AMA UNIVERSITY USES INTRALEARN FOR 150,000 STUDENTS

Introduction: AMA Goes Online

With a student population of 150,000 and more than 200 campuses located in the Philippines and in other Asian countries, the AMA University is undoubtedly the first and largest IT university in Asia. As the pioneer of computer education in the Philippines, AMA was the first to offer courses in Computer Science and Computer Engineering, the first to introduce a one-to-one student-to-computer ratio, the first school in the Philippines to have received ISO 9001 Certification, and the first Premier Education Partner of Microsoft.

AMA is taking the lead in e-Learning by rolling out a comprehensive, Web-based, virtual classroom environment to its entire student population. In order to deliver e-Learning to its students, AMA has chosen to partner with IntraLearn. "AMA intends to further enhance its leadership in the global IT education market by being the first to implement e-Learning at such a massive scale. To be able to accomplish this feat, we needed a technology leader with powerful software and comprehensive support. We found the company we needed in IntraLearn," said Dr. Amable R. Aguiluz V, Chairman and Founder of the AMA Education System (AMAES).

Multi-campus e-Learning Implementation

Through its vast network of 200 campuses, the AMA education system offers a variety of educational programs and reaches a geographically dispersed student body. One group of 41 campuses is dedicated to offering bachelor's degree courses in various IT fields, as well as Master's degree courses in Business Administration. Another group of 21 campuses offers degrees in Business and Economics and Accountancy. Finally, the remaining 138 campuses run 2-year diploma programs.

"For us to implement e-Learning across all of these campuses, scalability and robustness had to be the key criteria for our e-Learning software platform. IntraLearn met all of our concerns. IntraLearn has extensive experience with large online deployments, a robust product architecture, a comprehensive set of product features, and a strong partnership with Microsoft," said Paulo Paje, Chief Information Officer, AMAES. "In addition, the IntraLearn software has the flexibility of supporting a clustered server configuration (with multiple, redundant, hardware servers), which we had envisioned."

"AMA has a fairly unique environment due to its unusually large number of campuses, and a key feature of the IntraLearn software that particularly suits AMA is IntraLearn's Icosa technology", said Kashif Rana, Managing Director of IntraLearn Asia. "Icosa enables hundreds of 'virtual' Learning Management Systems to be run from a single physical implementation of IntraLearn, allowing an ideal combination of centralized and distributed controls. Each AMA campus can manage its own student enrollment and online teaching, and yet the report generation and the systems administration functions can be run centrally."

Fast and Easy Courseware Conversion

AMA has called upon its own teachers and administrators to convert hundreds of its traditional courses into e-Learning courses, as well as integrating Web-enabled vendor courses into the IntraLearn platform. "It is our intention to convert up to 300 of our existing, classroom-style courses into e-Learning courses, so that they can be delivered to our students using the IntraLearn platform," said Bernie Salay, Vice President for Business Development and concurrent Chief e-Learning Head. "A prerequisite for our e-

Learning software platform was 'ease-of-use' for course developers, so that our teachers could quickly get their courses up and running. This was a big plus for IntraLearn."

The IntraLearn e-Learning platform comes with a comprehensive, built-in course authoring tool that enables the easy creation of new courses and the conversion of existing, traditional courses into e-Learning courses. Featuring a collection of intuitive wizards and templates, the IntraLearn course authoring tool offers a powerful content editing environment that requires no more skills to operate than those required by a common word processing software application.

Another essential ingredient for AMA's e-Learning initiative was the adequate training and development of its 4,000 teachers. With such a large pool of teachers, AMA had to devise a plan for reaching out to all its teachers and enabling them to make a smooth transition to the new e-Learning environment. "IntraLearn stepped up to this challenge by organizing comprehensive training workshops for AMA's teachers on a variety of e-Learning topics. We have been committed to being there for AMA every step of the way, from the classroom to the Internet," said Kashif Rana. IntraLearn's training program for the AMA includes the following topics: course administration, instructional design, e-teaching techniques, course conversion, integration of vendor courses, content enhancement techniques, unique system and graphical presentations, and specialized course material presentations.

About IntraLearn Software Corporation

IntraLearn Software Corporation, founded in 1994 with headquarters in Northboro, Massachusetts, USA, is the leading global supplier of configurable e-Learning applications. More than 500 corporations, academic institutions and associations use IntraLearn to provide e-Learning to millions of learners worldwide. The IntraLearn software platforms are comprehensive, enterprise-class, e-Learning solutions that make it easy and affordable to create, deliver and measure interactive learning over the Internet and intranets. IntraLearn is a Microsoft Tier 1 Partner in e-Learning and Education, as well as a member of the Microsoft Gold Certified Partner Program.

IntraLearn has focused on becoming a global provider, with regional offices and engineering resources located throughout Asia and Europe. In Asia, IntraLearn has subsidiaries/offices located in Singapore, Malaysia, and India, as well as a network of more than a dozen resellers throughout the various Asian countries. For more information about IntraLearn, visit www.intralearn.com, or contact:

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