

IIMT
UNIVERSITY
MEERUT

Transforming Education System, Transforming Lives



UGC Approved

Section 2(f) & 12B

E-CONTENT DEVELOPMENT POLICY

GUIDELINES/POLICY FOR E-CONTENT DEVELOPMENT

CONTENTS

S. No.	Topics	Page No.
1	Introduction	2
2	Objectives	3
3	Eligibility	3
4	Implementing Agency	3
5	Content Duration And E-Content Module	4
6	General Instructions For Authors	4-5
7	Types Of E-Content Encouraged By IIMTU	5
8	Suggested E-Content Specifications	5
9	Acceptable Formats For E-Content	6
10	The Maintenance Of Electronic Content	6
11	Important Aspects For Creating E- Content	7
12	Content Development Format	7-8
13	Orientations And Faculty Development Programs	8
14	Royalty	8
15	IPR/Copyright Violation	9
16	E-Content Approval	9



1. INTRODUCTION

Developing high-quality e-content and the knowledge necessary to produce it over time are the stated objectives of the UGC E-Content scheme are followed by IIMT University Meerut, which proposes encouraging the creation of E- content to support improved learning environments. In the university's learning ecosystems, it is recommended to utilize information and communication technology (ICT). These E-content concepts will further empower and promote the "Teaching - Learning - Knowledge Triad." Additionally, this will contribute to and be an essential aspect of the university's Learning Management System (LMS). E-content, as they are commonly called, are digital or electronic content. Electronic publication, or e-publishing, is the process by which these are created and preserved digitally instead of in print. These can be sent over a computer network like the Internet and are seen on screens rather than on paper. These guidelines, which describe the criteria for creating and disseminating e-content, are expected to provide an innovative creative dimension to the university's learning environment.

Once created and approved, the E-Content can be published on IIMTU- LMS as well as for other sites. All teachers and students within the country's Indian university system would have access to the content. This initiative aims to support teachers working alone or in groups in higher education institutions, as well as professionals in the IT sector with experience in multimedia production and content development, in creating instructional materials in electronic format that can be incorporated into a range of teaching and learning initiatives. Teachers of all courses and disciplines are welcome to submit their e- content for this scheme.



2. OBJECTIVES

The objectives of the scheme are to:

- (a) Encourage the development of E-content across all subject areas
- (b) Build a network of teachers and subject matter experts to create E-content
- (c) Make the E-content available to students as well as teachers via a variety of delivery methods for educational purposes, strengthening and supplementing the process of teaching and learning in higher education.
- (d) Establish partnerships between academic institutions and the IT sector to facilitate the ongoing creation of novel methodologies and content that take modern technology into consideration.

3. ELIGIBILITY

Following can develop and submit E-content proposals

- (a) Teachers, including retired teachers associated with IIMT University with previous UG and PG teaching experience
- (b) Faculty of all the departments of the University
- (c) All the school/colleges of the IIMTU
- (d) A consortium of IIMTU
- (e) Entrepreneurs or production companies with relevant expertise in the creation of videos and e-content.

4. IMPLEMENTING AGENCY

The E-content scheme will be implemented and overseen by the E-content Development Cell of IIMT University, Meerut

5. CONTENT DURATION AND E-CONTENT MODULE

According to the number of hours required to complete the course in the classroom, the duration of the e-content has been determined. For instance, a classroom course requires one credit, and fifteen hours are equal to one credit. A course's content will be taught in a classroom setting for fifteen hours. Undergraduate students often have to complete six to eight papers in a school year. As a result, a student may take 18–24 papers during the course of their three-year study time.

20 to 25 lessons are needed for each paper. One paper will take 60 to 75 hours to complete, assuming that a class requires three hours of teaching. An e-content module lasting 30 minutes often covers two and a half hours of teaching in a classroom. Therefore, 300 Modules on average are needed to complete the entire course.

Likewise, the length of the video programs that the program developer creates for each module should be roughly 30 to 45 minutes.

6. GENERAL INSTRUCTIONS FOR AUTHORS/CREATOR

1. A cover page should include the name and designation of the author, address of the University, topic of the content and a declaration.
2. Authors are welcome to submit a maximum number of e-learning resources, preferably on the topic or subjects on which they are expert.
3. Each e-content needs to address a single unit or complete topics of the syllabus/course
4. You can submit the e-content either in English or in Hindi
5. It is advisable to include examples to the topic instead of just repeating the usual bookish academic details.
6. A summary ought to be provided at the conclusion of every content.
7. There should be no typographical or grammatical errors in the content.

