Institute for Social Innovation, UK, for NIIT's 'Minimally Invasive Education' experiment to spread literacy among the less privileged kids
- World HRD Congress Award 2000-2001 for innovative HR practices
- 'Best Training Company Award 2001' highest award conferred on a training partner by Microsoft
- Top-performing Global Growth Company Award for consistent growth rates and successful globalization efforts from World Economic Forum
- Ranked among the Top 10 Most Respected IT Companies Business World Survey, 2004
- Ranked among 25 Great Places to Work

Business World Survey, 2003

- Ranked among the Top 20 IT Training Companies in the World IDC Report, 2001, 2002, 2003
- Featured among the Forbes list of 200 best small companies outside USA Forbes Global, October 29, 2001
- Ranked the 2nd Best Managed Company in the area of IT in Asia Euromoney Survey, 2001
- Featured among the Top 10 Indian Companies in Review 200 Survey Far Eastern Economic Review, Jan 2001 & 2000

Awarded the Most Influential IT Training Facility in 2002 by "HR Market Daily", and was named China's Most Popular Training Facility in 2003 by *Xinmin Wanbao*.



Ranked among the 10 Most Influential Training Providers in 2003 by *China Computer World*, and won Best Training Institution Award, Most Useful Course and Best Employer awards from CIW in 2004.

## HISTORY

Established in 1981 in India's capital, New Delhi, NIIT is the abbreviation of India's National Institute of Information Technology. It has now become one of the world's most influential IT educational institutions, having established over 4,000 training centres in 44 countries worldwide reaching more than two million students.

NIIT is a knowledge-based company, and one of the world's largest IT education and solutions providers. In India, it is the number one education and training provider, the second-largest IT service provider, and the third-largest software



exporter. What separates NIIT from other IT training providers is its involvement in IT services and software exports. This not only enables it to stay well-informed of market developments, but also provides timely feedback to its training classes and assists in the development of training methodologies and other related areas. In addition, it allows new products, as well as the results of IT training improvements to be quickly tested, which in turn promotes the rapid development of these three factors.

In 1997, NIIT entered Shanghai with the establishment of its Shanghai PCEC NIIT Institute of Information Technology to offer globally recognised software engineering and specialisation courses. Its employment of a globally standardised teaching model, top-quality management systems and up-to-date course materials reflecting the current conditions and rapid developments in the IT industry has quickly propelled NIIT to the top of China's list of software training providers.

## THE PRODUCT

NIIT courses are divided into two main segments: professional courses (GNIIT) and high-skill courses (ASPM). At the moment, training in China is more concentrated on software engineering courses such as its four-semester GNIIT Honors course. This is an integrated course that contains popular technical applications such as Java and .net. The first semester lays the foundation for dealing with subjects in the second semester related to object-oriented coding, with the aim of developing desktop application processes. The second semester is also a continuation of subjects closely related to those covered in the first semester, with the goal of developing solutions for large-scale electronics corporations. Thereafter, course materials will allow students to gain a more in-depth understanding and better grasp of frequently used technology within the industry.

After graduating, students obtain an NIIT certificate and related documentation. All certificates are issued by NIIT headquarters and are internationally recognised.

NIIT also has a job placement desk which provides a full range of services, including free



assistance in locating employment for students who have successfully completed their professional courses. For those enrolled in NIIT's long-term courses, the desk will even provide free arrangements for students to participate in one-year paid training assignments in various companies.

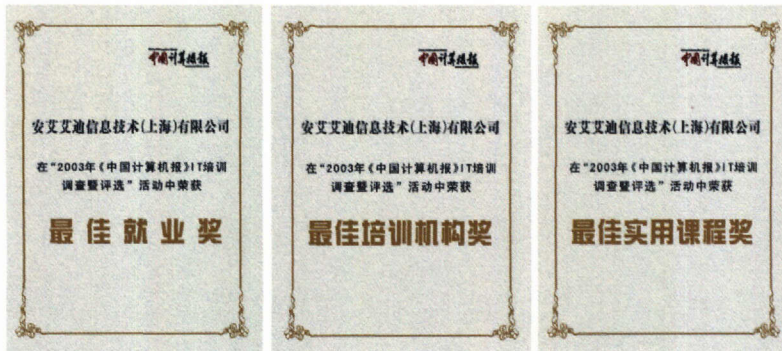
In order to ensure the proper development of software experts, NIIT's team of trainers has conducted a thorough analysis, ranging from beginners to experienced industry experts, combining its own, as well as its business partners' requirements, to develop the GNIIT course program. The GNIIT series will ultimately develop a beginner at a high school or tertiary education level who has no IT skills to pass a two- to four-year systematic educational growth to fulfill the demand for experts within the industry.

In order to address the wide-ranging requirements of developing capable software talents in the country, NIIT has, in recent years, gradually brought in high-end IT training services to China, and has now begun its "ASPM High-Level Software Engineering & Project Management Course", and the "CTP Professional Training Course". NIIT is also starting to expand its domestic software development business, providing complete IT solutions to both local and overseas businesses.