8. In accordance with UGC guidelines, information and materials provided in e-content should be checked for plagiarism.
9. The content of the PDF should be in Times New Roman font with a font size of 12, and with 1.5 line spacing.

7. TYPES OF E-CONTENT ENCOURAGED BY IIMTU

The IIMT University encourages the following types of E-content-

- a. Videos
- b. Audios
- c. Digital Textbooks
- d. Workbooks
- e. Articles
- f. Textual and Pictorial Presentation
- g. Multimedia Presentations

8. SUGGESTED E-CONTENT SPECIFICATIONS

The following characteristics should be the main emphasis of e-content:

- a) E-content should look into the results of new social networking, knowledge sharing, and knowledge building platforms.
- b) E-content materials ought to motivate students in a productive way.
- c) E-content intended to be able to attract the interest of students.
- d) E-content should use effective material to remove discrepancies among students.
- e) E-content ought to raise students' knowledge levels and inspire innovative thinking.
- f) Online links should be included in e-content in order to provide future ideas based on the references and links provided.

9. ACCEPTABLE FORMATS FOR E-CONTENT

Assembled e-content,

Created e-content.

Assembled E-content: This type of material is created by compiling and assembling information from many books and resources while taking appropriate precautions to protect copyright and intellectual property rights (IPR). Here, the main content provider will be the author. All content compiled and edited by the author (where applicable) will be credited.

Created E-content: Written by the author utilizing both original research and a variety of sources. In this case, the content creator will be the author. The written content must be provided by the content developer in a standard module format.

10. THE MAINTENANCE OF ELECTRONIC CONTENT

The development of e-content is only as vital as its preservation. The following storage spaces will be provided by the university:

Online preservation,

- You tube
- Cloud storage,
- IIMTU website
- IIMTU LMS

Offline preservation

- Pen drive
- Digital Video disks
- Memory card
- USB Flash Drives
- Smart cards
- University Server



11. IMPORTANT ASPECTS FOR CREATING E-CONTENT

The following strategies should be taken into account when creating E-content:-
A brief (200–300 word) explanation of the E-Content is called an annotation.
E-Content creator is expected to write detailed write-up on the topic of module as per content structure in a simple language enriched with multimedia supplements, wherever applicable.

For independent learning, the material should be delivered in a methodical and logical way and include the following:

- Self-checking activities
- Examples and applications from everyday life
- Representations (pictures, maps, and graphics)
- Relevant links of websites, if necessary
- Summary

12. CONTENT DEVELOPMENT FORMET

The course content for each module will be entirely composed by the subject expert(s) and will include the elements listed below. The text will be sent in print form and as a soft copy on a DVD to the Production Agency or the Course Coordinator launched by CEC.

- a) Home page (Title of the content)
- b) Objectives
- c) Learning outcomes
- d) Subject Mapping
- e) Content
- f) Summary
- g) Text, Case studies, FAQ's

- h) Video and audio
- i) Assignments, Quiz, Tutorial
- j) References, Glossary, Links
- k) Suggested Readings
- l) Contact

The subject matter expert(s) will also specify the information, graphics, and animations that must be included in the module. He, she, or they will keep offering academic assistance until the module(s) are created and approved.

13. ORIENTATIONS AND FACULTY DEVELOPMENT PROGRAMS

The fundamental expertise is needed for the creation of e-content. It's possible that some faculty members aren't sufficiently focused on creating e-content. The university will set up the required orientation and training sessions for the same. These training sessions will try to cover the basic computer skills and web skills to create the e-content.

14. ROYALTY

In the case that sharing e-content generates royalties or other income, the profits will be distributed as follows:

- (a) The creator/author will get 60% of the profits.
- (b) 40% of the revenue will go to IIMTU.



15. IPR/COPYRIGHT VIOLATION

The author or creator shall bear full responsibility for any violation of intellectual property rights or copy right violations. The IIMT University shall not be considered liable for any litigation or criminal offense.

16. E-CONTENT APPROVAL

Only e- content that has been accepted and approved by the Proposed Committee members, will be uploaded to the IIMTU website/IIMTU-LMS.