One of NIIT's outstanding features is its usage of the scientifically advanced MCLA teaching method. In traditional learning techniques, students need to familiarise themselves with basic concepts prior to studying a certain subject, followed by learning about its applications under a teacher's tutelage; thus accumulating knowledge as they go along, and eventually reaching a higher level of understanding. Although this method helps to reinforce theoretical foundations, it tends to focus on theories while downplaying practical applications, with a weak connecting link between different subjects. This has led to a lack of knowledge among students of the actual application of theoretical concepts, as well as an inability to observe relationships between subjects, resulting in frequent failures to adapt to future job responsibilities.

Under the MCLA teaching guidelines, however, the entire educational process is made up of many smaller cycles. Each cycle first raises practical IT, or work-related questions, followed by step-by-step solutions to each problem by experts (ie, the teachers or trainers) who have analysed, planned, proven and applied their skills in this area. After this a related but different issue will be raised. Under their guidance, students can participate and learn from the experts to systematically solve problems. Finally, students will have to combine what they have learnt during the week to solve a new, practical problem, which they must complete by themselves. Through this process of "learning-applying-improving", students will not only gain a better and quicker understanding and grasp of the subjects in the course, but also develop their ability to solve practical problems independently.

Through the unique MCLA teaching techniques, students will be able to gain knowledge while experiencing its practical applications when resolving problems. In addition, the expert guidance provided serves to further improve the effectiveness of the learning process. In line with the verbal direction and demonstrations, students can learn about related regulations through the process, as well as steps taken to arrive at solutions and standard analytical procedures, thus raising both effectiveness and efficiency.



In particular, NIIT's advanced teaching materials and coursework enable its students to become top performers in the IT industry. NIIT provides courses recognised by Microsoft, Red Hat and Computer Associates, as well as the newest technologies in the industry, and regularly updates its course content. NIIT's course program is built on a foundation of successful IT education experience during the last 20 years. NIIT has gained recognition from many well-known multinationals such as Microsoft and CA, as well as leading learning institutions. After undertaking a two- or four-year course at NIIT and completing its overseas program selection and recommendation, Chinese students will be eligible for a Bachelor's or Master's degree from overseas universities (in the US, UK, Australia and Singapore) upon continuing their studies overseas for another one and a half years.

NIIT has designed a special learning website, [www.netvarsity.com](http://www.netvarsity.com), to provide online study assistance to its students around the world. Students can obtain solutions to any questions or problems related to any aspect of NIIT course subjects from this website, with fitting answers provided by NIIT's global team of experts. This online classroom learning process not only allows a better understanding, but will also increase one's level of IT knowledge through a global exchange and updates on latest developments within the IT community.

#### RECENT DEVELOPMENTS

When it was established, NIIT's mission was "Bringing People and Computers Together...Successfully". Its mission statement was recently redefined to continue its efforts and employ the most suitable technology to provide knowledge, skills, solutions, and services to both individuals and corporations so that they can achieve greater levels of success.

#### PROMOTION

NIIT has four major advantages: its high-quality educational system, specialised teaching techniques, unique application of actual

professional opportunities, and online learning together with its one-on-one consultation with NIIT's global experts. While these factors allow students to quickly grasp and apply advanced software development skills, they also take into



account the current and distinct local conditions by setting a flexible pricing policy which allows students in less economically developed regions to enjoy high-quality training of similar standards at lower prices. Aside from this, after being on-campus for one semester, students can also opt for temporary suspension and credit transfers according to their individual situations or even to continue to the next level of their studies and

certification at other NIIT centers. This "students first" concept has made NIIT a popular choice nationwide.

#### BRAND VALUES

NIIT is the training partner of choice of Microsoft and international IT giants such as Oracle, Red Hat, Sun, CA, IBM, and Citrix. NIIT's objective is to become the global leader in knowledge management, which is also to become a leader in technological innovations. In recent years, it has persisted in raising standards in the area of solutions education, aiming to become the largest global education provider and training facility in information technology, as well as setting new global standards in achieving the strongest software development capabilities, highest customer and employee satisfaction and the fewest software defects.

#### THINGS YOU DIDN'T KNOW ABOUT NIIT

- NIIT has set up over 3,500 educational and training facilities in 33 countries
- Over 10,000 GNIITians enter the IT and non-IT industries year-on-year, and GNIIT students are the preferred option when it comes to recruitment by the country's leading enterprises (Dataquest 2001, 2002 and 2003 CIO surveys on Top Choice of Recruiters). Over 2,000 GNIITians (including those undergoing one year of Professional Practice) were placed, many in the Dataquest Top 20 organizations during 2003-04 alone
- NIIT employs 351 MBAs, 1,435 engineers and 26 PhDs
- NIIT's list of major customers includes Microsoft, Deutsche Bank, Goldman Sachs, British Airways, ING Group, SEI Investments, Credit Suisse First Boston, Toshiba, Merrill Lynch, Hitachi and Qantas